

Media Multitasking: An Exploratory Study on Students' Multiple Media Uses and Behaviours in Karachi

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Abstract

The main objective of this research is to discover the media multitasking and multiple media use practices among youth of Karachi. The development and new patterns of usage of mass media technology have born a digital media generation who use multiple devices efficiently when performing two or more tasks. Moreover, these differences proved significant statistically. The purpose of this study is to examine the effectiveness of the degree of multipurpose media usage among youth. Researchers used multistage cluster sampling with 556 students from 18 different educational institutes and conducted a survey in Karachi. Findings showed that respondents who are mostly involved in media multitasking more likely to used smart phones followed by multiple devices and non-multitaskers used computers for using internet. This study also reveals the effects of gender, income and ethnicity on the multitasking behaviors of youth.

Keywords: Mass Media, Multitasking, Technology, Devices, and Youth

Introduction

The term multitasking entertainment activities can be traced back to Sorokin and Beger's (1939) historical article time-budgets of human behavior. Now, in current studies Media Multitasking is defined in a variety of ways and many refer to very different activities. Historically, the term "multitasking" gained popularity after extensive use of computer in 1950s and 1960s. MT has grabbed the attraction of media scholars when teenagers have appeared as biggest commodity (users) of computer's penetration. Cantril and Allport (1935) found young people (under 30 years) were listening to radio music and by the mid-1930s scholars were started concentrate on their radio listening habits. In 1950 it was found that around half of the college's students, involved in listening radio while they studying. Campbell and Metzner (1950) noted that movie going" was the most favorite activity (Kleinman, 2009)

Literature Review

According to Biocca (2000) at the time, when information expanding and overloading, internet has become more of the "Sensor molar System" affected the youth's cognitive behavior. Biocca used term "Internet Generation".

Roberts and his co-workers (2005) reported that media consumption has increased among youth, 81percent watch TV, 41 percent watch DVDs and 12 percent used computers. Kaiser Family Foundation Survey revealed that preschoolers used more (26 percent) computers than other counterparts. Usage level of computer is increasing gradually year by year. Media multitasking activity dramatically increased in between 1999 to 2005 from 10 percent to 26 percent.

According to PEW survey (2008) Teens who communicate frequently with their friends have more technological tools and devices such as mobile phones and computers.

According to Learner and Steinberg (2009) Environmental factors strongly influence media multitasking. Computers usage is dominating in media multitasking and it develops strong online communication between adolescents. Learner and Steinberg (2009) reported that from youth doing 60 percent time home work on computer and 83 percent of them spend time in online activities. 80 percent youth use social media to keep in touch with friends they frequently meet and 90 percent said that they used social networking sites to stay in touch with friend whom they see frequently. Youth had already created a “participatory culture” because of Social Media.

Multitasking means a person is doing two or more things at the same time. The term originated from computer science as a description of forming two or more tasks simultaneously. People use computers and watching television at the same time, is the classical example of media multitasking. This activity also called sequential or serial use of media. Various social scientists examined multimedia consumption of same time, such as music listening, information acquiring behavior, watching movies, animated content and so forth (Koolstra et.al, 2009).

Younger Multitaskers have own music players, computers, mobile phones and television and games consoles, this media environment is like a kid who waken up one day and find himself in a candy store (Watkins, 2009). Ellis and colleagues (2009) noted that rapid growth and expansion of communication technology have created “multitasking generation of students”. They found that multitasking during the class is considering distraction and caused of low grade and diminished educational performance and students spent more time in multitasking than their studies.

Lin (2009) discovered the negative impact of media multitasking on cognitive control. Lin reported that heavy media users performed worse in the social activities as compared to light media multitaskers.

Krish (2010) concluded that girls can do more multitasking than boys because they consume media higher than boys. Krish (2010) also deduced three main characteristics of youth's multitasking nature; a) they consume high level of media, b) TV can be viewing during computer usage c) TV is "turned on" most of the time at home.

