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Transposition Inertia at Tertiary Level: The Impact of Online Entertainment Via Cell Phones on Privacy, Safety, Psychological Wellbeing and Academic Achievements of University Students

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Headings

Abstract: *This paper examines the impact of online entertainment media on privacy, safety, psychological wellbeing and academic achievements of youth through the smart phones. The authors reviewed literature on excessive use of social media, business and marketing industries by Chris Anderson, Rasmous Kleis Neilson, Lijun Zhou, Kathleen Van Royen, Karolien Poels, Heidi Vandebosch, Philippe Adam, William G. Zikmund et. al. and others, and developed the theoretical framework around the excessive usage of new media and credibility theories. They prepared a survey questionnaire to study the said impact of new entertainment media on privacy, safety, psychological wellbeing and academic achievements of youth, taking N=200 students of University of Lahore. They used the statistical tools for data analysis. The regression analysis of the dependent variables "Privacy", "Safety", "Psychological Needs", and "Educational Achievements" against the independent variable Online Entertainment Media show the extent rate at 44.2%, 62.9%, 83%, and 80.2 % respectively among youth.*

Key Words: Media Landscape, Entertainment, Social Media, and Tertiary Education, Impact of Social Media on Privacy, Safety, Psychological Wellbeing and Educational Achievement of Youth

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Introduction

The shift in entertainment media's landscape is constantly piercing through our world that has transformed the pace and scale of human interaction, performance and lives with the social media applications. The majority of media scholars, media marketers, and health experts have realized immense effect of the digital changes on private and personal lives of youth (Anderson, 2006). Vineet Kaul says social media have marketed themselves well (2012). The world has witnessed a great change in the media landscape from 2010 to 2020. New trends have emerged all around us in the form of video streaming (Ward, 2002). It has increased the audience base of the social media owners and marketers to unlimited numbers across the world. The tremendous shift from the traditional to new technologies yet shows a media and entertainment industry (M&E) that comprise of new form of digital platforms for the previous print, film, radio, and television media that offering access to movies, TV shows, radio shows, music, newspapers, magazines, and books with far more ease. These multifarious but immensely popular digital channels reflect tremendous expansion of the ways and techniques of media production and streaming that invade private and public lives of youth and have an impact on their psychological wellbeing, thus, safety and educational achievements.

Restructuring the Media Landscape

Digital technologies have brought entertainment at our doorsteps, making it highly popular in every segment of society irrespective of age or profession due to low cost and unlimited access. People consume all kind of media on the Internet, which include TV shows, movies, video games, news, and much more via the social media. This new media landscape is driven by a blend of new consumer behavior, demographics, and consumption and technological trends. This digitalization of the media industry has allowed youth immediate access to content wherever or whenever they click or demand. It has facilitated the penetration of a new lifestyle for the youth through the connectivity. The Internet of Things (IoT) couples with cheap sensors, paired devices and cloud computing that have enabled youth's easy access to the media industry. A network of interconnected machines enables the delivery of content on their smart services and provides them seamless and personalized services. The intensification of the streaming content and convergence of digital technologies (Fidler, 1997) cater to multiple demand options and needs of a diverse audience (Kim & Bent, 2010). The phenomenon has shifted youth to social media for entertainment, making them staunch users of networking sites such as WhatsApp or Instagram or TikTok on daily basis.

This shift from the traditional to social media has raised a lot of questions, concerns and controversies about the aftermath of these developments on youth. It substantially influences their health and lifestyles. This paper examines the impact of the shift in media landscape on youth in the light of literature that Grant says emphasizes on the causes behind this shift (2013). It investigates the impact of the trends of social media usage for entertainment through mobile phones

