

# Role Of Media In Information And Communication Technology

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## Abstract

In the digital age specifically, media technologies rely on interaction. This study explores and evaluates the function of media in ICT. According to the study, media technologies enable individuals to engage, create online groups, and use social media. The primary objective of this study is to investigate the role of media in ICT and to research how social media affects technology developments, and the ICT industry's operations. Furthermore, the study explores the potential applications of media technologies in the era of digital technology. Primary and secondary sources have been used for analysis in order to carry out this investigation. The findings of the study indicated that majority of respondents claim that the media is a reliable source of information that helps people make informed decisions about adopting and using ICT tools and technology. The media also plays a critical role in increasing public awareness and understanding of the advantages of ICT in real-world situations. Through a range of platforms and channels, media serves as a catalyst for the public's view of technology, digital literacy, and the distribution of information. The rapid shift of media platforms from analog to digital has not only mirrored technological advancements but also been a driving force for innovation.

**Keywords:** ICT, Media, Communication, Digital era.

## 1. Introduction

As with the concept of literacy in general, the idea of media literacy has been a source of debate for a considerable amount of time. Beginning in the middle of the twentieth century and continuing ahead, the talent of "reading" audiovisual content has been added to the already impressive set of abilities that include reading and writing, which are both extremely important. Today, with the significant transition in ICT, a new type of literacy is developing. This new form of literacy is being referred to as computer literacy or Internet literacy, which is not an easy phrase to use (Alivi et al., 2018). ICTs, which stand for information and communication technologies, have brought about a significant transformation in the world in which we live. There are currently billions of people using the internet to log on, browse, and upload content that is available to everyone, no matter where they are in the world or what time of day they are in due to the increased interconnectivity in financial markets, media, and knowledge sharing, and archiving. (Noimor and Chaianandech 2021). The previously common linear patterns of information exchange have essentially been superseded by circular patterns of information acquisition. While this change does not affect every individual on the earth, in little over 20 years, the public's use of the Internet has grown from a small network of academics in the United States to include over 20 percent of the world's population (Bouchard, 2020).

### *1.1 The Role of Media as a Catalyst in the Digital Age*

ICTs influence many different domains since they are technologies that enable enormous information exchanges. The use of the Internet to advance and protect international law, democratic governance, and human rights is among the most advantageous applications of the space of flows (Molyneux et

al., 2018). This Internet usage has been well documented and is arguably the most potent weapon in the arsenal of civil society movements throughout the world today. Civil society organizations, and particularly transnational advocacy networks including displaced persons, have been among the most active users of ICTs like the Internet for information sharing, mobilization, and social change. Online civil society groups are important players and intermediaries that promote communication, dialogue, and information sharing. They therefore succeed in extending the concept of the public realm (Brownlee, 2018). In addition to surpassing the 50% threshold, mobile phone customers constitute a significantly larger population. Over the course of the next four years, it is projected that an extra billion people will use ICTs, mostly mobile phones. Most of these new users and subscribers will reside in underdeveloped countries. Given the growing accessibility of ICTs and the global mobility of people today, it is not hard to imagine a scenario in which there is a relationship between the spread of knowledge and the effects of migration (Dani et al., 2020).

According to the International Organization for Migration (2005a), ICTs have become major global drivers of migration. ICTs are not the only factor affecting migration. It explains this phenomenon by positing that the emergence of new communication technologies, together with advancements in transportation and societal shifts. The skills of humans to quickly share knowledge are being validated and strengthened by technological advancements and societal shifts that are connected to information and communication technologies. This is because people are becoming more aware of the proximity of nations and regions through media pictures and personal experiences of the world (Olsen, 2018).

### ***1.2 The Interaction between ICT and Media***

These pictures and media have the power to change not just our lives but also our communities, countries, and states. They also profoundly impact our identities and our imaginations. Both rich and developing nations are experiencing cultural exchanges in all directions, with cultural flows traveling in both directions (Tomin et al., 2020). These information and communication technologies are being created and deployed all over the world in a manner that is blurring the boundary between here and there, as well as between in and out, via the usage of networked processes and structures (Friedman et al., 2008). A common sense of experience that is transcendent of geographical boundaries is being created more and more by the expression of people's sense of self through ICTs on a local and global scale. Intercontinental networks of migration have given rise to new media forms unique to the Information Age (Lysak et al., 2012).

These new media platforms have facilitated the emergence of global cultures, which link people via their emotions and ideas. We are seeing increased exposure to external influences that have a significant impact on our culture and identity as a result of the widespread use of information and communication technology. The media and images that the Information Age generates also have an impact on us (Lievrouw, 2020). The new age is marked by the pervasiveness of changes brought about by the fast rise of ICTs, notwithstanding the geographical restrictions of ICT distribution (Fischer et al., 2020).

