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## World Wide Web and Current Scenario of Internet among Pakistani Youth in Information Communication and its Impacts on Cultural Values

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### ABSTRACT

*Internet is combination of millions of computer based devices connected across the globe. Due to development of term internet, make space for online publishing named World Wide Web (WWW). Such facility of widespread medium enable people to link their devices to internet and read, write, upload and download every kind of material supported by hardware and software. Due to interconnection of devices and WWW facility has make social communication more easily and fast. Researcher discussed some elements of social communication that has become possible due to current scenario of internet and facility of WWW and its impact on cultural values. The study targeted students of university of Punjab Pakistan including male and female. A sample size of 585 respondents was taken from highest student statistical rate university using multi-level sample technique. The study focused how they think about internet as medium of cultural information like fashion trends, dressing styles, physical appearance, customs and use of language in their lives. The study concluded that internet has captured almost all aspects of lives of university students. Assumed hypothesis proved that students looked inspired towards new fashion trends, dressing style, physical appearance, social interaction and frequently user of foreign languages.*

**Keywords:** World Wide Web, Internet, Information Communication, Pakistani Youth, Cultural Values.

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## 1. Introduction

The World Wide Web merely Web is worldwide information medium which allows users to read, write, upload and download using computers linked to internet. Sometimes the term web is used for internet itself but it is facility that operates over the internet just as shopping, email or online reservation etc. Web is global information system and history of internet goes back further than WWW (Burners-Lee, 2000; Hassan et al., 2019).

The history of World Wide Web goes back to development of hypertext or computer aided reading of electronic documents and secondly development of internet protocols made possible of large global network (Cailliau, 1995). Hypertexts are linked pages to access information of different kinds of websites in which users can browse at their own will. These hypertexts provides single user interface to large classes of information such as database, notes, reports, audio, video, graphics and online help (Safdar & Khan, 2018a; Kahn et al., 2018). WWW has two phases, first make use of existing hardware and software including web browser at user's workstation and second extensions of application areas by allowing users to add new materials (Berners et al., 1992; Safdar et al., 2018b).

Tim Berners Lee of CERN (European Laboratory for Particle Physics) developed World Wide Web and various communication protocols that caused the formation of WWW (OWC, 2018). The first web page was uploaded on December 25, 1990. It was the start of World Wide Web (Oxford, 2002). In early 1990s web is born and proved killer app for internet eventually break down the walls (Bratt, 2009). Recent development of worldwide consumption of World Wide Web has brought with it a new community (Gromov, 2013).

Software program that is used to access web pages is called browser. While starting browser, user needs to enter web address of own choice in address bar of browser. Web address is also called domain name, IP address or Uniform Resource Locator (URL) (McCahil et al., 1992). This web address is also called hypertext that is linked with other page. Any home page of website further linked with other pages, in this way different web pages of related data makes website. These hypertext links are selected by using mouse, pen like device stylus or simply touch of fingers. When user selects any reference, the browser presents the linked page or text that it referred (Berners, Cailliau & Groff, 1992; Safdar et al., 2018c).

Hypertext system went through various phases of progress and devoted research efforts. Now, World Wide Web has become the backbone which links huge quantity of hypermedia and hypertext documents uploaded or published by communities or persons working from the entire globe (Alomar, 2015; Shabir et al., 2015).

World Wide Web is faculty to publish or access data on widely connected computer like devices around the world. The concept of WWW was developed in 1989-90 (Andrew et al., 1996). The credit of development of World Wide Web goes to Tim Berners Lee and his team who were working in CERN laboratory, Switzerland (Andrew et al., 1996; Hall, 2011). World Wide Web is open hypermedia that allows using and process data by the system to other system without any limit and implies the opportunity to access them using



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any browser (Davis, 1992; Shabir et al., 2014). To access any web page, browser is its entry point, so after the developments of web, several browsers were made that was free of charge, easy to use and have simple user interface (Ehmayer et al., 1997). In 1993, after Mosaic's development, internet explorer and Netscape were developed to access web pages (Andrew et al, 1996; Berner-Lee et al., 1994)

Due to World Wide Web as open source, browsers are available that have ability to talk with servers and display all type of documents including text, graphics, audio and videos consisting on simple and easy interface to perform functions in different platforms. There were no entry barriers on Web as in other types of networks such as Hyper-G and Microcosm (Andrew et al., 1994). Berners's simple idea of 404 errors allowed web to grow by not having to ensure that each server has valid end point and allow others servers to participate and publish data more freely (Lawrence et al., 2001).