Kaiser Family Foundation study shows that 80 percent of young people were engaged in media multitasking. Computer was most multitasking medium; television was placed second in the list. Media multitasking can be influenced by contextual factors, like bedroom media, internet addiction and interest. Wallis (2010) has suggested that media multitasking effects on cognitive development, a significant topic for future research.

Abidin and his team (2011) studied reading habit of Malaysian Youth by conducting a survey of 200 secondary school students. They found that male spent more time on online reading than females. Adams (2012) suggested that technological advancement made Gen-M to more "Multitasking Generation" (Wallis et al, 2006).

Kadushin (2012) suggested that Scio-centric networks are networks in a "box" with diffusion generated "Small World". Author referred that small world as "social networks". Moreover, Google just listen over 52 million entries for Social Networks. Kadushin (2012) cited that obesity can be an epidemic and obese people were found socially connected.

In another research Song and colleagues (2013) found that the mono-media culture has converted into multimedia consuming culture and youth's usage of media is always a great concern. Results of the study show that cognitive theory is applied on eye switches of media multitaskers, and found specific media tasks have no effects on user's mental performance.

Youngest generation of America called Net-Generation (Born after 1978) consider more multitaskers than other cohorts. In Pakistan, 25percent respondents said in a Gallup survey they are regular reader, whereas 73percent of people admitted that they did not read any book. Survey findings revealed that 31percent men and 23 percent women read books.

Prior work also has suggested that direct observation of individuals engaging in multitasking is necessary, as *ad hoc* theories, self-insight, and *post hoc* survey design have shown limited ability to accurately represent multitasking behavior. Work in visual psychology has highlighted that conscious involvement in moment-to-moment visual attention is highly limited as conscious insight into perception overall (Helen, 2016)

Indeed, individuals keeping real-time diaries of their media consumption reported their media multitasking behavior by 50 percent (Hanna et al, 2016). Self-reports of multitasking expertise also appear to offer little insight into actual multitasking skill or ability, with high multitaskers exhibiting increased distraction by irrelevant stimuli, increased difficulty refocusing after changing locus of attention, and increased difficulty maintaining an organizational structure (Emma, 2016).

European study showed a 75 percent growth in media multitaskers over the age of 55 from 2006 to 2009, and an American study showed that 20 percent of computer usage occurred simultaneously with television usage for people ages 55–64 (Kristin et al, 2016).

Barsel and Gips (2016) found that visual cues played significant role and majority of youth used computer and television during multitasking where switching occurred frequently.

Methodology

Present research is quantitative in nature, in which data is analyzed quantitatively on computer with the help of SPSS-22 in the present

study. Data was collected from 18 different universities, colleges, and institutes.

In the current study survey method was used for data collection by using questionnaire as tool. Researchers used cluster sampling method. Sampling plan was designed in systematic and organized manner. A combined sampling method, multistage (cluster) and convenience sampling was designed. Researchers designated Karachi as a field of study because it is the largest city and financial hub of the country. 625 questionnaires were distributed among 625 respondents but 564 questionnaires were returned in which 8 were rejected because they were not fully filled or not replied any answer. So that 556 respondents was the final sample size.

Researchers used Chi Square which is a non-parametric test of statistical significance. Chi-Square test used to known degree of freedom (df) which helped in accepting or rejecting a hypothesis. Pearson's chi-square test (χ^2) of significance was used. All cross tabs were test on 0.01 and 0.05 called the significance level of the test, traditionally 5% or 1% and denoted as α . The Phi Coefficient also used to interpret measure of the degree of association between two binary variables.

Sampling Characteristics

In this study, sampling was based on various dynamics such as age groups, gender, house hold monthly income and ethnicity.