## **2. Literature Review**

**Driedger and Eyles (2003)** analyzed that the function of new media reveals that the information that is transmitted by new media will be easily inputted in spoken, written, and keyed forms, and the system will be able to reply in a manner that is appropriate to the information. Both the communication and the audience are brought up to date by the technology, which does this by transmitting successful programs through various forms of media.

**Tripathi (2006)** reported that the media have the ability to disseminate messages to a wide number of individuals and to spark discourse among viewers as well as individuals who were not previously exposed to the messages. The process of social learning and decision-making is not restricted to the consideration of messages sent by the media; rather, it also involves listening to and sharing perspectives with a variety of other sources. The interventions cannot rely entirely on the mainstream media as their primary means of communication. The dissemination of new ideas is ultimately the

responsibility of social networks, despite the fact that television, radio, and other forms of media play an essential role in the dissemination of messages. An educational entertainment programs have the ability to initiate social networks and peer communication, as well as facilitate the dissemination of knowledge. Information that is disseminated through the media is also an important factor in the process of increasing awareness and understanding. The transformation of India into a knowledge economy is being brought about by the ongoing advancements in the information and communication technology industry in the country, as well as the ramifications of these developments.

**Kumar (2006)** stated that the Indian society is described as a complex social structure in the book "Folk Media and Rural Development." This society is comprised of several castes, classes, creeds, and tribes. Additionally, the high degree of illiteracy contributes to the limitations of mainstream media in terms of their ability to reach nearly 80 percent of the people who live in villages.

**Mehta and Kalra (2006)** stated that a bridge for social equity and sustainable development in India" believe that the growth of ICT has a chance to alleviate poverty by enhancing the access of low-income individuals to various services, including those related to education, health, government, and finance. India has been a fertile field for the development of such creative growths in rural regions, both by the government and by private businesses.

**Rao (2007)** suggested that agricultural growth may be achieved by enabling knowledge management through some communication on the matter of important information. As a result, the media play a part in the communication of key policy, institutional networking, and capacity building activities. These initiatives would be necessary at many levels in order to overcome the limits and successfully integrate into the development process in India. On the other hand, information is becoming an increasingly important element of production in practically every modern area, including agriculture. The advancement of media tools, together with the proliferation ICTs, has sped up the process.

**Gupta (2008)** stated that the media play a considerable part in determining what the general public understands about technology. At the same time, the media also create the atmosphere in which public opinion is developed about what is frequently viewed as controversial, if not contentious. On the basis of the agenda that is established by the media, the public assigns the labels of "interesting" or "important." The media, in particular, serves as a significant source of informal learning and contributes to the manner in which individuals arrive at judgments on the intricacies of science and technology as well as policies linked to the growth of society.

**Franklin (2009)** discussed that the influence of mainstream media on the mentality, behavior, or decision-making of rural people is just superficial. It is essential to make advantage of traditional media because of the function that they play in providing reinforcement. The traditional media can enhance these impacts by having a better influence on the motivational, behavioral, or attitude characteristics of individuals who live in rural areas or who are illiterate. The mainstream media are responsible for the rapid transmission of information and news. It has been demonstrated that traditional media have a more significant influence in influencing the mentality of most of the population that is illiterate. A knowledgeable resident practitioner of folk media has the ability to absorb the message that pertains to the welfare of families, health practices, and agricultural activities. As a result, they are democratic and participatory with absolute consistency.

**Vervoort et al. (2010)** stated that the media are currently being regarded as the most effective and sought after method of communication. This idea is growing in popularity. All aspects of our lives, including our personal lives, our social lives, and our professional lives, are now influenced by the media. The Internet and other forms of interactive media play an important part in the participative and interactive communication that occurs all over the world.

### 3. Objectives of the study

1. To examine the role of media on ICT adoption.
2. To examine the people's perceptions on the media's contribution to public awareness and other ICT-related issues.