On the web people have freedom to upload whatever they want to see on web without any restriction or writing documents of best quality or scientific valuation of their work before publishing (Donato, 2005). Linked web pages takes very less amount of space due to best coding language. Hyperlinks are achievable that help in resulting to know about how related documents are linked together which contribute to build a website (Gronback et al., 2000). From start to till now, web is free to access using browsing software that is also available free of charge. Due to free and wide level of access, web is more valuable among users and has caused increased in volume of data created in this network. As the popularity grow, more people started to contribute and take benefit of resources accessible on the web. For using web, user not requires to take training course or do much attempt in order to learn its basics (Berners-Lee, 1994).

Availability of browser allows people to view contents published on web. Browser is gateway to enter the web. Due to web and the use of browser, people have become able to access and become part of web in its growing. Not only this, but also interoperability of web contributed in its success by allowing client server talk with various platforms flawlessly. It is easier to access web page by naming its address rather than its location. Due to common addressing system, web structure has become more strong and made public able to provide address of any web that he wish to visit (Berners-Lee, 1994).

Another powerful feature of web is transformation of any kind of manuscript formats and this quality is facilitated by Hypertext Transfer Protocols (HTTP). It is standard that is used to transfer data on internet among server and client. For communication among client and server, powerful language Hypertext Markup Language (HTML) gives this facility. This language force server not only to store HTML format documents but also communication of graphics, audio and video could also be done easily by this language (Berner-Lee, 1994; Ashman & Rosemary, 1999). For reducing communication barriers between incompatible systems, TCP/IP protocols are used that allow web to communicate with other platform that uses the same underlying protocol.



## 1.1 Current Scenario of Internet

In present day, internet is world's largest network through this facility billions of people are connected round the globe. Now, not only computers but also computer like devices are available in variety of shapes and connected with through internet. The facility of World Wide Web have make internet more fruitful due freedom of downloading and uploading data of user's interests. Before 1990's internet was limited scope and was in the ownership of some dominant companies to get access limited data in limited way. But the development of WWW by Burners-Lee created revolution in networking by giving freedom to users to upload and download information from anywhere in the world.

Information technologies, internet and computers have extraordinarily influential tools. These tools have powerful potential both to benefit and harm societies that hug them. In beneficial, internet has been used improve business, education and create meeting places even participants are away from each others. But in negatively, these technologies have also been produced new avenue for theft, fraud, distribution of pornography, hate speech and invasion of privacy (Toor, 2003).

In recent decade life without information communication technologies seems as profound and picturesque as an era before sliced bread. Now youth of today have instant access to human knowledge and information just through click of mouse or tough of finger. This facility sometimes, provides unparalleled opportunities for global connection, learning and innovation as never before. Along with threats, internet also best showed numerous benefits as it is potential for persistent and presenting new ideas but also unpredictable challenges for young people (Rallings, 2015).

Now internet is huge collection of concepts that provide data and information from societies to individuals round the clock. From email to video conferencing, print media electronic media, advertising to e-commerce, and increasing friend's list from all over the world is facility provided by the internet. Here are some mostly use services among every age group of individuals.

## 1.2 Internet as Social, Cultural, Educational and Religious Hub

The phenomenon of social media is interaction, communication and transformation of contents, feelings and cultural trends among individuals round the globe. The concept of social media is not new. This concept goes back since the dawn of human interaction. In current times, social media has fallen impacts on almost all aspect of human communication. Social networking has become daily practice among people especially among youth to go online round the clock (Edosomwan et al. 2011; Shabir et al., 2013). Before go through social media, it is necessary to have a look at social networking. The concept of major social networking came into continuation during 21<sup>st</sup> century (Safdar Javed & Amin, 2020).

The truly visible concept and application of social media emerged in 21<sup>st</sup> century. In this information age, social media has played considerable role in transformation of communication without any barriers. Its believed that social media has important role in bringing changes in change in cultural values of individuals (Dewangan & Madhuri,



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2016; Shabir et al., 2014a, Shabir et al. 2014b). Social networking sites since the start of 21<sup>st</sup> century emerged to ease communication with people to share content of common interest like music, movies, information, videos, graphics and other form of content (Scheijter & Tirosh 2015). This sharing has affected severely youth of Pakistan especially university students who spend more time in co-educational environment and tries to attract other towards them.

