

Impact of Technology on Organizational Culture and Human Diversity in Pakistan

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Abstract

Technology commands our life in a substantial manner. It has totally altered the way we communicate and process the information. Day by day improvements in technology have totally removed the borders that kept people of different areas apart as actually these boundaries don't occur on the worldwide web. In this period of technology, Internet plays an active part in almost every field of life. Through advanced technology, users can interconnect with each other by using diverse platforms. When technology is solution of one problem it is also on the other hand causes of other problems. The corona virus quarantine, which compelled millions of people to work from home, has also accelerated the use of online communication technologies, resulting in even less human interaction than previously. Cyber bullying is now possible because of technological advancements, and youngsters are especially vulnerable to online harassment. There is a strong bond between organizational culture and technology. Organizational cultural can be defined as the common perception held by the organization's members in a system of shared meaning. The dominant culture in an organization being the core values that are shared by a majority of the organization's members. Culture is so essential for a technology organization as it defines the clear-cut boundaries present between one organization and others. In this paper we would like to compare the cultural values of the technology industry to culture values of another industry and we will observe the comparison, the effect of cultural values and the amount of users of different technologies in Pakistan.

Keywords: *Technology, Culture, Organizational culture, Technology adaptation, social media, Pakistan*

Introduction

Technology commands our life in a substantial manner. It has totally altered the way we communicate and process the information. Day by day improvements in technology have totally removed the borders that kept people of different areas apart as actually these boundaries don't occur on the worldwide web [1]. Technology has totally changed almost every field of our life. The basic relation between technology and culture according to Bark and Jamison, at any historical juncture, the "cultural critique of technology exists in society as an overall societal assessment of technological change". While considering both technological imperative and cultural critique of technology, they both engages themselves in a term called "Technology and Culture Problematique" [2]. The society's level of technology is very crucial in examining the cultural ideas and the

possibility of artifact emergence. The basic `sociocultural evolution and the historical change in culture by the advancement in technology [3].

In this period of technology, Internet plays an active part in almost every field of life. Through advanced technology, users can interconnect with each other by using diverse platforms [4]. There are many platforms for different resolutions. The technology for official communication users usually is Gmail, Yahoo mail or Hotmail. While technology for casual discussions or for sharing purposes different kind of apps users prefer such as Facebook, WhatsApp, twitter or Instagram (as shown in Figure 1) [5]. For communicating someone on an urgent basis, the users prefer facility of WhatsApp. YouTube is used for online streaming purposes [6]. And Miniclip or blizzard entertainment is mostly used for gaming online [7]. The technology of social media is a notion

based on a platform for the individuals around the world to confer their matters and thoughts and freely exchange information [8]. And social networking sites (SNS) are basically one of those technology tools that lets the people to exchange info, thoughts, pictures, videos and much more through a specific network [9]. Some basic examples of SNS are Facebook, Twitter, YouTube, Blizzard Entertainment, WhatsApp etc (as shown in Figure 2) [10]. In this paper we will review the past literature available to understand the relationship between technology and culture and the impact of technology on Pakistan culture. And after that we will find out the positive and negative impacts of

advanced technology and how it affects the cultural values in Pakistani population. Moreover, we will estimate the use of some popular Apps by Pakistani population.

Technology plays a vital role in the improvement of culture [11]. As technology is an information that the people in population implements by adapting to their specific environments and ultimately it affects the behavior of all mankind in the process of adaptation [12]. In today's era we are fully dependent on technology [13]. Technology helps us everywhere [14]. Now the world has changed into mere a global village [15]. Technology has become inseparable today from human life [16]. The good impacts of technology include faster transportation, faster communication, faster information sharing and faster agriculture productivity [17]. When technology is solution of one problem it is also on the other hand causes of other problems [18]. Technology makes man of now more mechanical; the health problems are increased, the use of lethal weapons are common now and technology has also changed the cultural values [19]. People now are becoming slave to technology. It has made man more dehumanized, unethical and less God fearing [20].

