

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

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8 **Abstract**

9 This research paper examines the impacts of 'Globalization Digital-Technologies' on access to  
10 Radio. Miraculously, the internet and digital technologies have accelerated the wheel of  
11 globalization and given new dimensions to the field of broadcasting. In this context, for data  
12 collection a structured questionnaire comprised upon seven demographic and five variables (4  
13 independent and 1 dependent) was distributed among 180 teachers of Gomal and Qurtuba  
14 Universities at D. I. Khan (KPK). The first hypothesis H1 shows highly significant correlation  
15 statistics between the predictors and criterion variable with Access to Radio. H2 was second  
16 hypothesis about regression which indicates 64

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18 **Index terms**— globalization, digital-technologies, access to radio.

19 **1 Introduction**

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

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

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

### 3 B) DIGITAL TECHNOLOGIES

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43 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).

44 Mass media and democracy are essential because the media provide and facilitate the people to take part  
45 wisely in the process of state's policy dialogue and decision-making. In democracy the watch dog role of media  
46 is prominent because it exposes the wrong deeds and exploitations of the higher authorities. Radio, a common  
47 source of information, is, now-a-days, more diversified and blooming than ten years or so ago when it was in the  
48 tight clutches of government (Nag, 2011). Whereas radio is coping with the transformations, its two new offshoots,  
49 satellite radio and Web (streaming) are going to become more nourishing and energetic (Freeman; Klapczynski  
50 & Wood, 2012).

51 Streaming is now-a-days considered to be the most important breakthrough and also the main source of  
52 dispensing radio over the net. It provides accessibility to a vast majority of programs. Internet Radio can be  
53 listened to on all digital internet receivers and also on computers and cell phones (EBU, 2011). According to  
54 2009 report of Pakistan Electronic Media Regulatory Authority, 129 FM radio stations were included in the  
55 media scene of Pakistan in the span of two years (Raza, 2011). In this connection, the users' access is changing  
56 according to their own personal environment and appliances like computer and cell phone (EBU, 2011). That is  
57 why, the access to Radio is going to expand and huge majority of people are listening online radio. The study  
58 shows that about 82% listeners weekly listen to online Radio (May, 2013).II.

## 60 2 Literature Review a) Globalization

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

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

79 With the effects of the new technology the natural barriers of time and space have also been greatly reduced  
80 ??WCSDG, 2004). Paradoxically, on the other hand, local communities are forced to make global connections  
81 in order to resolve local problems (Obijiofor & Inayatullah, 2005). The impacts of globalization can be observed  
82 with dynamic force in various fields like Industrial production, financial opportunities, economic freedom and  
83 political influence with the supremacy of United States and China's skilled economic growth, informational  
84 flow, competition, ecological changes, cultural, social, technical and legal or ethical dimensions (Nigam ,  
85 2009). Manmade manufactured risks are also the outcome of globalization. New technologies like nuclear and  
86 biotechnologies risks are global in nature. The Chernobyl nuclear incident in 1986 was global, because its effects  
87 were observed in several countries, whereas the fuels of the burning of fossils could lead to flooding in Bangladesh  
88 (Real sociology, 2010).

## 89 3 b) Digital Technologies

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

97 New technologies have vital impact on traditional electronic media, and the job of media men in all the  
98 organizations. The entire media production is at the mercy of new technologies: newspapers, books, broadcasting  
99 etc. all are accessible in their original shape and as well as on a Personal Computer, a notebook or a mobile  
100 phone also. It facilitates to make McLuhan's global village and permits the globalization of media culture (Kaul,  
101 2011). Inexpensive, Digital Technologies or ICTs, consisting of cellular phones, MP3 recorders, and interactive  
102 voice response (IVR) had a considerable influence on the growing listenership of farmers. African Farm Radio

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103 Research Initiative s'(AFRRI) research indicated that active listening communities exercising different types of  
104 Digital Technologies, listened more regularly to radio programs than those in passive listening communities,  
105 had better education of the agricultural, and were more probable to With the expansion of the Internet,  
106 electronic mail, inexpensive global phone services, cellular phones and e-conferencing, the globe has become  
107 more interconnected. A wide and quickly growing collection of information can now be accessed from anywhere  
108 connected to the Internet. Information can be communicated and discussed easily ??WCSDG, 2004). In recent  
109 years, technological successes in connection with globalization of media environments, gained in eminence. The  
110 movement of digitalization is particularly a fastest moving inclination of the current media. It signifies great  
111 challenges, along with hopes for the time ahead of the electronic media (Zilkova, 2006). The ability of the ICTs  
112 or digital technologies has not only enhanced the penetration of mass media, for example, via satellites, but it  
113 has also produced new opportunities to accelerate communication at the grass root level applying technologies  
114 like Internet or cellular phones (Nag, 2011).

#### 115 **4 c) Access to Radio**

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

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

#### 136 **5 III.**

#### 137 **6 Research Design**

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

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

#### 147 **7 Findings of the Study a) Descriptive Results**

148 ii. Prediction by the Demographic Attributes Hypothesis # 3: All Demographic-Attributes Predict Access.  
149 Given these results, Hypothesis # 3 is accepted because 19% of variation in Access to Radio is attributed to the  
150 demographic variables.

151 V.

#### 152 **8 Discussions**

153 In this study the relationship between the current waves of Digital Technologies and access of the were explored  
154 through analysing the first hand data collected through a survey approach extracted from literature.

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

158 In this context, by considering the inferential aftermaths of all the independent (predictors) and dependent  
159 (criterion variable) variables, it is deduced that they are highly correlated as statistic approved the correlation

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160 between independent and dependent variables. Thus, in correlation analysis the outcome shows that the  
161 access to Radio has strong correlation communication technologies, digital equipment and information society.  
162 Consequently, results endorsed the meaningful correlation between dependent and independent variables.  
163 Globalization, digital technologies and digital equipment are significantly predicting the access of the teachers  
164 of both universities to Radio. It is evident from the statistical results that 65% of the respondents are of the  
165 view that the access to Radio (dependent variable) is mainly due to the role of information and communication  
166 technologies and digital equipment (independent variables).

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

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

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

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

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

## 194 9 VI.

## 195 10 Conclusions

### 1

	Frequenc	%	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.

Figure 1: Table 1 :

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**2**

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

Figure 2: Table 2 :

**3**

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

Figure 3: Table 3 :

3

Model	a : Coefficients of Regression					Sig.	
	Unstandardized Coefficients		Standardized Coefficients		t		
	B	Std. Err.	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
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).

Figure 4: Table 3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.363	.132	.124	.70982	17.446.000	a
2	.437	.191	.177	.68822	13.444.000	b
Table 4 a : Coefficients of Regression						
Unstandardized Coefficients						
Model	B	Std. Error	Coefficients Beta		T	S
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	
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).

Figure 5: Table 4 :

Figure 6: ?

## **10 CONCLUSIONS**

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