The term fashion is commonly used for attraction and style. In this case, fashion is sort of mutual art, through which a culture examines its ideas of goodness and beauty. The word fashion derived from a Latin word “Facere” which means to make. Usually fashion refers to change which is inevitable (Yadav et al., 2016). Fashion carries the idea of craftsmanship and conformity to the law of practice. It is mean of decorating personality by adopting new and popular stylish designs of hair, dressing and other accessories. Clothing reveals culture, personalities, background, age and many other personal things. Fashion change by time or according to season. Fashion is usually top-down process where top (dominant class) introduce new fashion and down (middle and lower class) follow that fashion (Devdas & Ravi, 2013).

University life can be unsettling and confusing time for students. Changing in their social relationship and personal appearance arises question among them that how they can fit into energetic and puzzling world around them. University life may place question in their mind how they may life with their friends, teachers and with others around them. It is time of increased self identity, self awareness, and obsession with image, self consciousness and concern with social acceptance. University life moved life from personal life to social life where they went to understand new ideas, new feelings and new roles. This considers right time for both boys and girls to deal with fashion every day and also become crazy for fashion. Cloths are key element of personality that may affect positively or negatively image of individual (Shabir et al., 2015).

Internet is not new source for students and scholars to get educational material. Since last three decades, internet has become significant source of information that contain vast quantities of information that provide great deal regarding it contents, reliability, aim and target groups. So, it is imperative that user should aware about miscellaneous information available on the internet (Chapman, 2002). The marvellous growth in telecommunication technology has brought online service. Internet’s facility of email, websites and information about any topic has promoted our lives and education. Internet offers environment in which millions of people get engage and participate in creation and swap of information (Rose & Fernlund, 1997).

Students have opportunity to use internet to seek and get scholarly material and therefore, facts on how efficiently they make use of this channel. Students use internet to access library, online books, journals, and any other educational material while making their assignments and thesis. Majority of user prefers to access internet to get information as e-books, e-journals, and e-newspapers are more convenient as hard copy. By using internet getting educational material is as easy as they there no need to go library, waste time in searching relevant book, journal or purchase books, and journal or order



newspaper by expense. Saving time and expense is main factor for every individual. Easy way of searching accurate material has make internet most influential for students and according to survey, till 2000 50% of scholarly publication were obtained from the internet (Tenopir et al. 2003).

Religion is a name of beliefs that is strictly followed by the followers. Religion form a channel between man and God that consists on set of authorities, institutions and practices such as Masjid, Churches, Mandar, holy texts and preachers. Religion offers icons, stories and symbols to make sense of the world. In this modern age, without media and technologies, religion would not be able to obvious itself at all (DeVries, 2001). Some scholars stated religion and religious activities as part of culture that through cultural artefacts and commodities through which religion becomes possible (Hoover, 2006).

Internet is sign of opportunity. All human belong to any religion and have some beliefs. For preaching and promotion of religion to worldwide, internet is important tool. Religions are presented on internet in many ways. There are lot of website that cover all religions, traditions and faiths. Different religious sects have developed website to spread religious information to all over the world. Different discussion groups, theological debates are providing advices regarding religious principle. A large of number of people search and investigate different aspects of religion (Jansen et al. 2010).

## 2. The Present Study

The present study dealt with current scenario of internet among Pakistani youth and its effects on five factors (Cultural Inspiration, Personal appearance, Dressing Style, Social interaction, educational activities and religious activities) were measured. In any society, youth considers regular users of internet. Study was hypothesized that internet use is source of inspiration towards new fashion (H1), more internet use causes more change in personal appearance (H2) more use of internet cause more change in dressing style (H3) more use of internet cause more social interaction (H4), more internet use cause more educational activities (H5), and more internet use cause more religious activities (H6).

## 3. Method

Current research study dealt with survey method as research design. From four provinces of Pakistan, Punjab is largest province of Pakistan in population as 53% of total population live in Punjab (PBS, 2018). Current research study conducted in Punjab University Lahore highest student enrolled public university of Punjab Pakistan (HEC, 2017). Current research study consisted on multi-staged random sampling technique. At first stage, the researcher selected ten departments randomly for data collection. At the second stage, students were selected from classes BS level to PhD level on ratio basis including male and female. Printed questionnaire was distributed among 658 respondents. In return 585 questionnaires were received. In this way response rate was 88.90%.

### 3.1 Measures

The data collection tool (questionnaire) was designed in Urdu (National Language) for data collection. It seemed necessary to reduce complexity of understating questions



among the respondents. After data collection, tool was again translated into English language for processing in SPSS and data presentation.