There is a strong bond between organizational culture and technology [21]. Organizational cultural can be defined as the common perception held by the organization's members in a system of shared meaning [22]. The dominant culture in an organization being the core values that are shared by a majority of the organization's members [23]. Some subcultures are also present within an organization that are typically defined by the department designations and via geographical separations [24]. There are always some core values in an organization that are primary or dominant values accepted throughout an organization [25]. Culture is so essential for a technology organization as it

defines the clear-cut boundaries present between one organization and others [26]. Culture conveys a sense of identity for its members [27]. Culture facilitates the generation of commitments to something that is larger than self-interest. It also enhances the stability of the social system. There are different ways to on which industries work to keep their culture alive (as shown in Figure 3). Selection of employees is an important concern with how well the candidates will fit into the organization (as shown in Figure 4). As it provides information to candidates about the organization [28]. More importantly the senior executives of an organization help establish behavioral norms that are adopted by the organization [29]. By following these new employees adapt to the organization's culture and keep it alive in further generations [30].

Culture in the technology industry is very crucial [31]. The technology industry accounts for 11 out of 25 companies rated highest by employees [32]. The culture adopted in the technology industry is very significant for employees to work efficiently and thus results in success of industry [32]. Twitter is one of the leading technology industries [33]. The culture in twitter industry is proved by roof-top meetings and friendly colleagues that make up twitters employees the happiest one in the country as it ranked number1 on Glassdoor's culture and values list [34]. Twitters received highest ratings from employees in terms of it cooperate culture and values [35]. Twitter's average scores of 4.5 on a scale range between 1 to 5 [36]. Employees at technology industries likely rate their employers highly in culture and values because they really buy into companies' mission statements [37]. According to the text book Organizational communication, there are basically four key components of a strong culture that make up an organization great and successful [38]. First one being the "Values" that are the actual beliefs and vision which members hold for an organization or industry [39]. Second one is the "Heroes" that are the individuals who exemplify themselves as an organization's values [40]. Third rule state the "Rites and Rituals" that involve all the ceremonies through which an organization celebrates its values like some picnics, sports event, dinners etc [41]. Forth one being the "Cultural Networks", that is the communication systems through which the cultural values are instituted and ultimately reinforced [42]. There are eight themes to obtain successful technology companies with excellent cultures that include a bias of action, close relations to a customer, autonomy and entrepreneurship, productivity through people, the hands-on value driven, stick to the knitting

strategy, simple form with lean staff and the simultaneous loose- tight properties [43]. Google is one the well-known and most used technology industry [44]. According to Glassdoor's culture and values list, google ranked third. The average rating is of 4.4 out of 5 [45]. The basic feature of google is the "culture of respect". The basic mission of google is to organize the worlds information and make it universally accessible and useful to wall [46]. Facebook is yet another technology industry that tries things out rather than debating. It values getting things work in a better way [47]. They offer long-term plans to their employees. They had a younger culture; in Facebook industry the employees act younger [48]. Facebook is more open about knowing details about people's personal lives. It focuses more on user's experience than generating revenue [49]. So it clearly seems that many technology industries have somehow similar cultural values with making the customer happy, taking risks, and having open communication [50]. In this paper we would like to compare the cultural values of the technology industry to culture values of another industry and we will observe the comparison, the effect of cultural values and the number of users of different technologies in Pakistan.

Methodology

The research was conducted at the Department of Microbiology and Molecular Genetics, University of the Punjab, Lahore in August 2021. A retrospective literature review of published articles on Relationship between culture and technology in Pakistan was performed. Data was collected about different technology organizations and the culture they had adopted. Google scholar was used with a combination of keywords and controlled vocabulary representing the concepts "Culture and Technology in Pakistan", "Social media technology use in Pakistan", "Cultural changes due to advancement in technology", "Impact of technology on culture" and "Organizational culture and technology". A total of "183" articles were collected. Out of these, 183 studies were meeting the inclusion criteria already set. All studies were reviewed by title and abstract and then by full text.

The nature of the study is "descriptive". It involves gathering of data, challenging assumption, answering of the basic key questions relating to social, cultural, ethical and economic issues that arise. This kind of research is directly related with state of affairs that exist, practices that prevail, point of opinions or approaches that are detained, possessions that are felt and inclinations that are emerging. Non probability

accessibility sampling has been adopted for this study. 200 respondents have been selected from different cities of Pakistan to provide requisite information on questionnaire, designed for this purpose. Along with literature review and meta-analysis, a comprehensive questionnaire designed has been fielded for collection of accurate information about the present circumstances, and practices in which mass media is used and employs impact on people in Pakistan

Data Organization and Analysis

Data of each category was arranged in the excel sheet. Frequencies of each parameter were calculated. As the above methods involved extrapolating data from studies reported in the literature, the studies contained no personal data with no means to contact. As we conducted no experimentation on patients but made observations from already available data, informed consent, patient consent for publication, Institutional Review Board approval and Ethics Committee approval were not required.

