

EFFECTS OF THIRD WAVE OF REVOLUTION ON PAKISTANI SOCIETY

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ABSTRACT

The study explores the extent to which third wave is affecting Pakistani society. This age is called the information or knowledge age. It involves information in terms of education, science, arts, and business and moreover the mode of communication. The objective of the study is to find the effects of third wave of revolution on Pakistani Society. It focuses in what ways third wave of revolution is changing the lives of the people and in what areas it has affected the audiences. Sample of 150 respondents is chosen including general public and the media practitioners in equal amounts respectively. The sample is taken from Rawalpindi. The Survey technique is used to gather the required data. The results indicate that the third wave of revolution in Pakistan has exerted its influence with its profound effects. This influence is seen on personal lives, culture, norms, values, society, business, employment, education, politics as well as the mode of communication. There are key findings include; digital media is providing up to date information and is a tool for problem-solving tool. But it has created isolation among masses as immense amount of information is available to them.

Key words: Digital media, Third wave of revolution, communication gap, frustration, isolation, confusion, public opinion

INTRODUCTION

Digital media is the source of third wave of revolution in this global world. This wave is generally known as post-industrial society. In this information is gathered from all means of communication such as electronic media, print media, internet and online services. New technology and industries operate on a smaller scale. Digital media brings revolutionary changes which are silently practiced in our society. Digital media is a part of everyday life, and it influence on us as a consumer. The Third Wave first appeared in about 1955. Since the 1960s, people get the impact of new technologies and social change. Third wave generally known as post-industrial society, super-industrial society,

Information Age, Space Age, Electronic Era, Global Village, Technological age, and Scientific-technological revolution, which has thundering the globe. Alvin Toffler is the founder of Third Wave of revolution is an American writer and futurist, known for his works discussing the digital revolution. Third wave started from European countries and moved to Middle East countries, most of the countries are moving a way from a Second Wave Society into a Third Wave Society. It is generally known as Information or the Knowledge Age, and it is powerfully driven by information technology.

Digital media affects human perception, understanding, feelings and cultural values. Media is a source of entertainment, news, sports and education. Whatever media portrays, affects lives and changes experiences. Some of what it teaches may not be what we want to learn. The media today can easily be in the access of everyone and is available for whosoever may want to make use of it. Media exists in the form of the internet, the radio, television, music, printer materials. All individuals wanting to promote things have made use of various aspects of the media in some way or the other. It is true that the media certainly plays a powerful role in society today and change the society beyond the reach of controllable factors. The media is probably the only way that provides information about the global happenings. People's interaction with media facilitates or impedes their chances of survival. Digital media brings social, psychological and philosophical change in the society. The more to an information society cannot be stopped or slowed, it is constantly changing the business, government, families and daily lives. Pakistani culture affected by the digital media in both positive and negative perspective.

There are positive and negative influences of digital media. In positive perspective homes have become the "electronic cottage". Digital media is a real solution to the problem of high youth unemployment in the form of electronic cottage. It has brought flexibility in the lives of people at their work places. In politics countless small pressure groups become more important than mass parties. By the means of digital media people get freedom of expression. The new media is specialized, aims at small, special interest, regional or even local markets, it will bring new problems and challenges as well as opportunities. In negative perspective digital media creates confusion and frustration among masses by over flow of information and people try to convince themselves and others that they are not influenced by the media. Digital media has a connection all over the world it is a mass communication technique that entertains, informs and influences people. Emphasis on information or communication is also making the world more critical than ever before. It creates de-centralization in society. It also creates cultural diversity and communication gap among masses so there is a decline of public sphere as the lives are becoming individualized.

Digital media increases the means for communication while driving the individuals towards greater isolation by its impersonal nature. It has fragmented the audience and

causing disorientation among masses .people don't know where it is leading them towards success or devastation.

PROBLEM STATEMENT

The study aims to find the extent to which third wave of revolution is affecting Pakistani society. This is the age of information and the medium of information is affecting the society as frequent access and the immense amount of information is available. People are influenced by this information at a large extent with ease.