#### 4. Research Methodology

##### ➤ *Research design*

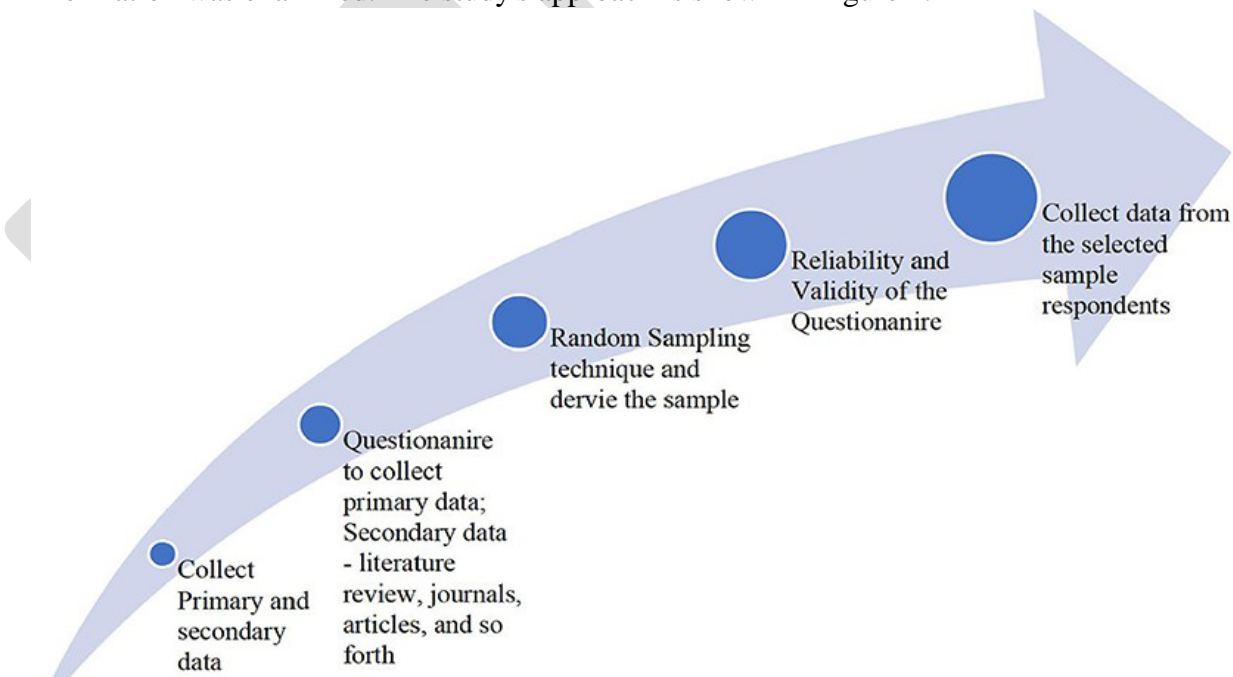
In the current era of digital technology, the major emphasis of the present study is to investigate the role of media contact as a mediator. In addition, it explores the concept of media, organizes a wide variety of media technologies, and defines the characteristics of each of these technological forms. In addition, the research investigates the ways in which media technologies may be applied in the time of digital technology. For the purpose of conducting this inquiry, both primary and secondary sources have been utilized for the statistical analysis. When it comes to gathering all of the required information, this study is descriptive in nature because it makes use of a questionnaire. The initial step in utilizing this strategy is to sketch out the objectives, followed by defining the population, selecting a representative sample, and finally analyzing the results (Tsortanidou et al., 2019).

##### ➤ *Sample*

This study's intended audience is the group to whom the researcher is directing their generalizable results. As a subset of which is the other collection of people. Any individual between the ages of 20 and 50 is considered a part of the overall population in this study. Participants in the study are considered part of the sample. The two main categories of sampling techniques are non-probability and probability/random sampling. Using a random sample strategy, this study conducts the investigation.

##### ➤ *Data collection*

The researcher selected a sample of 100 respondents, ranging in age from 18 to 50, in order to accomplish its aims. In order to get the findings, researcher gathered both main and secondary sources of information. The primary method of gathering data was the structured questionnaire, which was utilized to obtain the required information from the participants. With the help of the data gathered, the researcher was able to examine the attitudes and actions of people who communicate via new media technologies, examine the variables affecting user interaction and engagement in the digital era, and ascertain the mediating function of new media engagement in this digital age. The researcher gathered the study's secondary data from scholarly publications and papers. In addition, a 5-point Likert scale was used in the study. Thirty participants served as a pilot study to ensure the questionnaire's validity and reliability. In order to address the research goal, all of the acquired information was examined. The study's approach is shown in Figure 1.



**Fig. 1: Flow chart of the proposed methodology**

Source: (Zhang et al., 2022)

This section contains questionnaire data from chosen respondents. First, respondents' demographics, length, context, and other important information are given. The research lasted four weeks, from November to December. The online questionnaire was sent to these 100 responders. All of the participants were very committed since they had to accurately complete the questionnaire. 150 participants, including youth and those working in marketing, the press, media, education, and self-employment, received the questionnaire. There were only 120 responses, 100 of which were valid. These 100 valid replies were analyzed. Table 1 shows active responder demographics.