Results

This Study was done in Pakistan and then the data was collected from the entire Country after a detailed study & through different Surveys. Our Study Showed that the number of users of different social media apps vary among populations. As shown in Table.1, among the total populations of 7.83 billion mobile phone users are 5.22 billion that makes 66.6% of world's population. Internet users are 4.66 billion making 59.5% of population and the active users among population are 4.2 billion making 53.65% of population. It was also observed that the number of women Face book users was more (21.4%) in Pakistan than the men users with a percentage of 18.6% users in Pakistan. On the basis of the Collected data, it was seen that WhatsApp have maximum users (65 million) in Pakistan as compared to any other social media app. Collected data from different regions of Pakistan showed (in Table:2) that the YouTube users were 56 million, Face book users were 37 million, users of tiktok were 20 million, Instagram users were 7 million, LinkedIn 6 million and the number of Twitter users was 5 million in Pakistan. A thorough questionnaire was also designed to know people's opinions about technology influences on their Culture. These questionnaires were circulated in different areas to know the people's opinions, their Concerns in this regard. After collecting data of all these questionnaires, it was Observed that people are of view that technology has impacts on their lives,

their Culture. People of different areas were of varying views. Some of them considered it positive while others were of opposite views. The Obtained data after this entire Survey and the collective results were as shown in Table:3. 13.6% of the responders Said that technology has no influence on their Culture, 3.95% were of the view that it has a little influence on their Culture, 38.16 % responded its average influence on Culture, 27.63 responses were of those who were of the view that technology has influence above average and 17.11 responded that it has a huge influence on Culture. These all were the results obtained during this study. Obtained results are of total users of different social media, their numbers in different areas and active users of internet. After getting all these results we started studying & observing the culture of different areas in Pakistan. It was seen that technology have totally changed their lives. After a detailed Study & through different Surveys in different regions it was Observed that the number of these social media users was Comparatively low in Rural areas as Compared to the Urban Ones, and some areas were completely devoid of all these facilities & modern technologies living a totally different life. This was the major reason of Cultural differences between rural & Urban Populations. Varying availability of modern facilities and technology was observed in different areas and as a result different and diverse cultures were seen and observed in various areas of Pakistan during study. Technology influence on the lives of the people and culture was thoroughly studied and considered in this study. It was seen that technology has affected their lives in both ways, positive and negative. Obtained results were as follows. Pakistan has a thriving IT industry, which is expected to contribute significantly to the country's economic growth in the coming years. There are around 100 million mobile phone users and 29 million internet users in Pakistan. According to estimates, approximately 14 million people utilize mobile Internet. People who have access to the Internet use social media on a regular basis. According to a Gallup Pakistan survey, the vast majority of internet users (92 percent) use social media on a regular basis. Because Pakistan is a predominantly male-dominated society, male consumers outnumber female consumers. It's worth noting that Pakistan is one of the world's countries with a large young population. Around 62 percent of the country's population is made up of young people aged 18 to 24. A huge majority of young people, particularly those living in cities, use social media on a regular basis. The majority of the times, social media platforms are used for social engagement and

