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Impacts of Globalization and Digital Technologies on Access to Radio: A Survey of Teachers in Gomal & Qurtuba Universities, Dikhan, KP Pakistan

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The first hypothesis H1 shows highly significant correlation statistics between the predictors and criterion variable with Access to Radio.H2 was second hypothesis about regression which indicates 64% of change in the criterion variable due to Independent variables, whereas H3 (3rd Hypothesis about regression) shows that 19% change in criterion was due to demographic variables.

Keywords : *globalization, digital-technologies, access to radio.*

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The first hypothesis H1 shows highly significant correlation statistics between the predictors and criterion variable with Access to Radio.H2 was second hypothesis about regression which indicates 64% of change in the criterion variable due to Independent variables, whereas H3 (3rd Hypothesis about regression) shows that 19% change in criterion was due to demographic variables.

The study will be significant for working journalists, academicians of electronic media, students, broadcasters and technical operators.

Keywords: globalization, digital-technologies, access to radio.

I. Introduction

The excessive use of the term of globalization in contemporary era cannot provide a defined meaning to it; similarly the same ambiguity prevails between its implorers. Globalization is the spreading of large population across borders all over the world. It is frequently differentiated by what it is not instead what it is (Reich, 1998). Globalization means the strengthening of global social associations connecting detached localities in such a manner that occurring events of far-flung corners of the world have direct impact on shaping of local happenings and the other way around (Tejada, 2007). The amalgamation of social, economic and cultural relations of trans-boarders is also termed as globalization (Jarvis, 2007).

The features of globalization are basically associated with the chain of economic phenomena. It comprises of liberalization and removal of state regulation for markets, privatization of state assets, withdrawal of state welfare functions, and dissemination of technology, transnational circulation of manufacturing production in the form of Foreign Direct Investment and the assimilation of capital markets (Reich, 1998). It has different emotional implications and also become a most disputed political discussion of the present age. At one end, it is considered to be an uncontrollable and unthreatening power producing economic wellbeing to the people all over the world (WCSD, 2004). This development of globalization is always represented as a constructive force which is uniting generally wide spread societies, assimilating all into global village, and elevating all in the development (Kheeshadeh, 2012).

The term "global village" created by Marshall McLuhan in 1960 was the prediction of the advancement of the media. His prediction come true because the dissemination of information gave birth to global village, where media is the basic source of news, information and entertainment. It is among one of the characteristics of globalization. It is definite that globalization is closely associated with the distribution of information, media and digital technologies (Frandsen, 2012). Radio, television, movies, film, DVDs, CDs and some other devices, i.e. camera and video consoles are called broadcast media as they communicate their information electronically, besides, it is also termed as electronic media (Kheeshadeh, 2012). The part of Digital Technologies or Information and Communication Technologies segment is as varied as telecommunication, television, radio broadcasting, computer software, hardware, electronic media i.e. internet and email (Beena & Mathur, 2012).

Mass media and democracy are essential because the media provide and facilitate the people to take part wisely in the process of state's policy dialogue and decision-making. In democracy the watch dog role of media is prominent because it exposes the wrong deeds and exploitations of the higher authorities. Radio, a common source of information, is, now-a-days, more diversified and blooming than ten years or so ago when it was in the tight clutches of government (Nag, 2011). Whereas radio is coping with the transformations, its two new offshoots, satellite radio and Web (streaming) are

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going to become more nourishing and energetic (Freeman; Klapczynski & Wood, 2012).

Streaming is now-a-days considered to be the most important breakthrough and also the main source of dispensing radio over the net. It provides accessibility to a vast majority of programs. Internet Radio can be listened to on all digital internet receivers and also on computers and cell phones (EBU, 2011). According to 2009 report of Pakistan Electronic Media Regulatory Authority, 129 FM radio stations were included in the media scene of Pakistan in the span of two years (Raza, 2011). In this connection, the users' access is changing according to their own personal environment and appliances like computer and cell phone (EBU, 2011). That is why, the access to Radio is going to expand and huge majority of people are listening online radio. The study shows that about 82% listeners weekly listen to online Radio (May, 2013).