among youth in view of, what Choong calls, the changing the environment (2001). This influx has pulled advertising to new media, and experts have estimated that by 2023, digital advertising, or more so mobile phone marketing, will be consuming half of the budget of media industry marketers. Consumption of data on smartphones is also likely to surpass the fixed broadband in the early part of 2020s. It is already recording many miles though the saturation point is yet to be attained. A great shift from TV viewers to mobile users has been observed among youth in this new media landscape in the past decade. From 2012 till 2018, the use of mobile media utilization increased from an estimated 1.6 hours per day to 3.3 hours per day. According to Nielson (2018), a substantial drop in the conventional TV viewing was also observed in the USA. Offline video consumption dropped a bit but the ways in which video is being watched online continues to shift. It reflects young adults of the age bracket 18 to 34 years watching more videos on their smartphones as opposed to the shrinking amount of time they spend watching linear TV. The Internet-enabled TV or connected devices were found in 68% of U.S. households showing a rise up from 63% in the third quarter of 2017. Homes with smart TVs were also on the rise showing 41% usage as opposed to the earlier rise of 32%. The share of homes with a streaming video subscription, be it Netflix, Hulu, or Amazon was also up from 61% to 67%. Social media consumption raised to 297.7 million as compared to the rise in over the top (OTT) viewers of conventional media that stretched to 198.6 million. The number of the TV viewers had dropped to 31.6% from 34%. These noteworthy achievements were due to

the such features as personalization and curation that facilitated the rapid transformation of the entertainment media industry. Enginkaya & Yılmaz, (2014) reconnoitered the optimization of one's personal experience expanded to personalized experiences of millions. Natin Patail (2020) explains that the new media attracted new customers through the following strategies:

1. You know your customers—know what keeps them motivated, what holds their interests, and how they like to consume media and entertainment.
2. Stay agile and flexible—know how you can personalize their experience through your websites (Patel, 2020).

It is, therefore, not surprising that digital transformation hit all media across the board from different dimensions for reaching its personalized consumers.

Building a Compelling Mass Appeal

Digital technologies have changed functioning and style of media in all human societies. The conventional media are failing to reinvent the past practices of public communication, stimulating the gatekeeper role, and gaining the privileged role of disseminating news and content for entertainment. The new media are diverse and converging in a dynamic world. They present the merging of unalike media industries as well as digital technology that have already groomed into multi or multifarious media (Fidler, 1997). What was once difficult to receive at high cost via then called the versatile conventional media or entertainment industry of TV shows, movies, radio features, news, books, newspapers, music, and magazines, is now easily accessible

on social media for free. The new entertainment industry not only contributes $632 billion or more alone to the American economy and gets a 3rd position in the global media industry for accessing all audiences, it easily reaches youth and influences them via the social media even in Pakistan.

This research examines the effect of the growing social media trends on youth's privacy, safety, psychological wellbeing and academic achievements through mobile phones. This change is prevalent even in the Pakistani environment, considering youth has drifted away from the mainstream media towards social media. This research unveils the effect of this visible shift in the media landscape that has brought a change in people's interaction, formation of communities, and sharing of opinions. This shift is technology driven that has affected consumers who are now less familiar with local brands and media and are thinking more about brands and media from around the world. This study examines the impact of delving digital technologies on youth, considering conventional media for entertainment are disappearing in Pakistan, and new technologies are directing a shift in the styles of production by media personnel in their respective areas around the world. Kaul says the usage of digital technology in mass media has an impact on our societies and the future of new technology is the same worldwide (2012).

Change in the media landscape is constantly underway, reflecting the greatest change in the history of media. It is unprecedented and has astonished most media men. Technology has enabled journalists, cameramen, writers, and musicians to produce media content with immaculate applications. These products and novelties make all the difference is evident. The transformation of media landscape has furthered the quality of journalism, added innovations and advanced professionalism. It keeps communities more engaged than the past, and promotes arts and sciences. The process of media production and distribution is more democratic than before, and it thrives on the engagement of people and communities that stay ever informed. The conversion of media into digital formats has altered the conventional media models, packaging and distribution of content. It also allows undoing of the process if the customer is unhappy or under flashlight, and it goes with the catchphrase: "the customer is the king". The new media have shifted a lot of liabilities of the emerging media groups and their executives.

Media's Effects on Young Adults

Media substantially influence minds of youth and their decisions about their health or lifestyle. Media messages as short as 'normal,' 'cool,' 'grown-up,' 'can take junk food,' and so on can have an effect on their lifestyles or decisions via the social media. According to Statista, after Snapchat, the Instagram affected the lives of the US teens the most. It affected teens to the extent of 35%, women 43%, and men 31% (Statista, 2019). The invasion will further in future.