**Internet and Culture Inspiration.** Respondents were reported to answer what they think about internet use inspiring you towards new fashion. (1=Yes, 2=No, 3=To some extent). Results of exploratory factor analysis showed that three items were loaded in a single factor. The items showed high reliability and were average created scale (M=1.55, SD=.855).

**Internet and Personal Appearance.** Respondents were reported to answer what they think about internet use changing their personal appearance. (1=Yes, 2=No, 3=To some extent). Results of exploratory factor analysis showed that three items were loaded in a single factor. The items showed high reliability and were average created scale (M=1.82, SD=.851).

**Internet and Dressing Style.** Respondents were reported to answer what they think about internet use changing dressing style. (1=Yes, 2=No, 3=To some extent). Results of exploratory factor analysis showed that three items were loaded in a single factor. The items showed high reliability and were average created scale (M=1.89, SD=.847).

**Internet and Social Interaction.** Respondents were asked to answer what they think about internet inspires you towards social interaction. (1=Yes, 2=No, 3=To some extent). Results of exploratory factor analysis showed that three items were loaded in a single factor. The items showed high reliability and were average created scale (M=1.72, SD=.861).

**Internet and Education Interaction.** Respondents were reported to answer what they think about internet use increasing educational performance. (1=Yes, 2=No, 3=To some extent, 4=Don't know). Results of exploratory factor analysis showed that four items were loaded in a single factor. The items showed high reliability and were average created scale (M=1.62, SD=.852).

**Internet and Religion Interaction.** Respondents were reported to answer what they think about internet use decreasing religious interaction. (1=Yes, 2=No, 3=To some extent). Results of exploratory factor analysis showed that three items were loaded in a single factor. The items showed high reliability and were average created scale (M=1.67, SD=.866).

**Control Variables.** Background, class, residence and overall use of internet were used as covariates. Respondents were asked to report their class (1=BS, 2=Master, 3=MPhil, 4=PhD) (M=1.74, SD=.856) were controlled as because this variable found to associated with internet use. Background variable associated with rural or urban (1=Urban, 2=Rural) (M=1.63, SD=.482) as this variable also associated with different level of educated families and residential environment related to (1=Home, 2=Hosteller) (M=1.60, SD=.489) as this factor associated with freedom to use internet. Finally overall internet use was controlled, considering that if could be closely linked to the variables of interests, including the behaviour of cultural effects. It was measured by reporting three questions regarding the frequency of usage of internet (1=Daily, 2=Three days in a week,



3=According to need) (M=1.86, SD=.969) and time spend on using internet (1=Up to two hours, 2=Up to two to four hours, 3=More than four hours) (M=1.94, SD=.837) and timing of using internet (1=Morning 8 AM to 12 PM, 2=Afternoon 12 PM to 4 PM, 3=Evening 4 PM to 7 PM, 4=Night 7 PM to 12 AM) (M=3.13, SD=.976).

#### 4. Results

Table 1: *Demographics of Respondents*

Sr. No.	Demographic Characteristics	Description of Characteristics	F	%
1	Background	Urban	402	68.7
		Rural	183	31.3
		<b>Total</b>	<b>585</b>	<b>100</b>
2	Gender	Male	290	49.6
		Female	295	50.4
		<b>Total</b>	<b>585</b>	<b>100</b>
3	Class	BS	288	49.2
		MA/MS	179	30.6
		M.Phil	89	15.2
		PhD	29	5.0
		<b>Total</b>	<b>585</b>	<b>100</b>
4	Residence	Hostel	229	39.1
		Home	356	60.9
		<b>Total</b>	<b>585</b>	<b>100</b>

N=585

**Note:** Above table shows the demographics of respondents. Demographics of respondents include background i.e. rural or urban, gender male or female, class from BS to PhD and residence that either student come from home daily or hostellers.

Table 2: *Mean, Standard Deviation, P-value and association of assumed hypothesis (H1)*

Hypothesis	Means	Std. Deviation	Person Chi-Square	Df	P-Value	Association
Internet use is source of inspiration towards new fashion	1.55	.855	18.298 <sup>a</sup>	2	.000	Significant

Significant P-value at <0.05

The result showed digital media usage to learn foreign language. The mean score (1.55), std. deviation (.855), chi-square value is (18.298) and p-value (.000) showed significant



association among assumed hypothesis at  $<0.05$  level. Hence the hypothesis (H1) Internet use is source of inspiration towards new fashion supported.