RESEARCH QUESTIONS

1. Whether and to what extent third wave has created the communication gaps among the masses?
2. Whether third wave has created isolation among audiences?
3. To what extent it has created confusion among masses by over-supply of information?
4. Whether and to what extent third wave has brought flexibility in the lives of people at their work places?
5. Whether third wave is causing frustration among masses?
6. Whether and to what extent digital media is affecting Pakistani society?
7. Whether and to what extent digital media is affecting political environment in Pakistan?

LITERATURE REVIEW

Third wave of revolution is playing its part in changing the lives of the people. People rely on the information provided by this digital age and believe it to be the authentic source. Individuals as well as institutions are dependent on digital media. Chidambaram & Jones (1993) believe that economic, social, and political institutions worldwide are relying increasingly on communication technology to perform a variety of functions. They examine that Digital media is creating an environment where people can connect each other or to an institution for all type of study and business purpose.

Roberts & Foehr (2008) examine how both media use and media exposure varies with demographic factors such as age, race and ethnicity, and household socioeconomic status, and with psychosocial variables such as academic performance and personal adjustment. They find media exposure is negatively related to indicators of socioeconomic status, but that relationship may be diminishing. Media exposure is positively related to risk-taking behaviors and is negatively related to personal adjustment and school performance. The authors also examine how the recent emergence of digital media such as personal computers, video game consoles, and portable music players, as well as the media

multitasking phenomenon, has increased young people's exposure to media messages while leaving media use time largely unchanged. Newer media, they point out, are not displacing older media but are being used in concert with them. The authors note which young people are more or less likely to use several media concurrently and which media are more or less likely to be paired with various other media. Whereas Klinenberg & Benzecry (2005) argue that digital media can facilitate scholarly production. In a digital age, we can work on academic, journalistic, and professional publications even without leaving our seat. It has enhanced an interactive intellectual exchange all over the world. The speed of communication facilitates collaboration in real time and has reduced the barriers of time, space, and access helping in advance social science. Digital technologies and the actors who use and design them have altered cultural production more broadly, in fields ranging from journalism to gambling, social movements to marketing.

According to Adeel (2007) the use of Internet is continuously increase in terms of number of users and the amount of activity. In this era it serves as a medium of information regardless of physical distance and boundaries. These developments affect on the daily life of people and there culture. The study highlights some of the developments that are possible just because of Internet usage like e-commerce, e-banking, e-health, e-governance, e-learning and computer supported social networks, a local survey was conducted and the objective of the survey was to analyze the changing social contexts and factors influencing the transformation from a real community to a virtual community by the adoption of internet. Internet has the capability of global broadcasting; it acts as information dissemination and creates interaction between individuals. Martin (2007) argues that the world of late modernity is characterized by deep uncertainty and it is not only the foundations of social structure, but also of individual identity. For citizens of the third age, these aspects of the late modern world pose a great threat to identity, as recognized by the self and by others, especially those of other generations. Although digital technology has presented many valuable tools for learning and for making identity but at the same time creates threats to control over our own identity so these factors creates individuality in society.

Webster (2011) believes that the one of the most widely observed consequences of the growth in digital media is audience fragmentation. Audience fragmentation is often taken as evidence of social polarization. Yet the tools used to study fragmentation provide limited information about how people allocate their attention across digital media as more offerings are delivered on broadband networks and more choices are available “on-demand”.

Keniston (1998) examines those cultural implications of the digital media and the cultural diversities as result of this communication era. By "cultural implications" he means conceptual, imaginative, literary, musical, artistic, and intellectual threads that bind people together to make them feel "of one kind." Whereas Forester (1988) argues that the

impact of digital media on society has been the prediction of a big increase in home-based activities thus making homes an electronic cottage. He reviews the evidence on participation across a range of home-based activities like home working, home banking, home shopping and home information services. Growth in cottage industry is part of a wider argument that computers and information technology play a decentralizing role in society.