Rationale of the Study

Customer demographics have undergone a substantial shift in the digital or social entertainment media. Companies are now more prone to deploy technology despite

facing cybersecurity threats. These conditions necessitate comprehending the shift in the landscape of entertainment media among different segments of society particularly young adults.

Literature Review

Everyone can access the internet of things that allows growth opportunities in the form of unlimited digital content 24/7 via smartphones, tablets, computers, or e-books. The process is unlike the old-fashioned options for the production of similar media in the form of hard bind books or small screen TV shows. Online life has touched most any people in places such as the airports, dining halls, concerts, or clinics where they can watch their favorite TV shows, movies, and other entertaining content of their choice on a small device anytime. This phenomenon is opposite to the one of the past whereby the digital video recorders (DVRs) had restrictively freed people from the restrictions of watching scheduled TV shows. It was not too far away in the past when they could happily record the TV shows of their choice for watching them later at their convenience. Grant et. al. say that the recording option sounded great to viewers but not to advertisers of the past (2013). Presently, various digital media platforms offer unlimited opportunities to both viewers and advertisers for recording content.

The Speed of News Delivery

The first characteristic of online journalism is the instant delivery of the news to the audience (Allan, 2006). News updates are posted every 15-60 minutes on online media in a typical working day. While an online news portal such as timlo.net publishes new entries every 15-30 minutes, online media of a developing country tend to publish their news items or update them every 30-60 minutes, and their speed may also increase to updates every 10-15 minutes in case of reporting an ongoing story (Allan, 2006). It keeps journalists under constant pressure to fulfill the demand for robust delivery of news on the online media even though the quality of news may compromise due to the pressure. The story may remain incomplete, or get disconnected from any previous report on the matter, and the fragmented updates may cause a lack of the reader's interest, or comprehension of the story. On the more technical side, the reporting pressure would also increase the possibility of typos in news stories and also hurt the significance of a story or an issue for majority of the audience (Allan et., 2006).

Depth of Information

As there is no limit on what a journalist posts on a website, online media enhances the capacity of news media for providing more depth in news coverage (Allan et. al, 2006). However, the production cost, especially the price of paper, is one of the factors that have contributed to the decline of the traditional print media industry. It limits the number of pages for each edition, which in turn, limits the scale of information shared with the audience at a time. In contrast, the online journalism provides a platform for presenting the news story comprehensively through the use of the unlimited space in the websites. It allows to add contextual information to a story, using texts, graphics, pictures, or videos that may be connected to other news stories in the digital libraries or websites of the

publishers, or on other external sites such as YouTube or Facebook. Such phenomena have created a demand for highly skilled work from journalists for producing and delivering content at robust speed via multimedia or multi-platforms. The requirement for such efficiency is a prevalent factor that inhibits media institutions from hiring new journalists for their channels. They rather prefer to select and train their current lot of journalists to the desired level of efficiency in the newsgathering and production processes.

Level of Interactivity

The new media allows the consumer to interact with the products and producers (Ward et. al, 2002). The option of practicing interactivity has given birth to the venues of mutual interaction between readers and reporters and editors that mutually desire the news media to have their axe to grind and voice their indigenous stories. In this arena, Mike Ward noted that though the local media in Surakarta, Java, Indonesia provided a facility for giving comments, the readers seldom used it (2002). The interaction among readers, journalists, and editors was seen more when they posted a certain news story on their social media especially Facebook. The interactions and conversations took place more on online social media than on news media websites of publishers. In some cases, a journalist or an editor shared a news story or provided a link to further reading materials on their websites as a promotional tool, which enticed and encouraged their friends or friends of friends to visit their news sites (Ward, 2002). These experiences reflected on the exploring capability of the audience, and they had an impact on the agenda-setting and news

producing strategies of online publishers or channels. Reapplying the classical model of the media, the policymakers decided to pick frames to make specific issues more important on the public agendas via the social media.