II. Literature Review

a) Globalization

Globalization means a world where development in one area can come to shape the life prospects of communities in remote parts of the globe. The shift globalization is causing is basically affecting the economic, social and political domains (Holton, 1998). It can be defined as the strengthening of global social relations connecting distant localities in such a manner that indigenous happenings are shaped by incidents occurring thousands of miles away and the other way around (Tejada, 2007). Globalization is termed as the unification of economic, cultural and social relations across borders (Jarvis, 2007). According to Giddens (2003) globalization is the strengthening of international social relations which link remote localities in such a way that home happenings are formed by events occurring several miles away and vice versa (Wood, 2008). The contemporary era is said to be an age of globalization. It is a wide term and embodies varied perspectives. It denotes to the global outlook of diverse nations of the globe coming closer and joining hands in terms of economy, politics, education and society. Globalization encourages a view for all the globe as a whole regardless of the national identity and thus it has confined the world by bringing people of entire nations closer (Nigam, 2009).

Globalization as an economic phenomenon, includes the liberalization and freedom from regulation of markets, privatization of properties, withdrawal of state welfare functions, dispersal of technology, FDI, and the amalgamation of capital markets (Reich, 1998) is considered to be unavoidable (French, 2002). Globalisation came to surface in the 1980's and accelerated in the 1990's due to the advancement in communication and transportation of technology (Jarvis, 2007). It denotes for as a process of increasing sense of interconnectedness and a squeezing world (Naidu, 2009).

With the effects of the new technology the natural barriers of time and space have also been greatly reduced (WCSDG, 2004). Paradoxically, on the other hand, local communities are forced to make global connections in order to resolve local problems (Obijiofor & Inayatullah, 2005). The impacts of globalization can be observed with dynamic force in various fields like Industrial production, financial opportunities, economic freedom and political influence with the supremacy of United States and China's skilled economic growth, informational flow, competition, ecological changes, cultural, social, technical and legal or ethical dimensions (Nigam , 2009). Manmade manufactured risks are also the outcome of globalization. New technologies like nuclear and biotechnologies risks are global in nature. The Chernobyl nuclear incident in 1986 was global, because its effects were observed in several countries, whereas the fuels of the burning of fossils could lead to flooding in Bangladesh (Real sociology, 2010).

b) Digital Technologies

The term digital technology or information and communications technology was used for the first time by Katzman in 1974. He was of the view that by adopting digital technology or ICTs, people with high levels of information and talent will achieve more than people with lower primary levels (Flor, 2009). ICTs are a varied set of technological tools and resources to design, stock, disseminate, bring value addition and administer information. The Digital Technologies or Information and Communication Technology sector comprises of sectors as diverse as TV, radio and broadcasting, telecommunications, computer software and hardware and services and electronic media, for instance, the internet and e-mail (Beena & Mathur, 2012).

New technologies have vital impact on traditional electronic media, and the job of media men in all the organizations. The entire media production is at the mercy of new technologies: newspapers, books, broadcasting etc. all are accessible in their original shape and as well as on a Personal Computer, a notebook or a mobile phone also. It facilitates to make McLuhan's global village and permits the globalization of media culture (Kaul, 2011). Inexpensive, Digital Technologies or ICTs, consisting of cellular phones, MP3 recorders, and interactive voice response (IVR) had a considerable influence on the growing listenership of farmers. African Farm Radio Research Initiative s'(AFRRI) research indicated that active listening communities exercising different types of Digital Technologies, listened more regularly to radio programs than those in passive listening communities, had better education of the agricultural, and were more probable to implement the boosted agricultural method (Yamada, 2012).