Webster (2011) believes that the one of the most widely observed consequences of the growth in digital media is audience fragmentation. Audience fragmentation is often taken as evidence of social polarization. Yet the tools used to study fragmentation provide limited information about how people allocate their attention across digital media as more offerings are delivered on broadband networks and more choices are available “on-demand”. Ohm (2007) investigates the kind of effect digital media can have on the learner and the learning process. There is need of autonomous learning, People should be independent and have the power to make their own decision. Determining learning as “autonomous” directs the focus of attention to the basic question of education in light of the use of technological media. Digital media within a state should give courage to the society that a person does not only have the capacity to determine his own actions by himself, but that he has to act accordingly. Digital media has the capacity to reconstruct the society.

Wimmer (2006) examines that the freedom of expression provided by the digital media is inextricably tied to freedom of conscience, freedom of thought, and the ability to exercise political will. It has long been seen as a necessary condition for effective civil society. It is essential for building working economies and stable societies. Sharma et al., (2005) describes that societies of today have been recognized as information societies due to the impact of information and digital technologies (such as internet and web browser) in all aspect of human life .Technology has revolutionized the way people work and now is set to transform each setting of life in sense of education, perception and understanding, view of life and the way we live our daily life. Digital media developing each and every field of life rapidly, the development and development of information and communication technologies has a great impact on access and teaching and learning processes.

Parkash (2007) says over implication of communication by digital means help in solving illiteracy, social and economic inequality over population and regionalism. It results in “class media” rather than “mass media”. He saysvthat traditional education is better than electronic class room it seems that policy formulation comes into the hand of consumers who tackle this according to their wish which harm the society very badly.

Eapen (2001) has worked on the mass communication and education .He believes that there is a lot of opportunities that people have in this digital age, but there is lacks of clear goals society should be clear about its way of life .People blindly follow the new

terms of communication provided by digital media, but there is a need of reform and upgrade the unlimited opportunities. Rawat (2007) examines the role of media in politics or democracy in India. He believes that if people are enjoying the freedom of speech, assembly religion, press and a fair trial there will be a perfect democratic society .So this is media who provide people this opportunity to look out their best interest and to insure governmental action in those interest. Media gives the people courage to make independent decision, discuss and debate governmental programs.

Mark (2009) defines culture as an important to study the media; now a day's culture has lost its boundaries .Culture of each society is in the separation of its genuine nature. You can't resist the culture, net or internet playing a vital role in all this aspect and merge all type of societies. In this digital age government in the consequence that how will the net benefit or harm their existing goals? People of different interest used it according to their wish, or whatever they want from it. David (2009) examines some grand claims of new media, sometimes it is involved society most intense fantasies and fear. People think that digital media provides better future but in the same time it provokes anxiety by its impersonal means of communication. In the society children perceived new media function as the avant-garde of the media users and risk at the new development, children generally focused on computer games and online.

Terry (2002) believes that development in the digital media is not sudden it involves the elements of traditional media so due to this reason it is rapidly affect the society or region of any country. Sometimes it brings such revolutionary changes which are difficult to handle to keep the society beyond their reach. Digital media plays a vital role in every field even in establishing a new economy, means people even sitting in home get advantage through digital media. Whereas Yusuf (2009) defines the convergence of old and new media during the 'Pakistan emergency,' as it is most often referred to in the country. When a time of political turmoil and censorship come in the form of traditional media outlets, Pakistanis turned to digital media and appropriated the various forms of blogs, SMS, Face book, and You Tube to share and disseminate media, so by the time government give the society an opportunity to used digital media and give it an important place in their lives.

Popkin (2004) believes that all politics all over the world is changing through their responses to changing media. Communications technologies change both the content of news and the organization of politics. Political parties which are targeted are being shown and incapacitated through the digital media. Number of issues can be raised against a single party and on the other hand a party can be put on the top by displaying all better images of them. New media technologies have certainly changed the political environment and its working.