News Authenticity and Trustworthiness

Many experts felt that new media let produce and manipulate digital content, hurting the gatekeeping, copyright and authenticity practices that were considered main feature of traditional media. Firstly, new media supports the cost-effectiveness of software, apps, and webhosting services that have furthered mushroom growths of news producers and publishers worldwide. This spectacle challenged the role of a journalist as the gatekeeper or information provider. Mike ward says it raised multiple issues concerning the accuracy of the information and reportage principles or ethics (2002). The new media gave birth to news story swapping practice via email, or wireless connection (Bluetooth or Wi-Fi), or even memory stick as opposed to traditional media that though was slow was also more consistent. The new practice has robbed readers of the opportunities of exposure to different points of view on different issues. Secondly, local online media in many places face several other issues in the area of piracy and copyright infringement. Plenty of cases were reported worldwide in which online news published by a website was copied on another site devoid of the condition of recognizing the original source of the birth of a story. It was merely copied and pasted with little modification, or was brushed up, or its title was changed to make it a sensational eye-catcher. Such plagiarism or malpractice disheartened those journalists who toiled hard

to gather news and build up stories by burning their midnight oil (Ward, 2002; Silber et. al., 2009). Thirdly, online news media deliberately provided half-truth based information acquired without permission from the genuine and valued newspapers that published the real story. It reflected flouting of the ethics and republication by partly changing a story and publishing it on social media, yet claiming the news is original. Silber et. al. says a substandard, sensational, hot or provocative story was made viral and important (2009). Users absorbed the viral or information from the social sites of networking without critically evaluating their validity, or checking their original sources.

Effects of the Changing Media Landscape on News

New media brought new trends whereby people built their indigenous content, news materials and films without the help of traditional media platforms or publishing houses. Amos and Kahneman (1992) noted that trendwatching.com introduced Generation C that though a new term featured many new talented, or artistic young adults who created content without going to the usual venues of professional training. They made films, or created even newer content or a viral while forming their blogs, personal albums, or websites from the privacy of their bedrooms without seeking permission for their release for anyone (Amos, & Kahneman, 1992). Creativity raided the cyberspace, as the trendwatching.com and similar other sites introduced new tools such as iMovie, Garage Band, Final Cut Pro, Cubase, and Photoshop and they facilitated this so-called more democratized and open process of production

for anybody to make and release whatever content they conceived from their bedrooms or studios (Amos, & Kahneman, 1992).

Social media has made collaborative communication possible among businesses and their users, making them more dynamic and effectual. There is a marked alteration in the modus operandi of businesses that now not just communicate but also interact with their consumers (Dahan, & Hauser, 2002). Social media have enabled businesses with the ability to involve customers in a multitude of activities in vogue at their platforms (Bartl, Füller, Mühlbacher, & Ernst, 2012). They integrate the virtual world beyond the lines of the physical world (Nambisan, 2002). They provide immense opportunities for accessing potential customers through their immaculately stretched platforms. Generation and accumulation of newer content, chats, or information on social media allows businesses to analyze and utilize that content and address needs of the target audience and customers at a better speed. James M. Curran and Lennon say the effectiveness and reiteration of social media in businesses and their corporate functions is undeniable (2011). It has improved the consumer experience on the whole.

The design approach and product development features have furthered the presentation styles of various content, highlighting user-focused designing that aids and improves the traditional top to bottom awareness level approach. It places products strikingly high on a buyer's agenda on explicitly networked platforms. Effective design strategies have evolved and it is imperative to identify and integrate user inputs, reviews and opinions into the processes

of product design and marketing (Helander, & Khalid, 2009). Now, product attributes such as customer needs and satisfaction are pertinent to product development or transitioning in the market (Chan, & Ip, 2011). Businesses have realized that the influx of customer opinions is essential for improving their products and they now analyze user experiences via the content received online or data generated by users owing to the high following of their social media sites. Ioan Sarbu and Calin Sebarchievici found customers real-time and persistent interaction online very valuable to marketing and information dispersion strategies (2018). Businesses realized the significance of the dynamic social media platforms for interacting with their customers on augmented speed and seeking their support in developing products and services (Hamouda, 2018). This experience indicated the effectiveness of social media as a tool for developing better products and services.