Variable	Frequencies	Percentages
Gender		
Male	235	42.3
Female	321	57.7
Total	556	100.0

Age Group		
16-20 years	229	41.2
21-25 years	294	52.9
26-30 years	21	3.8
Plus 30 years	12	2.2
Total	556	100.0
Household income (PKR per month)		
Up to 10,000	47	8.5
11000-30,000	94	16.9
31,000 to 60,000	132	23.7
Plus 60,000	280	50.4
No Response	3	0.6
Total	556	100.0

Definition of Youth:

Different age groups are used by different countries for defining the population of youth. In Pakistan the age group of population in the range of 15-29 years, are considered as youth. This age group is consistent with the definition of youth taken by the Commonwealth. The United Nations has classified youth as persons between the age brackets of 15-24 years. According to the Pakistan's official standards, youth are people between 15-29 years of age. Youths (15-29 years) constitute 28% of total population

(around 54 million in number) in Pakistan, with almost 2/3rd of the population (68%) concentrated below the age of 30.

Hypothesis:

H1: Majority of youth is multi-taskers in Karachi.

H2: Youth involves multiple activities at the same time.

Findings

In current study researchers tried to find out the impact of media multitasking behavior in daily lives of youth in Karachi. A question has been divided into two parts.

a) Do you perform any online activity, when you are watching television, reading books & magazines, or listening something?

b) During the social media usage do you eat or drink anything?

Majority of youth (84.7 percent collectively) reported that they do multitasking when they are online. Only 15.3 percent of respondents are involved in one activity at a time (see table 1).

Involvement in Multitasking	Frequency	Percent	Valid Percent	Cumulative Percent
Mostly	203	36.5	36.5	36.5
Sometimes	268	48.2	48.2	84.7
Do nothing just busy in using Computer	85	15.3	15.3	100.0
Total	556	100.0	100.0	

While answering the part b of question, again a large majority of 94.6 percent of the youth reported that they eat or drink when they log in on social media sites (see Table 2).

Table 2

Eat or drink in multitasking	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	376	67.6	67.6	67.6
No	150	27.0	27.0	94.6
Not Interested	30	5.4	5.4	100.0
Total	556	100.0	100.0	

Use of digital devices seems to be determinant of media multitasking. Results indicated that respondents who mostly involved in media multitasking more likely to used smart phones followed by multiple devices and non-multitaskers are more likely to use computers for that purpose. Moreover, these differences proved significant (see Table 3).

Table. 3						
Involvement in multitasking						
	Devices					
	Computer / Laptop	Mobil e phone	Tableto p PC	S m a r t P h o n e	Multiple Devices	Total

Mostly	Frequency	25	33	6	31	108	203
	Percentage Within Q8	19.7	37.9	26.1	57.4	40.8	36.5
Sometimes	Frequency	64	45	14	16	129	268
	Percentage Within Q8	50.4	51.7	60.9	29.6	48.7	48.2
Do nothing just busy in using Computer	Frequency	38	9	3	7	28	85
	Percentage Within Q8	29.9	10.3	13.0	13.0	10.6	15.3
Total	Frequency	127	87	23	54	265	556
	Percentage Within Q8	100.0	100.0	100.0	100.0	100.0	100.0

$X^2= 46.650$, $df= 8$, Significant (at 0.01), $\Phi= 0.290$ (Low positive relationship)

Results are indicating that youth more likely to used smart phones followed by multiple devices to log in social media sites. These differences also proved significant (See Table4).

Table. 4

Involvement in multitasking	Devices						
	Computer / Laptop	Mobile phone	Tablet PC	Smart Phone	Multiple Devices	Total	
Yes	Frequency	84	50	14	39	189	376
	Percentage Within Q8	66.1	57.5	60.9	72.2	71.3	67.6
No	Frequency	40	26	7	11	66	150
	Percentage Within Q8	31.5	29.9	30.4	20.4	24.9	27.0
Not Interested	Frequency	3	11	2	4	10	30
	Percentage Within Q8	2.4	12.6	8.7	7.4	3.8	5.4
Total	Frequency	127	87	23	54	265	556
	Percentage Within Q8	100.0	100.0	100.0	100.0	100.0	100.0

$X^2= 17.656$, $df=8$, Significant (at 0.05), $\Phi= 0.178$ (Low positive relationship)

One interesting finding derived from the data suggested that respondents who are not involved in media multitasking activity spend more time in readings. These differences also prove significant (see Table 5).