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With the expansion of the Internet, electronic mail, inexpensive global phone services, cellular phones and e-conferencing, the globe has become more interconnected. A wide and quickly growing collection of information can now be accessed from anywhere connected to the Internet. Information can be communicated and discussed easily (WCSDG, 2004). In recent years, technological successes in connection with globalization of media environments, gained in eminence. The movement of digitalization is particularly a fastest moving inclination of the current media. It signifies great challenges, along with hopes for the time ahead of the electronic media (Zilkova, 2006). The ability of the ICTs or digital technologies has not only enhanced the penetration of mass media, for example, via satellites, but it has also produced new opportunities to accelerate communication at the grass root level applying technologies like Internet or cellular phones (Nag, 2011).

c) Access to Radio

In AMARC 2007 report on community radio impacts, it is noted that in spite of recent technological developments, broadcast medium remains the worlds' most extensive and accessible communications technology. A low-cost spoken medium, radio is receivable by 90% of the globe's population (Elliott, 2007). In this setting, digital technologies are offering new avenues for participation by allowing audiences both to use and produce media in an easy-going and low-cost trend (Ostling, 2010). In the decades of 90s, access to information was remodelled by the proliferation of digital or information and communication technologies and the liberalization of media and telecommunications markets all over the world. These two closely interconnected processes massively increased the flow and extent of information while decreasing the expense of access, storage and retrieval (Nag, 2011). The Ex minister for Education and one of Bolivia's best-known native broadcasters, DonatoAyma, is of the view that radio is even now the most accessible and easily managed media in Bolivian diverse terrain of high mountains, valleys, lowlands and Amazon forest. Ayma roots his new pattern of communication on the notion of community radio stations as tool of communication and development which extend programming that originates from the grassroots level of the people (Chavez, 2012).

Digital technologies have forceful impact on traditional electronic media, print media and the work of media men in the entire medium. The complete media production is indebted to the new technologies: newspapers, books, broadcasting etc. Now all the media are accessible not only in its original form, but also on a Personal Computer, a notebook or a mobile phone (Zilkova, 2006). Radio plays a vital role in the transference of information in countries of the continent of Africa because the spoken word of radio broadcasts assists where literacy rates are considerably low. Sub-Saharan Africa, radio is frequently the only mass medium accessible in countryside and most families have access to a radio set (Zossou & Lebailly, 2012).

III. Research Design

The existing research on methodologies recommends that survey is the most commonly used approach to compile data on the attitudes and thinking of people. For instance, survey approach to data collection is the normally applied method for data collection in social sciences (Babbie, 1993:256-257). The survey assists to collect every type of data in addition to answer any question about the topic (Yin, 1994:6). The surveys are apparently the best instruments for recording attitudes in huge populations (Sekaran, 1999:257). Both literature and field surveys have been applied to collect data for this research project to triangulate the data collection process. In this study, both the quantitative and qualitative approaches will be applied to obtain maximum accuracy.

IV. Findings of the Study

a) Descriptive Results

Table 1 : Showing Samples across Institutions

	Frequency	%	Valid %	Cumulative %
Gomal University	95	81.2	81.2	81.2
Qurtuba University	22	18.8	18.8	100.0
Total	117	100.0	100.0	

b) Testing of Hypotheses

Hypothesis # 1: All Predictors are Highly Associated with Access to Radio.

Table 2 : Correlation Table

		Glob..	Dig. Tech:	Dig-Equip	Info Society	Access to Radio	AGE
Digital Technology	R	.716**	1				
		.000					

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Digital Equipment	R	.640**	.682**	1			
	p	.000	.000				
Information Society	R	.455**	.427**	.556**	1		
	p	.000	.000	.000			
Accessibility to Radio	R	**.639****	**.736****	**.736****	**.502****	1	
	p	.000	.000	.000	.000		
AGE	R	.324**	.357**	.381**	.144	**.363****	1
	p	.000	.000	.000	.122	.000	
INCOME	R	.197*	.237*	.279**	.067	**.140**	.772**
	p	.033	.010	.002	.470	.131	.000

***. Correlation is significant at the 0.01 level (2-tailed)*

**. Correlation is significant at the 0.05 level (2-tailed)*

c) Analysis

The above table (Table # 4.8) gives statistics on the results of correlation analysis.