Cheng and Krumwiede reported eWOM on social media played an important role in improving service quality and it has an impact on buying behavior of users (2018). Many organizations improved their products and found ways of developing new products after gathering online data (Hamouda et. al 2018). Social media has emerged as a potent WOM channel in favor of products and services and act as supportive tools for consumers to make optimum decisions in an e-com contextual environment (Kuan et al., 2014). Sun-Jae Doh and Jang-Sun Hwang (2009) found that eWOM sharpens the consumer minds for evaluating the credibility of products, websites, and messages when true and false information become simultaneously available. Park et al. constituted that it is possible to manipulate

consumer reviews online at the level of firms by paying individuals for providing high ratings (2009). The marketers may arrange for the so-called anonymous reviews that prove supportive and influence consumer attitudes as well as buying decisions (Park et al., 2009). It leads to the view that customers find some real neutral or negative customer reviews more reliable than others, which enables organizations to improve their range of products (Rathore, Paul, Hong, Awan, & Saeed, 2018). Erskine found that online reviews had an impact to the extent of 67.7% on buying decisions and target audience trusted on online reviews and personal recommendations to the extent of 84% (2017). Social media ascertains purchase intentions of consumers, or of seeking improvement in service quality in places like the banking industry. The customer perception about service quality of a website is unlike the perception of a face to face traditional service. Ranaweera and Sigala investigated and compared perceptions of the state of service quality in the domain of internet banking and found it was perceived as a significantly better service than a traditional offline banking service (2015). Gwo-Guang Lee and Lin cited that the dimension of reliability is strongly connected to the design of a website, trust, service quality, customer satisfaction and responsiveness by the organization (2005). These features significantly affect buying intentions of customers. Hui Liao (2007) added that customer complaints unveil different recovery actions and organizations amend their strategies for responses by the employees on service maters or "service recovery performance" or SRP all the time (2007). J.G. Maxham III noted that online

behavior affects the return intentions of customers after having a service failure experience, or on the basis of the perceived fairness treatment intention or commitment by the organizations (2001).

Theoretical Framework

Credibility studies in media communication stands a vital place in the field's body of knowledge, and presently incorporate analyses about the effect of the source, kind of media under use or message characteristics on the audience's view of reliability. Brand credibility is the degree to which a brand is seen to be trustworthy as far as three measurements skill, credibility and likeability- (HOFFLER; KELLER, 2002). *"The mass communication media credibility can be conceptualized as the audience perception of news channel believability, as distinct from the believability of an individual journalist* –source credibility - *or the believability of the news content* – message credibility – *(Bucy, 2003)"*. Media usage and credibility theories indicate that the digitization of media has particularly affected the youth. Consequently, they, in great numbers, use social media for entertainment as opposed to traditional media. The shift in the media landscape alerted researchers about the repercussions of social media use on youth. Despite research showing a relation between credibility and brand attributes for non-media products (GOLDSMITH et al., 2000; ERDEM; SWAIT, 2004); a little empirical research has been conducted to determine if this relation holds the truth for the news media (OYEDEJI, 2009). The researchers developed a theoretical framework around the said media usage and credibility theories to examine the causes of the shift from traditional to social entertainment media among youth in Pakistan. This study presumes that media affects Pakistani youth who have substantially shifted from traditional media (TV and video games) to social media (mobile phones, internet, Netflix, or YouTube). The researchers feel there is a dire need to conduct an empirical investigation to study social media usage trends among university students and analyze their effects on their privacy, safety, psychological wellbeing and academic achievements. The media or media productions are independent variables and their effect on privacy, safety, psychological wellbeing and educational achievements of students are dependent variables.
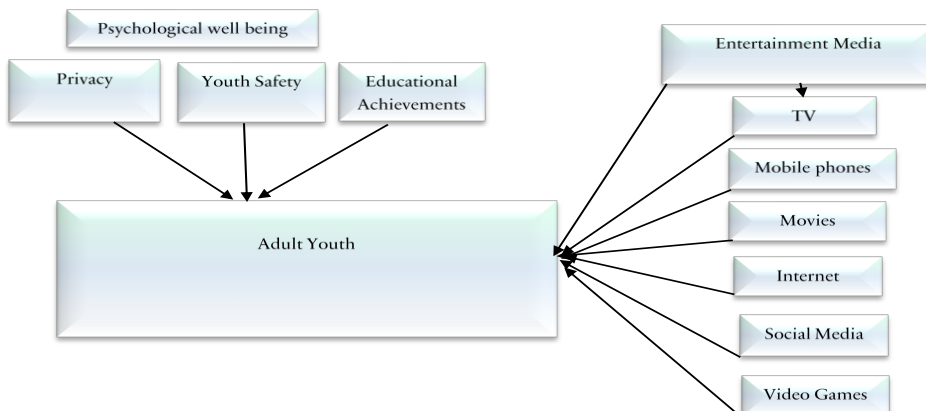
Figure: Theoretical Model of Research