Time spend on readings		Involvement in multitasking			Total
		Mostly	Sometimes	Do nothing just busy in using Computer	
Less than 1 hours	Frequency	86	128	30	244
	Percentage within Q9c	35.2	52.5	12.3	100.0
More than 2 hours	Frequency	36	63	23	122
	Percentage within Q9c	29.5	51.6	18.9	100.0
More than 3 hours	Frequency	20	20	13	53
	Percentage within Q9c	37.7	37.7	24.6	100.0
Not involve in this activity	Frequency	61	55	19	135
	Percentage within Q9c	45.2	40.7	14.1	100.0
No response	Frequency	0	2	0	2
	Percentage within Q9c	0.0	100.0	0.0	100.0
Total	Frequency	203	268	85	556
	Percentage within Q9c	36.5	48.2	15.3	100.0

$X^2= 16.213$, $df= 8$ Significant (at 0.05), $\Phi= 0.171$ (Low positive relationship)

Relationship between time devotion and media multitasking proved significant. Time spent on social media sites have some consequences for media multitasking activity. Heavy SNSs users more involved in media multitasking activity than light and moderate users (See Table6).

Time devotion on SNSs		Involvement in multitasking			Total
		Mostly	Sometimes	Do nothing just busy in using Computer	
Less than one hour	Frequency	66	134	49	249
	Percentage within Q5	26.5	53.8	19.7	100.0
More the one hour	Frequency	59	92	21	172
	Percentage within Q5	34.3	53.5	12.2	100.0
More than two hours	Frequency	78	42	15	135
	Percentage within Q5	57.8	31.1	11.1	100.0
Total	Frequency	203	268	85	556
	Percentage within Q5	36.5	48.2	15.3	100.0

$X^2= 40.332$, $df= 4$, Significant (at 0.01), $\Phi= 0.269$ (Low positive relationship)

It is again proved that during social media sites connectivity heavy users eat or drink more than light or moderate users. These

differences also proved significant in statistical analyses (See Table 7).

Time devotion on SNSs		Eat or drink during SNSs use			Total
		Yes	No	Not Interested	
Less than one hour	Frequency	150	81	18	249
	Percentage within Q5	60.2	32.5	7.2	100.0
More the one hour	Frequency	122	44	6	172
	Percentage within Q5	70.9	25.6	3.5	100.0
More than two hours	Frequency	104	25	6	135
	Percentage within Q5	77.0	18.5	4.4	100.0
Total	Frequency	376	150	30	556
	Percentage within Q5	67.6	27.0	5.4	100.0

$X^2= 13.541$ $df= 4$, Significant (at 0.01), $\Phi= 0.156$ (Low positive relationship)

Gender differences proved that males were more involved in media multitasking than females. On the other hand that gender inequality did not establish significance after chi-square test (See Table 8).

Gender	Involvement in multitasking			Total
	Mostly	Sometimes	Do nothing just busy in using Computer	

Male	Frequency	91	113	31	235
	Percentage within Gender	38.7	48.1	13.2	100.0
Female	Frequency	112	155	54	321
	Percentage within Gender	34.9	48.3	16.8	100.0
Total	Frequency	203	268	85	556
	Percentage within Gender	36.5	48.2	15.3	100.0

$X^2 = 1.717$, $df = 2$, Insignificant, $\Phi = 0.056$ (Negligible positive relationship)

Table. 9

Gender		Eat or drink during SNSs use			Total
		Yes	No	Not Interested	
Male	Frequency	165	60	10	235
	Percentage within Gender	70.2	25.5	4.3	100.0
Female	Frequency	211	90	20	321
	Percentage within Gender	65.7	28.0	6.2	100.0

Total	Frequency	376	150	30	556
	Percentage within Gender	67.6	27.0	5.4	100.0

Gender variable is indicating that male respondents ate or drunk something during communication on social media sites, while female were found not interested to take food or drink during that activity. This relationship appeared insignificant in data analysis.