Mittell and Antonioli (2007) examines the impact of new media technologies on the society and changes in cultural practices. He concludes that new media, including printing, comics, television, and digital media, is having an impact on the social construction. Media technologies help foster our sense of identity and social reality across a range of disciplines. Fontaine (1998) examines the impact of the media on public policy making process .He believes that the mass media have become a basic way for promoting public discourse on policy issues. Consequently, the mass media have also become one of the most effective means of communicating ideas, disseminating information, and educating the public on public policy issues.

THEORETICAL PERSPECTIVE

The applicable theory to this research is media ecology theory. Media ecology refers to an interdisciplinary field of media theory and media design involving the study of media environments. According to the Media Ecology Association, theory is defined as "the study of media environments, the idea that technology and techniques, modes of information and codes of communication play a leading role in human affairs." The European version of media ecology is a materialist investigation of media systems as complex dynamic systems.

In 1977, Marshall McLuhan said that media ecology:

“Arranging various media to help each other so they won't cancel each other out, to buttress one medium with another. You might say, for example, that radio is a bigger help to literacy than television, but television might be a very wonderful aid to teaching languages. And so you can do some things on some media that you cannot do on others. And, therefore, if you watch the whole field, you can prevent this waste that comes by one canceling the other out”

Inspired by McLuhan, Neil Postman founded the Program in Media Ecology as:

“Media ecology looks into the matter of how media of communication affect human perception, understanding, feeling, and value; and how our interaction with media facilitates or impedes our chances of survival. The word ecology implies the study of environments: their structure, content, and impact on people.”

This theory is applicable because it measures the impact of media on the perception and thinking of the people. It changes the feelings and the way of thinking as well. The content of media is appropriate in shaping the opinion of the audiences and it is powerful in framing the perception.

METHODOLOGY

The study aims to find out the role of digital media in third wave of revolution and to find the extent to which third wave has brought revolutionary changes in personal lives. It explores how digital media is playing its role in bringing and practicing revolutionary changes in society.

POPULATION

Population is defined as a group of people who share common characteristics. The population provides sample and the sample is used to collect data required to make conclusions. The citizen of Rawalpindi & media practitioners of electronic media is the population of this study.

SAMPLING

A sample is called the subset of population. The chosen sample of the study 150 from where 100 respondents are taken from general public and 50 is taken from media practitioners. Non probability purposive sampling technique is used in this research. It is defined as the form of sampling based on the convenience of the researcher as to which subjects are taken for the survey. The chosen location for selecting the respondents is Rawalpindi and Islamabad. The residents of Rawalpindi and Islamabad are chosen because of convenience on the behalf of the researcher as the location is approachable.

The choice of sampling is based on the following demography:

General Public:

1. Fatima Jinnah Women University, Riffah University
2. Habib Bank Limited, Al-Faisal Bank

Media Practitioner:

Pakistan Television (PTV) & FM Radio Pakistan

RESEARCH DESIGN

Survey method is used as a research design. This study involves Descriptive Survey through which data is collected. Descriptive method is used to gather information regarding any issue. The survey instrument is used to gather information from the respondent on field. It contains questions either open-ended or close-ended. This research contains the close-ended questionnaire as to gather specific responses.

VARIABLES

Independent Variables: Third wave of Revolution and Digital Media: It is the information age that is prevalent in the society. It is believed to be an accurate and authentic mode of information.

Dependent Variables: People and effect on society: It involves those who are getting the influence of third wave of revolution as they believe in its authenticity.

Operationalization of Variables

The impact of third wave on people is measure by following elements:

1. *Effect on society*: In this variable the effect includes
 - a. Digital Media has brought social change
 - b. Homes have become “electronic cottage” because of digital media.
 - c. Electronic cottage helps in solving unemployment
 - d. Digital media constantly changing business, government, families and daily lives.
 - e. Pakistani culture has been changed by the digital media

2. *Communication gap among masses*: The gap found between the family members as they do not take out time for face to face communication rather they prefer use of digital medium as social interaction.