1. The correlation between Predictor (Globalization) and Criterion variable (Access to Radio): r = 0.64 with p value = 0.000
2. The correlation between Digital Technology and dependent variable (Access to Radio) is: r = 0.74 with p value = 0.000
3. The correlation between Digital Equipment and dependent variable (Access to Radio) is: r = 0.74 with p value = 0.000
4. The correlation between Information Society and dependent variable (Access to Radio) is: r = 0.50 with p value = 0.000

Given the above analysis, it is decided that there is association of different levels between all the Independent variables and dependent variables. So H_1 is accepted as true.

i. *Prediction by the Research Variables*

Hypothesis # 2: All Predictors determine the Access.

Table 3 : Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.736[a]	.542	.538	.51551	136.102	.000[a]
2	.803[b]	.644	.638	.45649	103.117	.000[b]

Table 3 a : Coefficients of Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.566	.157		3.604	.000
	Digital Technology	.836	.072	.736	11.666	.000
2	(Constant)	.256	.149		1.710	.090
	Digital Technology	.498	.087	.438	5.738	.000
	Digital Equipment	.460	.080	.437	5.715	.000

Table 3 b : Excluded Variables

Model		Beta In	T	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Globalization	.230[a]	2.606	.010	.237	.487
	Digital Equipment	.437[a]	5.715	.000	.472	.535
	Information Society	.230[a]	3.441	.001	.307	.818
2	Globalization	.103[b]	1.232	.221	.115	.444
	Information Society	.105[b]	1.565	.120	.146	.687

a. Predictors in the Model: (Constant), Digital Technology

b. Predictors in the Model: (Constant), Digital Technology, Digital Equipment

c. Dependent Variable: Access to Radio

Analysis

1. Table # 4.9 gives R^2 of 0.542 in model # 1 meaning that 54% of change in Access to Radio (dependent variable) is due to Digital Technology (Independent variable).

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2. R^2 0.644 in model # 2 meaning that 64% of change in Access to Radio (dependent variable) is due to Digital Technology and Digital Equipment (Independent variable).

Given these results, Hypothesis # 2 is accepted as true because 64% of variation in Access to Radio is attributed to the predictor.

ii. *Prediction by the Demographic Attributes*

Hypothesis # 3: All Demographic-Attributes Predict Access.

Table 4 : Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.363[a]	.132	.124	.70982	17.446	.000[a]
2	.437[b]	.191	.177	.68822	13.444	.000[b]

Table 4 a : Coefficients of Regression

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.404	.227		6.174	.000
	AGE	.026	.006	.363	4.177	.000
2	(Constant)	1.286	.224		5.733	.000
	AGE	.027	.006	.375	4.444	.000
	INST	.471	.163	.243	2.886	.005

Table 4 b : Excluded Variables

Model		Beta In	T	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	INCM	-.346[a]	-2.592	.011	-.236	.404
	GDR	-.139[a]	-1.573	.118	-.146	.955
	QUA	.059[a]	.667	.506	.062	.977
	RES	-.063[a]	-.711	.478	-.066	.981
	MS	-.107[a]	-.975	.332	-.091	.631
	INST	.243[a]	2.886	.005	.261	.998
2	INCM	-.227[b]	-1.572	.119	-.146	.336
	GDR	-.132[b]	-1.538	.127	-.143	.954
	QUA	.064[b]	.753	.453	.071	.976
	RES	-.013[b]	-.143	.886	-.013	.940
	MS	-.075[b]	-.706	.482	-.066	.624

a. Predictors in the Model: (Constant), AGE
b. Predictors in the Model: (Constant), AGE, INSTD
c. Dependent Variable: Access to Radio

Analysis

1. Table # 4.10 gives R^2 of 0.132 in model # 1 meaning that 13% of change in Access to Radio (dependent variable) is due to Age factor (Demographic variable).
2. R^2 0.191 in model # 2 meaning that 19% of change in Access to Radio (dependent variable) is due to age and type of institution (Demographic variables).