Research Design

This study uses the quantitative method and a survey questionnaire to study the impact of new
online entertainment media landscape on privacy, safety, psychological wellbeing and educational performance of Pakistani youth.

Objectives of Study

To study the impact of the shift in the entertainment media's landscape to online via the cell phones on young adults.

Research Questions

What is the impact of the shift in entertainment media's landscape to the online via the cell phones on young adults?

Hypotheses

H1: Psychological well-being of youth is negatively correlated with the consumption of content on online entertainment media via the cell phones.

H2: Privacy is negatively correlated with the consumption of content on online entertainment media via the cell phones.

H3: Youth safety is negatively correlated with the consumption of content on online entertainment media via the cell phones.

H4: Educational achievement is negatively correlated with the consumption of content on online entertainment media via the cell phones.

Methodology

This study follows a quantitative approach to study the effects of changing social media landscape (independent variable) on youth. Social media or platforms are independent variables. The privacy, safety, psychological wellbeing, and educational achievements of youth being affected are dependent variables. These variables are selected for the study on the basis of review of past literature. The survey instrument was structured by adopting a logical sequence for collecting data online owing to the spread of the COVID-19 pandemic during 2020. The researchers developed a survey questionnaire comprising 20 items and distributed it online to collect data for measuring the latent constructs and evaluated results in the light of credibility theory. They assessed responses on a five point Likert scale—strongly agree to agree to neutral to disagree to strongly disagree. The study is quantitative, survey-based, correlational, empirical investigation. It uses the Pearson correlation and regression tests for analyzing data. The unit of measurement is a young student enrolled in the entire population of the University of Lahore at the Raiwind Road Campus, and the sample includes 200 randomly selected students between age of 21years to 40 years.

Data Analysis

The authors used Statistical Package for Social Sciences for data analysis.

Table 1. Demographic Statistics

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	127	78.9	78.9	78.9
	Female	34	21.1	21.1	100.0
	Total	161	100.0	100.0	
Age	21-25 Years	39	24.2	24.2	24.2
	26-30 Years	67	41.6	41.6	65.8
	31-35 Years	35	21.7	21.7	87.6
	36-40 Years	20	12.4	12.4	100.0
	Total	161	100.0	100.0	
Qualification	(Under)graduate	58	36.0	36.0	36.0
	Postgraduate	103	64.0	64.0	100.0
	Total	161	100.0	100.0	

The Table 1 above shows the demographic profile of respondents: 127 males (79%), 34 females (21.1%); 39 participants of age group 21-25 (24.2%), 67 of age group 26-30 (41.6%), majority of participants of age group 31-35 (21.7%), and some of ages 36-40 years (12.4%); 103 (64%) participants were enrolled at (under)graduate level while 58 (36%) were enrolled at post-graduate level.

Table 2. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you believe youth has shifted more to social media, leaving behind the traditional media?	161	1.00	5.00	2.7453	.87521
Do you think people are exposed more to social media than traditional media?	161	1.00	5.00	2.8571	.94774
People mostly utilize social media for educational purposes.	161	1.00	5.00	2.7205	.90975
People mostly use social media "just for none-serious surfing."	161	1.00	5.00	3.0311	.90431
It is a general impression that majority of users use smart phones for entertainment on social media.	161	1.00	5.00	2.9938	.97786
Do you think Netflix has taken over the traditional TV viewing?	161	1.00	5.00	3.0497	.97980
Social media provides an opportunity for easy connectivity with peers as opposed to traditional media.	161	2.00	5.00	4.0683	.71697
Digitization enables economic outsourcing.	161	2.00	5.00	4.0497	.69643