It is measured as:

Digital media creates communication gap among masses

3. *Isolation among audience*: People becoming isolated as they prefer their work using digital media and are isolated as being indulged in multiple tasks. They communicate and work with digital mediums. Individualism comes in it as well.

It is measured as:

- a. Digital access of information at one place results in isolation.
- b. Life becomes more individualized.

4. *Confusion among masses*: People are now confused as to prefer which information source e-g TV, Internet, radio or newspaper and authenticity about the information. They are becoming confused and new problems are faced by people.

It is measured as:

Digital media creates confusion about authenticity as a lot of information is available all the time.

5. *Flexibility in lives*: Life has become flexible as any thing can be done anytime using digital medium. Distance is no longer a question. New opportunities come in life of people.

It is measured as:

- a Digital media brought flexibility in the lives of people.
- b Digital media brings new problems and challenges as well as opportunities.

6. *Disorientation and frustration*: Disorientation a state of mental confusion people are becoming confused as over flow of information from all sides in a society and become frustrated because they have given too much information with multiple mediums.

It is measured as:

Large amount of information creates frustration.

7. *Effects on political environment*: People have the power to criticize political issues. The political leaders are questioned now public can take part in decision making.

It is measured as:

- a Freedom of expression changes political environment.
- b Political decisions are affected by public opinions.

FINDINGS

Q-1: Whether and to what extent third wave has created the communication gaps among the masses?

Topic	Category	Responses						
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Total respondents
Communication gap	Female	8	13	2	21	6	50	150
	Male	5	16	6	22	1	50	
	Media practitioners	6	21	4	11	8	50	

The study indicates that the third wave of revolution is creating communication gap among masses. Females and males as well as the media practitioners are of the view that

the gap to communicate with one another at face to face level is increasing. 8 females, 5 males and 6 media practitioners strongly agree this point of view. 13 females, 16 males and 21 media practitioners agree that due to digital media there is decline of public sphere. 21 females, 22 males and 11 media practitioners opposed that digital media creates communication among masses. 6 females, 1 male and 8 media practitioners strongly disagree to this point and the remaining are neutral.

Q-2: Whether and to what extent it has created isolation among audiences?

Topic	Category	Responses						
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Total respondents
Isolation	Female	8	17	5	14	6	50	150
	Male	8	18	7	13	4	50	
	Media practitioners	6	20	6	11	7	50	
Individualized lives	Female	14	21	2	10	3	50	150
	Male	8	21	1	16	4	50	
	Media practitioners	9	21	2	12	6	50	

The results indicate that respondent agree to the point that isolation is created by the digital media. Individual lives are becoming prominent as people prefer living individually. 8 females, 8 males and 6 media practitioner strongly agree that people find everything in one place and this approach isolate them. 17 females, 18 males and 20 media practitioner are agreed whereas 5 females, 7 males and 6 media practitioner are neutral. 14 females, 13 males and 11 media practitioner disagree with this point of view. 6 females, 4 males and 7 media practitioner totally opposed this opinion. Regarding individualism 14 females, 8 males and 9 media practitioners support the point of view. 21 females, 21 males and 21 are agreed whereas 3 females, 4 males and 6 media practitioners strongly disagreed.

Q-3: Whether and to what extent it has created confusion among masses by over-supply of information?

Topic	Category	Responses						
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Total respondents
Confusion about authenticity of available information	Female	11	27	6	3	3	50	150
	Male	11	26	4	5	4	50	
	Media practitioners	15	19	8	6	2	50	

It has been found that digital media is creating confusion among masses regarding the over-supply of the information as which source is considered to be the best one. 11 females, 11 males, 15 media practitioners support this phenomenon. 27 females, 26 males and 19 media practitioners agree that people are confused about the authenticity of information due to availability of flow of information. 6 females, 4 males and 8 media practitioners are neutral. 3 females, 5 males and 6 media practitioners are disagreed whereas 3 females, 4 males and 2 media practitioners are against this viewpoint.