$X^2= 1.699$, $df= 2$, Insignificant, $\Phi= 0.055$ (Negligible positive relationship)

Household income proved that upper class youth are more likely to be involved in media multitasking than other income groups (See Table 10). These differences proved significant during chi-square test.

Income		Involvement in multitasking			Total
		Mostly	Sometimes	Do nothing just busy in using Computer	
Up to Rs.10000	Frequency	17	19	11	47
	Percentage within Income	36.2	40.4	23.4	100.0
Rs 11,000 to 30,000	Frequency	24	49	21	94
	Percentage within Income	25.5	52.1	22.3	100.0

Rs 31,000 to 60,000	Frequency	43	69	20	132
	Percentage within Income	32.6	52.3	15.2	100.
Plus Rs 60,000	Frequency	117	130	33	280
	Percentage within Income	41.8	46.4	11.8	100.0
Did not mention	Frequency	2	1	0	3
	Percentage within Income	66.7	33.3	0.0	100.0
Total	Frequency	203	268	85	556
	Percentage within Income	36.5	48.2	15.3	100.0

$X^2= 16.000$, $df= 8$, Significant (at 0.05), $\Phi= 0.170$ (very weak positive relationship)

Similarly, second part showed same trend; highest income group youths are found more involved in drinking or eating activity during social media usage (See Table 11). These differences also proved significant.

Income	Eat or drink during SNSs use			Total
	Yes	No	Not Interested	

Up to Rs.10000	Frequency	19	25	3	47
	Percentage within Income	40.4	53.2	6.4	100.0
Rs 11,000 to 30,000	Frequency	62	28	4	94
	Percentage within Income	66.0	29.8	4.3	100.0
Rs 31,000 to 60,000	Frequency	85	41	6	132
	Percentage within Income	64.4	31.1	4.5	100.0
Plus Rs 60,000	Frequency	208	55	17	280
	Percentage within Income	74.3	19.6	6.1	100.0
Did not mention	Frequency	2	1	0	3
	Percentage within Income	66.7	33.3	0.0	100.0
Total	Frequency	376	150	30	556
	Percentage within Income	67.6	27.0	5.4	100.0

$X^2= 26.799$, $df= 8$, Significant (at 0.01), $\Phi= 0.220$ (Low positive relationship)

When we tried to find out the role of ethnicity in media multitasking than collected data revealed that Sindhi speaking youths were found more involved in multitasking activity as compared to other ethnic groups (See Table 12). These differences did not prove significant.

Ethnicity	Involvement in multitasking				Total
	Mostly	Sometimes	Do nothing just busy in using Computer		
Urdu	Frequency	148	186	54	388
	Percentage within Ethnicity	38.1	47.9	13.9	100.0
Sindhi	Frequency	12	14	4	30
	Percentage within Ethnicity	40.0	46.7	13.3	100.0
Punjabi	Frequency	18	25	12	55
	Percentage within Ethnicity	32.7	45.5	21.8	100.0
Pashto	Frequency	6	10	4	20
	Percentage within Ethnicity	30.0	50.0	20.0	100.0
Balochi	Frequency	6	10	7	23
	Percentage within Ethnicity	26.1	43.5	30.4	100.0

Others	Frequency	13	23	4	40
	Percentage within Ethnicity	32.5	57.5	10.0	100.0
Total	Frequency	203	268	85	556
	Percentage within Ethnicity	36.5	48.2	15.3	100.0

$X^2= 9.195$, $df= 10$, Insignificant, $\Phi= 0.129$ (Low positive relationship)

Table. 13					
Ethnicity		Eat or drink during SNSs use			Total
		Yes	No	Not Interested	
Urdu	Frequency	261	102	25	388
	Percentage within Ethnicity	67.3	26.3	6.4	100.0
Sindhi	Frequency	18	11	1	30
	Percentage within Ethnicity	60.0	36.7	3.3	100.0
Punjabi	Frequency	35	17	3	55