Shift in media landscape is due to easy availability of new information and ideas on social media.	161	2.00	5.00	4.0311	.68394
Do you agree that social media has brought a change in consumer behavior?	161	1.00	5.00	4.0062	.69369
Do you feel it appropriate for social media to interfere in privacy and safety of youth?	161	2.00	5.00	4.0683	.65311
Social media has threatened psychological wellbeing of a youth.	161	1.00	5.00	4.1491	.67279
Shift in media has badly affected health and lifestyle of youth.	161	2.00	5.00	4.0683	.71697
Use of social media has expanded widely as opposed to traditional media.	161	2.00	5.00	4.0621	.67721
Social media helps to educate masses more than traditional media.	161	2.00	5.00	4.0373	.66978
Social media improves communication better than traditional media.	161	1.00	5.00	4.0124	.68909
Do you agree that social media consumes most time of youth as opposed to any other activity?	161	1.00	5.00	4.0683	.67198
Do you feel that social media is the greatest source of knowledge?	161	1.00	5.00	4.1491	.69111
Youth spends most of their time on YouTube, Netflix, Instagram, etc.	161	1.00	5.00	2.7391	.87694
Do you agree that youth is integrated more to social media than traditional media?	161	1.00	5.00	2.8571	.94774
Valid N (listwise)	161				

In Table 2 the mean values of all the items range from 4.06 - 2.73 that show that the entertaining social media have a strong effect on privacy, safety, psychological wellbeing and educational achievements of youth.

Table 3. Reliability Statistics

Constructs	Cronbach's Alpha
Privacy	0.86
Safety	0.74
Psychological wellbeing	0.88
Educational Achievements	0.89
Entertainment Media	0.86

The Table 3 shows the measurement instrument was gauged for the reliability of the constructs. All the values found are exceeding the limit 0.70, which is set as the normal for recognizing the reliability of constructs through this range of values. These values

indicate that the degree of constancy is achieved for all the variables at the estimated reliability levels (Hair, 2010). The Table-3 shows Cronbach alpha value for the entertainment media is 0.86 and for the four dependent items: privacy 0.86. youth safety 0.74, psychological wellbeing and educational achievements 0.89. The coefficients show reliable values on comparing the values with the threshold range of 0.7 to 1.00. Hence, all of the constructs are valid, and the instrument for the measurement of the variables reliable.

The Pearson test was applied to check the correlation and for confirming the assumption that there are linear relationships among the independent and dependent variables as below:

Table 4. Correlations

	1	2	3	4	5
Entertainment Media	1				
Psychological Needs	.910**	1			
Privacy	.629**	.839**	1		
Safety	.787**	.926**	.709**	1	
Educational Achievements	.896**	.723**	.297**	.601**	1

The results in Table 4 indicate that the entertainment media is positively and significantly correlated with the four dependent variables: Psychological Needs (PN) at value .910** (r=.910, p<0.01); Privacy (P) at value .629** (r-.629, p<0.01); Safety (YS) at value .787** (r=.787, p<0.01); and Educational Achievements (EA) at value .896** (r=.896, p<0.01). The correlation coefficients confirm close and significant positive relationship between the variables. In other words, both the independent and dependent variables have a pertinent relationship with each other.

Regression Analysis

Table 5. Regression Results of Psychological Needs and Entertainment Media

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.674	.112		6.008	.000
Psychological Needs	.883	.032	.910	27.762	.000

Independent Variable: Entertainment Media
*R^2=.829, F=770.718, *P<0.001*

The above Table 5 shows R^2 value is 0.829 that assumes the variance in entertainment media as a result of psychological needs. It is evident that the impact on psychological needs of youth is 88.3% while using the online entertainment media.

Table 6. Regression Results of Privacy and Entertainment Media

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.495	.127		19.592	.000
	Privacy	.442	.043	.629	10.200	.000

Independent Variable: Entertainment Media
*R2=.396, F=104.042, *P<0.001*

The Table 6 points to R2 value at 0.442 that assumes the variance in entertainment media results from privacy. It is evident that online entertainment media has 44.2 % impact for private use among the youth.