Q-4: Whether and to what extent third wave has brought flexibility in the lives of people at their work places?

Topic	Category	Responses						
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Total respondents
Flexibility in lives	Female	11	11	3	20	5	50	150
	Male	9	19	4	12	6	50	
	Media practitioners	9	17	4	15	5	50	
New problems and opportunities	Female	21	21	1	5	2	50	150
	Male	11	23	3	11	2	50	
	Media practitioners	11	23	2	10	4	50	

The results state that third wave of revolution is creating flexibility in the lives of the individuals. It has created new problems and the people are moving towards the new opportunities. Regarding flexibility in lives 11 females, 9 males and 9 media practitioners support this point of view. . 11 females, 19 males and 17 media practitioners are agree

whereas 3 females, 4 males and 4 media practitioners are uncertain. 20 females, 12 males and 15 media practitioners disagree whereas 5 females, 6 males and 5 media practitioners strongly disagree. Measuring the new problems and opportunities 21 females, 11 males and 11 media practitioner believe that with opportunities digital media brings novelty regarding problems and challenges. 21 females, 23 males and 23 media practitioner are agreed. 1 female, 3 males and 2 media practitioner have neutral opinion. 5 females, 11 males and 10 media practitioner are disagreed whereas 2 females, 2 males and 4 media practitioner totally opposed this phenomenon

Q-5: Whether and to what extent third wave is causing frustration among masses?

Topic	Category	Responses						
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Total respondents
Large amount creates frustration	Female	10	20	4	14	2	50	150
	Male	14	17	1	9	9	50	
	Media practitioners	6	23	3	10	8	50	

The results indicate that third wave of revolution is increasing frustration as people are totally dependent on digital medium. 10 females, 14 males and 6 media practitioners believe that large amount of information creates frustration. 20 females, 17 males and 23 media practitioners are agreed to this viewpoint whereas 4 females, 1 male and 3 media practitioners have neutral opinion. 14 females, 9 males and 10 media practitioners are disagreed whereas 2 females, 9 males and 8 media practitioners are strongly disagreed regarding frustration created by digital media.

Q-6: Whether and to what extent digital media is affecting Pakistani society?

Topic	Category	Responses						
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Total respondents
Social change	Female	21	22	1	5	1	50	150
	Male	14	25	1	6	4	50	
	Media practitioners	10	25	4	4	7	50	
Homes as electronic cottage	Female	13	27	2	7	1	50	150
	Male	11	28	2	5	4	50	
	Media practitioners	11	26	5	6	2	50	
Solution to unemployment	Female	4	15	1	20	10	50	150
	Male	2	18	3	19	8	50	
	Media practitioners	7	20	1	13	9	50	
Change in business, government, families and daily lives	Female	4	15	1	20	10	50	150
	Male	2	18	3	19	8	50	
	Media practitioners	7	20	1	13	9	50	
Change in Pakistani culture	Female	24	17	2	2	5	50	150
	Male	15	22	2	7	4	50	
	Media practitioners	12	26	2	5	5	50	

It has been found that digital media is affecting Pakistani society. The respondents agree that that it is an agent of social change. 21 females, 14 males and 10 media practitioners strongly agree to this viewpoint. 22 females, 25 males and 25 media practitioners are agree. 5 females, 6 males and 4 media practitioners are disagreed whereas 1 female, 4 males and 7 media practitioners strongly disagree to this phenomenon. Digital media is creating homes as electronic cottage. 13 females, 11 males and 11 media practitioners strongly agree whereas 27 females, 28 males and 26 media practitioners agree to this viewpoint. 7 females, 5 males and 6 media practitioners disagree whereas 1 female, 4 males and 2 media practitioners are strongly disagreed. Digital media is changing the government, business and personal lives. 4 females, 2 males and 7 media practitioners believe in this viewpoint. 15 females, 18 males and 20 media practitioners agree whereas

1 female, 3 males and 1 media practitioner are uncertain. 20 females, 19 males and 13 media practitioners disagree whereas 10 females, 8 males and 9 media practitioners are strongly disagreed. Pakistani culture is not far in accepting the change. 24 females, 15 males and 12 media practitioners strongly agree whereas 17 females, 22 males and 26 media practitioners are agreed. 2 females, 2 males and 2 media practitioners have neutral opinion. 2 females, 7 males and 5 media practitioners disagree whereas 5 females, 4 males and 5 media are in opposition.