Given these results, Hypothesis # 3 is accepted because 19% of variation in Access to Radio is attributed to the demographic variables.

V. Discussions

In this study the relationship between the current waves of Digital Technologies and access of the teachers of Gomal and Qurtuba Universities to Radio were explored through analysing the first hand data collected through a survey approach extracted from literature.

The results of the descriptive statistics have shown that the respondents approach is optimistic about the working concepts i.e. digital technologies or information and communication technologies, digital equipment, information society and access to Radio.

In this context, by considering the inferential aftermaths of all the independent (predictors) and dependent (criterion variable) variables, it is deduced that they are highly correlated as statistic approved the correlation between independent and dependent variables. Thus, in correlation analysis the outcome shows that the access to Radio has strong correlation with digital technologies or information and

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communication technologies, digital equipment and information society. Consequently, results endorsed the meaningful correlation between dependent and independent variables.

Globalization, digital technologies and digital equipment are significantly predicting the access of the teachers of both universities to Radio. It is evident from the statistical results that 65% of the respondents are of the view that the access to Radio (dependent variable) is mainly due to the role of information and communication technologies and digital equipment (independent variables).

After due deliberation and consideration it is deduced from the existing literature and also from the primary data collected from field survey through questionnaire, that there is significant relationship almost all variables, but on the other hand there are few differences also. Digital technologies have deep impact on the general masses of the globe irrespective of their localities.

It will be worth mentioning to describe that as the existing literature indicates that the access to Radio has been enhanced due to the advent of ICTs, internet, mobile phones and social media, in the same design our field survey displays the identical outcomes. It demonstrates that new technologies miraculously boosted the listenership of Radio everywhere not only in normal life but also during national calamities and disasters like earthquake (2005), floods (2010), war on terror, insurgencies in different part of the globe and during agriculture campaigns.

Literature promotes that the inhabitants of information societies can play a decisive role in the democratic environment where masses participate in the process of decision making through mass media particularly broadcast media due to its evolving nature of two ways Radio. In this context, the evidence of field survey is an ample proof to support the claim of literature.

Liberty, competition and participation are essential requirement of democracy, but due to inadequate infrastructure regarding the interactive dissemination of relevant information to the population and particularly to the most vulnerable people in the remote corners of the globe, the participation and competition of the general masses is comparatively low. But, now, with the revival of Radio and specially its accessibility to remote areas of the globe like Africa, the prerequisites of democracy are going to be fulfilled, and audience have direct approach via digital technologies to the moderator of live talk show of radio and they can ask question and participate in discussion with the policy makers for the betterment of their democratic institutions and also for their motherland. In this context, the phone in program of Radio are equally popular not only worldwide but also in our region.

The existing literature discloses that the digital technologies have provided the opportunity of direct interaction and connectivity with the audience to the comperes and announcers during live broadcast through SMS, mobile phone, email, Facebook and blogs. The presentation of these elements in broadcasting is tantamount to revolution in this field. The survey also matches the findings of literature review.

VI. Conclusions

- Digital Technologies like computer, internet, mobile, etc. are closely connected (statistically significant – H_1) with the access to Radio in connection with the University teachers as verified in the current study of teachers from Gomal and Qurtuba Universities of Dera Ismail Khan.
- It is needed to give more attention to the 'Globalization' and 'Information Society' because their association is well established in the first hypothesis but these two predictor variables are not playing significant role in the variation of dependent variable of Access to Radio (H2).
- Amazingly, in predicting the 'Access to Radio' only Digital Technology and Digital Equipment (independent variables) have significant role while other variables are insignificant which needs consideration for improvement.
- Internet has played a decisive and become a vital tool for the access to Radio in both the regression procedures.
- Generally, Digital Technologies, Digital Equipment, computer, internet, software, social media, Face book, Email, Mobile Phone, age and institution of the respondent have been emerged as statistically significant factors (predictors) of access to Radio by the Universities teachers.

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