Table 7. Regression Results of Youth Safety and Entertainment Media

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.417	.148		9.602	.000
	Youth Safety	.659	.041	.787	16.069	.000

a. Independent Variable: Entertainment Media
b. R2=.619, F=258.217, *P<0.001

The Table 7 points to R2 value at 0.619 that assumes the variance in online entertainment media results from youth safety issues, or the youth safety is impacted 61.9 % while using the online entertainment media.

Table 8. Regression Results of Educational Achievements and Entertainment Media

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	.425	.132			3.211	.002
Educational Achievements	.818	.032	.896		25.374	.000

Independent Variable: Entertainment Media
*R2=.802, F=643.583, *P<0.001*

The Table 8 points to R2 value at 0.802 that assumes the variance in entertainment media use in connection to educational achievements. It shows that respondents feel educational achievement of youth is impacted to the extent of 80.2 % while using the online entertainment media.

Mann Whitney Test

Table 9. Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum	Percentiles		
						25th	50th (Median)	75th
Entertainment Media	161	3.7492	.53937	1.88	5.00	3.5000	3.7500	4.1250
Gender	161	1.2112	.40942	1.00	2.00	1.0000	1.0000	1.0000

Table 10. Ranks

	Gender	N	Mean Rank	Sum of Ranks
Entertainment Media	Male	127	79.45	10090.50
	Female	34	86.78	2950.50
	Total	161		

Table 11. Test Statistics

	Entertainment Media
Mann-Whitney U	1962.500
Wilcoxon W	10090.500
Z	-.819
Asymp. Sig. (2-tailed)	.413

Grouping Variable: Gender

The data in Table-9 to Table-11 reveals that privacy, safety, psychological wellbeing, and educational achievements have a statistically positive relationship with entertainment media (U = 1962, p = .413).

Results and Interpretation

The study examined the impact of the online entertainment media landscape via cell phones on the youth. It focused on youth's behavior by analyzing perceptions of the key issues of privacy, safety, psychological needs/wellbeing, and educational achievements. They constantly confront these issues due to the excessive use of the social media, considering the use of social networking sites among youth is on the rise. They are addicted to Facebook, WhatsApp, Instagram, Twitter, and are in constant intentional or accidental communication with their peers, relatives, family members and even strangers. At least one social media account is associated with one name on social networking sites and in many cases people have more than one account. The results unveil that 45% respondents consume social media for one to two hours daily while 30% respondents consume it for three to four hours daily. Most of the respondents use these social sites for networking under a sense of belonging even with new people, or for staying in touch with the world, checking news,

watching emerging fashion trends, chatting with any person or interacting with family or friends, seeking interesting posts and raising awareness.

The correlation coefficient-based results show that media are interconnected with society. They spread awareness globally and affect a country's socioeconomic and political landscape. They help to search jobs and develop knowhow of current affairs, leaving a positive or negative impact on young minds or every segment of society, be that about learning, belonging, shopping, or finding jobs through browsing web pages. Though there are several benefits of social media, disadvantages include time-consumption, less physical or social interaction, and ergonomics issues: headaches, cyberbullying, stress and the development of negative emotions. Consequently, social media have a negative effect on youth's health, or emotional wellbeing, privacy, safety and educational achievements.

This research reveals that all the hypotheses are correct. Psychological well-being, safety, privacy and educational achievement of youth are negatively correlated with the consumption of new entertainment media. The new media landscape has irrevocably altered youth's lifestyle and interactivity through the formation of new communities and sharing of opinions. The respondents think social media has spread a great deal of awareness amongst the youth. It provides them a helping platform to look for educational help or find jobs which are their foremost needs around the globe. Social media fulfills their psychological needs yet affects their health, education, safety and privacy. The results illustrate that social media sites strongly influence youth, which makes it imperative for both the government and society to promote its positive use and curb its negativities. Drawn on the above, this study suggests to promote rational use of social media with constructive and healthy motives. It proposes that government and society take remedial measures to demote negativity and ban unethical websites. It recommends time management for augmentation of satisfactory communiqué and communication skills, professional expertise and dissemination of knowledge.

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