	Percentage within Ethnicity	63.6	30.9	5.5	100.0
Pashto	Frequency	16	3	1	20
	Percentage within Ethnicity	80.0	15.0	5.0	100.0
Balochi	Frequency	15	8	0	23
	Percentage within Ethnicity	65.2	34.8	0.0	100.0
Others	Frequency	31	9	0	40
	Percentage within Ethnicity	77.5	22.5	0.0	100.0
Total	Frequency	376	150	30	556
	Percentage within Ethnicity	67.6	27.0	5.4	100.0

Findings suggested that Pashto speaking youth more likely to eat or drink during multitasking activity as compared to other ethnic groups (See Table 13). These differences did not establish significance in chi square test.

$X^2= 9.183$, $df= 10$, Insignificant, $\Phi= 0.129$ (Low positive relationship)

Majority of youth use cell phone for media multitasking, only 5.9 percent respondents were not found involved in that activity (See Table 14). These differences found significant statistically.

Table. 14					
Daily time devotion to cell phone		Involvement in multitasking			Total
		Mostly	Sometimes	Do nothing just busy in using Computer	
Less than 1 hour	Frequency	30	76	27	133
	Percentage within Q10a	14.8	28.4	31.8	23.9
More than 2 hours	Frequency	22	50	18	90
	Percentage within Q10a	10.8	18.7	21.2	16.2
More than 3 hours	Frequency	140	126	34	300
	Percentage within Q10a	69.0	47.0	40.0	54.0
Not involve in this activity	Frequency	11	16	6	33
	Percentage	5.4	6.0	7.1	5.9

	within Q10a				
Total	Frequency	203	268	85	556
	Percentage within Q10a	100.0	100.0	100.0	100.0

$X^2= 31.601$, $df= 6$, Significant (at 0.01), $\Phi= 0.238$ (Low positive relationship)

Discussion:

Multitasking means to do two or more things at the same time (Koolstra et.al, 2009). Several scholars used the term “M-Generation”, digital native, Net Juggling act, to describe their media consumption. Koolstra used term “dual tasking” in his famous book “Media Choice” for media multitasking, various social scientists examined multimedia consumption of same time, such as music listening, information acquiring behavior, watching movies, animated content and so forth.

In current study, we tried to find out media multi-tasking behaviors of youth of Karachi. For this purpose question has been divided into two parts.

- a) Do you perform any online activity, when you are watching television, reading books & magazines, or listening something?
- b) During the social media usage do you eat or drink anything?

A large majority of youth said that they do multitasking when they are online (84.7 percent collectively). Only 15.3 percent of respondents were not involved in that activity.

Majority of youth was found busy in media multitasking in Karachi. Present study findings asserted this fact, majority of heavy social media users (who spent more than 2 hours daily) mostly (57.8 percent) were found to be involved in media multitasking.(Tables 1 & 2) This phenomenon has become the major part of youth's daily lives. According to Journalists Resource dot org, multitasking has become a "lifestyle" for many younger people. They use multiple devices to consume media and spend several hours.

Findings suggested that most of the multitaskers used smartphone more likely followed by multiple devices when they were involved in multitasking and ate or drunk when busy in social media sites (Tables 3 & 4).

Results revealed that heavy social media users eat or drink more when they are online than light and moderate users. (Table.7) Youth who spend more time on social media may become hungrier than other cohorts.

Male respondents were found more involved in media multitasking than females in Karachi. Males eat or drink more when they are using social media sites as compared to females (Tables 8 & 9). The reason of that behavior might be boys use more computer than girls in Karachi. Similarly, in USA where females used more SNS have more weight than males and spend more time in eating and drinking during TV-Viewing and computer usage activity.

This trend again reflected previous results of the study where male youth tend to more social networking sites than females. On the other hand some American and European studies revealed that females devoted more time than males in cyber world, used social media sites and online communication more than males.