Table 3: Mean, Standard Deviation, P-value and association of assumed hypothesis (H2)

Hypothesis	Means	Std. Deviation	Person Chi-Square	Df	P-Value	Association
More internet use causes more change in personal appearance	1.82	.851	22.470 <sup>a</sup>	2	.000	Significant

Significant P-value at  $<0.05$

The result showed digital media usage to learn foreign language. The mean score (1.82), std. deviation (.851), chi-square value is (22.470) and p-value (.000) showed significant association among assumed hypothesis at  $<0.05$  level. Hence the hypothesis (H2) more internet use causes more change in personal appearance supported.

Table 4: Mean, Standard Deviation, P-value and association of assumed hypothesis (H3)

Hypothesis	Means	Std. Deviation	Person Chi-Square	Df	P-Value	Association
More use of internet cause more change in dressing style	1.89	.847	16.418 <sup>a</sup>	2	.002	Significant

Significant P-value at  $<0.05$

The result showed digital media usage to learn foreign language. The mean score (1.89), std. deviation (.847), chi-square value is (16.418) and p-value (.002) showed significant association among assumed hypothesis at  $<0.05$  level. Hence the hypothesis (H3) more use of internet cause more change in dressing style supported.

Table 5: Mean, Standard Deviation, P-value and association of assumed hypothesis (H4)

Hypothesis	Means	Std. Deviation	Person Chi-Square	Df	P-Value	Association
More use of internet cause more social interaction	1.72	.861	17.040 <sup>a</sup>	2	.002	Significant

Significant P-value at  $<0.05$

The result showed digital media usage to learn foreign language. The mean score (1.72), std. deviation (.861), chi-square value is (17.040) and p-value (.002) showed significant association among assumed hypothesis at  $<0.05$  level. Hence the hypothesis (H4) more use of internet cause more social interaction supported.



Table 6: Mean, Standard Deviation, P-value and association of assumed hypothesis (H5)

Hypothesis	Means	Std. Deviation	Person Chi-Square	Df	P-Value	Association
More internet use cause more educational activities	1.62	.852	15.578 <sup>a</sup>	2	.004	Significant

Significant P-value at <0.05

The result showed digital media usage to learn foreign language. The mean score (1.62), std. deviation (.852), chi-square value is (15.578) and p-value (.004) showed significant association among assumed hypothesis at <0.05 level. Hence the hypothesis (H5) more internet use cause more educational activities supported.

Table 7: Mean, Standard Deviation, P-value and association of assumed hypothesis (H6)

Hypothesis	Means	Std. Deviation	Person Chi-Square	Df	P-Value	Association
More internet use cause more religious activities	1.67	.866	2.698 <sup>a</sup>	2	.094	Not Significant

Significant P-value at <0.05

The result showed digital media usage to learn foreign language. The mean score (1.67), std. deviation (.866), chi-square value is (5.698) and p-value (.094) showed no significant association among assumed hypothesis at <0.05 level. Hence the hypothesis (H6) more internet use cause more religious activities not supported.

## 5. Discussions & Conclusion

Current research study explored “World Wide Web and Current Scenario of Internet among Pakistani Youth in Information Communication and its impacts on Cultural Values” This research study is very important as there is common concern of university students about internet and its effects on students’ perceptions. University is place where each student tries to attract others and want to look differently. To fulfil these requirements of students, internet plays vital role to give access to outer world at any time and any place due to lowest package rates. In response of internet as source of new trends regarding culture, the study found that majority of respondents agreed with statement that more or less internet is learning source regarding cultural new trends and majority of respondents accepted that due to frequently use of internet, they have inspired with new fashion trends as they keep in touch with groups that updates them with regular happening in their environment. The main visible element of culture is personal look. In the regards, study found that majority of respondents was agreed with statement that internet usage have affected their personal look and they have molded themselves according to the demand of modern societies. They have adopted hair style of those as they see in their celebrities, they preferred to wear those cloths in which they feel themselves more dominant to others, their walking, talking and presentation style has



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been changed as they think more suitable for them. The social relationship has been increased in university students due to web publishing on social sites that gives more opportunity to youth to search and request for social relationship. This element has found more important and attractive among university students. Religion and education are more significant and influential factors of culture. In the regards, study conducted that the use of English language has been increased as frequently chatting and commenting with friends has make fluency in reading, writing and speaking English words among university students. In religious point of view, respondents admitted that internet is good source of getting religious information but very less amount of internet users search and get religious information. Furthermore, respondents argued that the use of internet has negatively affected their religious activities. In the concept of morality, selected respondents admitted that internet has posed more or less negative impacts on their religious values.



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