political conversation. It's also utilized for e-commerce, political action, and socio-political discussions. It is thought that the introduction of new media has given Pakistani youth the opportunity to express themselves publicly on a variety of social and political concerns. In comparison to previous generations, today's youngsters are far more connected and expressive. In Pakistan, western and Indian programs are primarily shown on satellite TV channels and cable television networks. The promotion of American, European, and Indian culture through dramas, movies, music programs, skits, and other forms of programming broadcast on various satellite TV channels contributes to a shift in local culture and values. Pakistanis are generally more appreciative of foreign cultures than of their own ideals and tendencies. As a result, they prefer to absorb these other cultures, resulting in societal change. Our new generation is so immersed in foreign culture that it has moved away from traditional clothing. They are unable to distinguish between the two and are willing to adopt anything the media shows them. They have little understanding of the country's true and indigenous values, culture, and traditions. Those few who adhere to their own culture are considered out-of-date or backward. The conventional Pakistani culture is being dominated by excessive westernization. For example, the extended and joint family system, which is a defining feature of Pakistani society, is declining. Parents and seniors are rarely cared for by the younger generation. Many Pakistanis who are fluent in English are unable to understand Urdu due to their fascination with the English language. As a result, knowing English is regarded a status symbol, whilst those who speak Urdu are deemed backward or ignorant. Muslims in Pakistan are gradually losing their Islamic/indigenous beliefs, as ultra-modern educational institutions and the media instill western and Indian norms in the younger generation. Pakistanis, a nation of 170 million people, appear to be unsure of their philosophy, culture, and sociology, as well as their values, religion, priorities, and even adversaries. Regrettably, our own media has a huge role to play in this regard.

Discussion

There's no doubting that the internet has helped people communicate better. We are today more linked than ever before, compared to pre-internet times. Here are some of the ways that technology can help people interact more effectively. Most of us now have the ability to communicate with folks on the opposite side of the globe very instantly. There's no

need to wait for the postman, a messenger pigeon, or a message in a bottle—technology has eliminated the hurdles to communication that distance formerly posed. Globalization is the term used to describe this process. People who would ordinarily have little social connection now have the option of joining online communities. Inside a video game realm, people with disabilities can forget about their physical limitations, while socially anxious people can acquire confidence by practicing interaction over the internet rather than face to face. When people send messages, they have more time to analyze information and craft a response than when they communicate face to face. There are greater opportunities for deception behind the screens of cell phones and the keyboards of computers, especially for vulnerable people. Here are a few examples of how technology is negatively impacting social contact. People are increasingly relying on technology to interact with their family, friends, and associates. The corona virus quarantine, which compelled millions of people to work from home, has also accelerated the use of online communication technologies, resulting in even less human interaction than previously. Cyber bullying is now possible because of technological advancements, and youngsters are especially vulnerable to online harassment. According to a YouGov poll taken last year, one-quarter of respondents had been victims of cyber bullying. Given the alarming increase in suicide among cyber bullying victims, it is evident that technology is not always a healthy source of social contact. In Pakistan, social media has proven to be a powerful tool for motivating and mobilizing young people. During the 2010 floods, the youth provided regular updates on relief activities, rehabilitation, and the needs of the victims via social media. Because the internet offers consumers with global connectivity, it has opened up new work opportunities for Pakistani youngsters all around the world. Even

youth from Pakistan's most distant places can benefit from global chances and potential. Pakistani youth successfully utilized and benefited from modern media to counter to anti-Islam propaganda. Traditional media in Pakistan is frequently chastised for being reckless, adopting a commercialized attitude, and disregarding the journalistic code of ethics. In terms of irresponsible behavior, though, social media is well ahead. It is sometimes considered that youth are getting alienated from national, social, and Islamic values as a result of the misuse of social media and social networking sites. Youth have been interested in counterproductive and

occasionally destructive activities that have negative consequences for society and its members.

Conclusion

It is possible to conclude that social media has been used as a modern instrument in Pakistan to disseminate personal and collective viewpoints. Positive use of social media is thought to help educate Pakistani young and increase their academic knowledge, information, and abilities. It can be used to raise sociopolitical consciousness, improve language skills, and engage in academic arguments. In the cyber community, the factor of connectedness aids in the development of intercultural interactions. Misuse of modern media technology, on the other hand, has become a major issue, with negative consequences for society and adolescents in particular. It is proposed that, while digital rights and freedom of expression should not be restricted, efforts should be made to limit the detrimental use of new media technology. Whether we look at it from a favorable or bad perspective, or even a combination of the two, technology has had a significant impact on how we communicate with one another. While it allows us to build quick relationships with people on the other side of the planet, it also exposes us to new sorts of harassment and manipulation. However, as new technologies are introduced to the public, additional legislation and safety precautions are likely to be implemented. These are unlikely to shield everyone from the harmful impacts of technology, but it is also our responsibility to exercise prudence when using the internet. In addition to digital social engagement, it is also our obligation to ensure that we obtain adequate real-life human contact in our daily lives.

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Journal of Obesity and Fitness Management

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