**Table.1: Demographic details of the respondents**

Age	% of the respondents
21-30	35
31-40	45
41-50	20
<b>Gender</b>	
Male	55
Female	45
<b>Educational Qualifications</b>	
Illiterate	20
Graduate	35
Post graduate	45
<b>Field</b>	
Marketing	10
Education	20
News media	25
Self-employed	30
Students	15

## 5. Results

According to Table 1, 24% of respondents are aged 21-30, 22% are aged 31-40, 9% are aged 41-50, and 10% are aged <20. Active responders were 55% males and 45% women from brand, marketing, and related businesses. News media is the most common occupation, followed by education, marketing, students, and self-employed people. Table 1 show that most participants work for major companies or are responsible for new media technologies in the digital age. The study analyzes data from surveys in this part. Tables presenting questionnaire-analyzed data are followed by an explanation of the results. Data for the study is collected using an opinion survey. Each participant completed the questionnaire and reported their results online.

**Table 2: Participants' responses**

Distribution of questionnaire	Number of the respondents	%
Total participants	150	100
Fully completed	120	85.7
Valid questionnaire	100	66.6
Total respondents in study	100	66.6

**Table 3: Media concept in technology**

Media technology	Respondents response
Partially aware of media	40
Unaware of media	15
Fully aware of media	30
Neutral	15
Total	100

From Table 3, among all participants, it can be shown that 40% said they knew the word and idea of new media technology entirely, 30% said they understood it slightly, 15% said they were unfamiliar with it, and another 15% said they were neutral.

**Table 4: Perception on integration of Media and ICT**

Media and ICT	Respondents response
Positive	70
Negative	20
Neutral	10
Total	100

Table 4, suggests that of the 100 participants, 70 percent thought that media technology and the ICT have a favorable association, and 20 percent said that media technology and the ICT have a negative relationship. Often, the percentage remained unchanged.

**Table 5: Findings of the study**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Media is critical in providing timely and accurate information on ICT breakthroughs and innovations.	35	39	20	2	04
Media plays a crucial role in raising public awareness and comprehension of the benefits of ICT in our daily lives.	40	38	18	4	-
Media's coverage of ICT's influence on social growth and development contributes to a favorable perspective of the impact of ICT.	37	39	14	06	04
Media platforms give useful views and analysis in ICT about current concerns and encouraging global connectedness.	36	37	18	9	-
Media is credible source of information, supporting people about the adoption and use of ICT.	39	30	16	09	06

- **According to the findings of the study**, 35% of the people are strongly agree, 39% agree, 20% are agree, 6% neutral and 4% of them are strongly disagree with the statement that media is critical in providing timely and accurate information on ICT breakthroughs and innovations.
- 40% of the people are strongly agree, 38% agree, 18% are agree, 4% neutral and 4% of them are strongly disagree with the statement that media plays crucial role in raising public awareness and comprehension of the benefits of ICT in our daily lives.
- 37% of the people are strongly agree, 39% agree, 14% are agree, 10% neutral and 4% of them are strongly disagree with the statement that media's coverage of ICT's influence on social growth and development contributes to a favorable perspective of the impact of ICT.
- 36% of the people are strongly agree, 37% agree, 18% are agree, 9% neutral and no of them are strongly disagree with the statement that media platforms give useful views and analysis on the role of ICT in tackling current concerns and encouraging global connectedness.
- 39% of the people are strongly agree, 30% agree, 16% are agree, 5% neutral and 6% of them are strongly disagree with the statement that media is credible source of information, supporting people in making educated decisions about the adoption and use of ICT tools and technology.

## 6. Conclusion

The role of media in ICT has been hypothesized and tested in this article. Since interactivity is crucial to modern media technologies, particularly in the digital age. A mediating function is played in between media and ICT. Participation in media is necessary for information sharing, the creation of original content, branding, and other purposes. In this article, through survey method, role of media was assessed using Likert scale questionnaire. The study's findings showed that media is credible source of information, have role in raising public awareness, provide information on technological breakthroughs or innovations timely. In addition, media platforms give useful views and analysis in ICT about current concerns and encouraging global connectedness. Overall findings of the study indicate that there is positive role of media with regard to ICT. Researchers in the future will be able to analyze the role that other factors play in mediating impact in the technology, and the current study may be taken as a beginning of that investigation. Increasing the number of people that participated in this study is another recommendation that has been made in order to ensure that additional information is obtained. The level of involvement of the target audience is a key component when it comes to effectively communicating the message to that group.

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