Q-7: Whether and to what extent digital media is affecting political environment in Pakistan?

Topic	Category	Responses						
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Total respondents
Freedom changes political environment	Female	9	24	2	10	5	50	150
	Male	5	27	3	8	7	50	
	Media practitioners	5	17	5	15	8	50	
Effect on political decisions	Female	6	28	4	9	3	50	150
	Male	2	30	6	5	7	50	
	Media practitioners	6	19	5	10	10	50	

The results found that freedom of expression is changing the political environment. People are saying what they want to say to any political leader. 9 females, 5 males and 5 media practitioners are strongly agree to this viewpoint. 24 females, 27 males and 17 media practitioners support this point. 2 females, 3 males and 5 media practitioners are uncertain. 10 females, 8 males and 15 media practitioners are disagreed whereas 5 females, 7 males and 8 media practitioners totally opposed this point of view. Digital media is affecting the political decisions as well. 6 females, 2 males and 6 media practitioners strongly agree whereas 28 females, 30 males and 19 media practitioners are agreed. 4 females, 6 males and 5 media practitioners are neutral. 9 females, 5 males and 10 media practitioners are disagreed whereas 3 females, 7 males and 10 media practitioners are strongly disagreed.

Discussion

The study aims to explore the extent to which third wave of revolution is affecting Pakistani society. It is called the post-industrial society, which began in middle 19th century. The sample chosen for the study is 150 including general public and media

practitioners. This sample has been taken from Rawalpindi and survey questionnaire is the tool designed for collecting the required data. The questions are shaped according to the research topic in a way to decide whether third wave has brought effective change in the society.

The first research question asks whether and to what extent Third Wave has created communication gaps among the masses. It has been indicated by the study that third wave of revolution is seen in the society with its profound influences. The major change it has brought is the communication gap among masses. This phenomenon has been partially accepted or rejected by the respondents. The acceptance and rejection has been found but it has been proved that the wave has created a firm base in lives of majority of Pakistani people. The communication gaps refer to the frequent use of digital media and less time consumed for face to face communication. Respondents agree that the digital media is affecting the lives of the society and it is playing a major role that is prevalent in their lives. Media practitioners as well as the general public are accepting the change brought by digital media. The reason behind this gap is the access of digital tools with ease and the non-availability of time for face to face communication.

The second research question deals with finding whether digital media is creating isolation among masses. It has been found that Digital media usage has created isolation as majority of people communicate virtually using multiple mediums. Less time consumption with family members and relatives is seen as this communication is easily achieved through digital mediums. People are isolated in a sense that they give less time to their families to maintain their bonds. Individualism has been seen as everyone is having a digital tool of communication in hand. Virtual communication is acceptable and digital tools are utilized with ease.

Third research question deals with the extent to which digital media is creating confusion among masses by over-supply of information and it has been found that major disadvantage given by the use of digital media is the over flow of information. Too much information has created confusion among masses as to find which information is more authentic and reliable. The excessive amount of information is confused the masses as the reliability is at stake. The reason behind this confusion is the flow of information with uncontrollable velocity.

Discussing the fourth research question of finding whether Third wave has brought flexibility in the lives of people at their work places. It has been found that personal life is becoming more flexible. People can do business at home and home has become a virtual organization. They can communicate with the digital tool and the distance has no meaning in their lives. The electronic age has lessened the distance between masses and the communication is easier than ever. But with this new problems and challenges are

coming forward. Such new elements are being handled differently by individuals differently. The reason behind this flexibility is the easy access to remote areas as the world is now a global village.