According to daily mail (1st February 2011) a study found that young generation devoted more than 4 hours looking at computer and television screens. BBC dot com published OfCom study

(August 7, 2014) which revealed that Britons spend an average of nine hours on media consumption in a typical day. Study further asserted that television is still most popular medium of mass communication for UK people who spent about 4 hours to watch TV daily and only 1 hour and about 8 minutes online.

Income factor provided expected evidences such as rich youth appeared as more multitaskers than lower and middle classes youth (Table. 10 & 11). But KFF survey (2010) suggested that young person's race, age and income are not significant predictors of multitasking pattern except gender differences.

On the other hand Indian youth prefers computers and cell phones over television. Bhushan (2012) found that TV has become the least entertainment medium of Indian youth. Similar results were found in KFF Sirvey (2010) which discovered that youths did not like to divert their attention from television. Similarly OfCom study revealed that 80percent of British youth watch television while using any other device. The same way, results of current and previous studies confirmed that television viewing and internet usage including several media are the major multitasking activities.

Ethnic differences are very much cleared in media multitasking. Sindhi speaking youth is hectically active more in media multitasking followed by Urdu speaking. Majority (80percent) of Young Pashtons said that they eat or drink something when they are log in (Table.13). Every ethnic group has sub-culture they live with different norms and values which also reflects on those multitasking behavior. All the facts endorse our results that mobile is the basic need of youth; mostly it is used for social media connectivity.

Majority of youth use cell phone for media multitasking, only 5.9 percent respondents were not found involved in this activity. These differences found significant statistically in Karachi (Table14).

Young Indians are glued to their smart phone and devoted more than three hours daily that usage ratio is higher than USA (The Hindu, July23, 2014). Pew study (2012) revealed that at least six in ten smart phone consumer access social media sites as with their phones in these above mentioned countries.

Mobile phones have become the status symbol and users are called “busy executive”, “gear head” and “weekend warrior”. About 75percent of teenagers have mobile ownership which even changed our culture and time management that behavior called “time soft viewing”. In fact, cell phone is the source of satisfaction to the teenagers. Life without mobile is incomplete.

According to Samaa TV (9 February 2016) Pakistan is the fourth cheapest market in the region in terms of monthly cost of owning a mobile phone. The average cost of owning and using a mobile phone in Pakistan is Rs 222.41 (\$2.21) than rest of world (International Telecommunication Union Report, 2016).

Mobile phone has become the basic necessity of daily life in Karachi and youths’ life without cell phone looks incomplete. Every poor and rich person can avail mobile services here. Pakistan advertising society (2015) revealed that Pakistanis use phone with latest technology, such as 68 percent of users have android 35 percent people have smart phone and 52 percent access internet including SNS via 34 services. According to PAS (2015) majority of Pakistani consumers connect to cyber media via their Smartphone.

Eating or drinking during computer use or social media connectivity is one of the common multitasking addictions in youth, but not much research has been done in that context. In the current study we seek the relationship between eating and drinking behavior during social media sites usage.

Findings are indicating that respondents who are not involved in media multitasking activity spend more time in readings

(Table.5). This trend shows that youth who are involved in multitasking less likely read printed material i.e. books or newspapers. According to Gallup Survey (2009) 25 percent respondents said that they are regular reader, whereas 73 percent of people admitted that they did not read any book. Survey findings showed that 31 percent men and 23 percent women read books. According to Loan, "These new gadgets of technology have become the "Time Eating Machine" and reading has almost become a closed book" (FA Loan - 2009 - eprints.rclis.org).

Upper class youth eat or drink more when they are logging to social networking sites. As compared to lower and middle class youth (Table.11). British psychological society (2011) found link in between teen drinking and computer usage. Teenagers who drink alcohol spend more time on their computer. Pew survey (2013) asserted that youth spent an average of one hour on their cell phones. As same, a report (2011) also suggested that screens are increasingly turning into electronic babysitters and youth in UK who dedicated it's time to media as much as ever.

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