The fifth research question deals with the extent to which Third wave is causing frustration among masses. Frustration is a state of mental confusion people are becoming confused as over flow of information is available from all sides in a society and become frustrated because they have given too much information with multiple mediums. The excessive amount of information is creating frustration and disorientation among masses as the reliability is at stake. The reason behind this frustration is the rapid flow of information from multiple resources.

The sixth research question asks about whether and to what extent digital media is affecting Pakistani society and it has been found that Digital media has directly affected the society by its frequent usage. The social norms, values, practices and language are major factors that are having influence of digital media. They are transformed into new forms that are the fusion of traditional and the new values. The foreign influence on members of the society is seen that seems to be effective on their lives and living patterns. Pakistani culture is not safe by this fusion. The cultural norms and values are changing with the influence of digital information and communication. Cultural diversity is a new phenomena as Pakistani culture is absorbing different cultural norms portrayed through digital media. Respondents agree that the homes are becoming electronic cottages as the accessories are digital whether they are the tool of communication, visual mediums, entertainment or information gathering devices. From home people can easily do work for virtual organization that has solved the problem of unemployment. Money transaction and data transfer is achieved with digital tools easily. The government can also use this digital tool as they can influence the public by spinning the information or by persuading them as to support their point of view. Digital tool of communication is used on daily basis as to communicate with one another and to discuss multiple issues with friends at far-flung areas. Digital Media has brought social change. Homes have become “electronic cottages” because of digital media. Electronic cottages help in solving unemployment. Digital media constantly changing business, government, families and daily lives and Pakistani culture has been changed by the digital media because people get influence from this digital world as they believe it to be the authentic source.

The seventh research question is whether and to what extent digital media is affecting political environment in Pakistan and result proves that Political environment is also affected by this third wave. Now no leader is safe from criticism and counter opinion building. Actions of political leaders are questioned if public finds something wrong or unmatchable to their norms. Digital media is framing political issues and support is gathered regarding political issues. Public can express their point of view and can influence any decision. Multiple groups are now emerging to put their opinion in

opposition and to influence political scenario. Small interest groups are having important part in political decision-making. Public is the key factor in affecting political decisions because they are given authority to impart their opinion. The reason behind this is that Media portrays and criticizes the political environment hence public plays its part in saying what they think is appropriate.

Third wave of revolution is effective in the society in many ways. It has positive and negative effects on the society. It has created a position that is acceptable by majority of the people. This digital media is affecting personal, collective and political life of the society. Flexibility is the new phenomenon that is shaping the society by creating a firm change. The practitioners as well as the general public agree with this digital media as it is influencing audiences with its power.

Conclusion

The study explores the extent to which the third wave of revolution is affecting Pakistani society. It aims to find the impact exerted by their third wave on the society and its power is studied in the context of public influence and change in their lives. The sample of general public and media practitioners is the subject of study. The chosen size of the sample is 150 respondents.

The results indicate that Third wave of revolution is affecting the society. This Digital Media has brought social change and Homes have become “electronic cottage” because of its impact. This Electronic cottage helps in solving unemployment as people can do home businesses. Digital media is constantly changing business, government, families and daily lives. Pakistani culture has been changed by the digital media and its impact. The communication gap is found between the family members as they do not take out time for each other. Face to face communication is lacking and preference for digital interaction is increasing. Digital access of information at one place results in isolation and the individual life has become more individualized. Digital media creates confusion about authenticity as a lot of information is available all the time. It has brought flexibility in the lives of people. Digital media brings new problems and challenges as well as opportunities as a result. Large amount of information and its access is creating frustration. People have the power to criticize political issues. The political leaders are questioned now public can take part in decision making. Freedom of expression is the advantage of this digital media that changes political environment. Hence, political decisions are affected by public opinions.

Digital media is having positive and negative effects on the society as it’s power is seen in its influence on public.

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