

## ANALYSIS OF CD USE HABITS AMONG YOUTH: CASE STUDY OF DERA ISMAIL KHAN–KHYBER PAKHTUNKHWA

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### ABSTRACT

*The present paper was conducted with the objective of observing the habits of CDs use and watching musical programmes for entertainment. The present exploratory study was carried out on youth community in Dera Ismail Khan. It is revealed by the data analysis that most of youth watch Hollywood movies on CDs with friends. They get CDs on rent basis. This paper concludes that a big majority of the respondents watch action/ violent Hollywood movies and music programmes of Hollywood with full attention.*

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### INTRODUCTION

At the start of 21<sup>st</sup> century media is perceived as integral part of human life. Different people use the media for various purposes. Some use it for information regarding politics, sports or crimes; while most people use it for entertainment purpose. Numerous channels are available, providing 24 hours different type of contents for different type of people. Public have more access to the information than before. It is all due to tremendous role of media. Media is constantly providing the information. Due to fast changes in the communication technology, the world has become a global village. Each and every person has an easier access to the world media that is why there is a bombardment of information and entertainment contents through the various channels (Grunbaun *et. al.*, 2002).

Among those, the major role is being played by Hollywood movies. Each movie is presenting and stimulating with the latest technology and making acceptable for the psyche for general masses and particularly to the youth. The availability of these movies everywhere in the world is made easier through the latest communication technological device Compactable Disks (CDs). Although electronic media consist of TV, Radio, Cinema, Internet and Cable Network but of late Compact Disk (CD) is cheaper and easily available medium for entertainment of the youth. The CDs

not only handle the choice and control to the viewer but also provide them an easy access to Hollywood movies in the local market with nominal charges, that's why CD containing the multiple contents have become an integral part of youth an part of youth energetic segment.

The basic aim of this study is to investigate how frequently the youth is using the CDs containing the Hollywood movies, for what purpose they use the movies or to explore the nature of their interest in Hollywood movies' contents and to measure the extent of exposure and amount of attention to musical contents of Hollywood films on CDs in relation to the educational level and age of respondents who watch these movies.

### **MEDIA CONTENT OF MOVIES**

Not only should we be concerned about the time young people spend with the media, but also what they are hearing and seeing. Some investigations have suggested that children know the difference between "Media reality" and actual reality. However, media intentionally blur this distinction. With prolonged exposure, people come to see the media as reality, accepting uncritically what they see and hear on television, radio, movies, and the Internet. Real-world values, which are shaped by family, church and school, are thus replaced with the values promoted by the media (Harrison D. Kane, 2000: 58). Furthermore, movies script rarely portrays any negative consequences of alcohol use. Tobacco use is also common in movies and is almost always portrayed positively, with pro-tobacco references outnumbering negative ones. Illegal drug use also appears regularly in movies in connection with luxury and wealth.

Media presentations do not mimic real life. They represent only a snippet of reality and do not show the demands of daily life and responsible living, nor do they accurately portray the laws of cause and effect. Consumers of media, and particularly children, thereby gain a superficial and inaccurate view of reality (Kane, Taub and Hyes, 1996).

### **Portrayals of Sex**

Media portrayals of sex appear everywhere and are often inappropriate. Sex is used to sell everything from auto insurance to toothpaste. Soap operas depict frequent affairs and infrequent use

of contraceptives but rarely mention the consequences of sexual activity, such as pregnancy or sexually transmitted infections (Greenberg *et. al.*, 1993). On soaps, viewers are more likely to hear about abortions than contraceptives, and eight times more likely to Children exposed to violent and misogynist depictions in advertising, reading matter, and music is more likely to act aggressively. This should come as no surprise, since children learn through imitation of what they see and hear. If they are constantly exposed to the values of the media, they will tend to model people and events portrayed by television, film, music and print. The influence is especially strong when media make antisocial and immoral behavior seem humorous, effective, and socially desirable (Harrison *et. al.*, 2000; Grebner, 1980).

### **Music and Musical Script**

Alcohol use is often a central theme in popular music, especially rap and country music. Alcohol consumption is mentioned in 27 percent of rap music, 19 percent of contemporary adult music, 25 percent of country music, and 25 percent of rock videos (Javier *et. al.*, 1998: 347). However, few of the songs (9 percent) mention any consequences of alcohol use. Of 1000 popular songs examined in 1999, 18 percent referred to drug use. Certain types of music mention drug use much more frequently: Rap music lyrics included references to drug use in nearly two-thirds (63 percent) of the songs, while Country music mentioned it in only one percent (Daniel *et. al.*, 1996).

Music and music videos are pushing into new and increasingly violent territory. When singer Jordan Knight, formerly of the popular New Kids on the Block group, released a solo album in 1999, Canadian activities called for a boycott of the album because it included a song advocating date rape. And when the controversial rap artist Eminem came to Toronto in 2000, politicians and activists unsuccessfully called for the government to bar him from the country, on the grounds that his violent lyrics promoted hatred against women. For instance, his song Kim graphically depicts him murdering his wife; and Kill You describes how he plans to rape and murder his mother.

Extremely violent lyrics have moved into the mainstream of the music industry. The Universal Music Group, the world's

largest music company, lists Eminem, Dr Dre and Limp Bizkit all of whom have been criticized for their violent and misogynist lyrics among its top-grossing artists. And Madonna's 2002 music video what it feel like for a girl contained such graphic violence that even MTV refused to air it more than once.

### **HYPOTHESIS**

The Youth who watch Hollywood movies on CDs very frequently, they highly prefer to watch violence, sex and music.

### **MAIN CONCEPTS**

**Independent Variable:** A Hollywood movie uses habits of youth.

**Dependent Variable:** Order of preference of youth in the contents of Hollywood movies and music.

### **Operational definition of Independent Variable**

In this study Hollywood movie on CDs is independent variable, which is operationalized as:

How frequently do you watch Hollywood movies on CDs?

<input type="checkbox"/> V. Frequently	<input type="checkbox"/> Frequently	<input type="checkbox"/>
<input type="checkbox"/> Rarely		
<input type="checkbox"/> Never	<input type="checkbox"/> Don't know	

How much attention do you pay to the HWMs?

<input type="checkbox"/> Very Much	<input type="checkbox"/> Much	<input type="checkbox"/>
<input type="checkbox"/> Little		
<input type="checkbox"/> No Attention	<input type="checkbox"/> Don't know	

Furthermore Hollywood movies are operationalized as under.  
How frequently do you watch the Hollywood movies on CDs containing like violence sex and music:

Very frequently	Frequently	Rear	Never	Don't know
Violence/Action	_____	_____	_____	_____
Sex/Romantic	_____	_____	_____	_____
Music	_____	_____	_____	_____

### **Operational Definition of Dependent Variable**

As dependent variable is "order of preferring", so it is operationalized as:

How much attention do you pay to the following scene of Hollywood movies?

	Very Much	Much	Little	No Attention	Don't know
Violence	_____	_____	_____	_____	_____
Sex	_____	_____	_____	_____	_____
Music	_____	_____	_____	_____	_____

### METHODOLOGY

Keeping in view the nature of the present study the survey research design was suitable to be used. To adequately deal with the collection of fresh and up-to-date data in a scientific way, a questionnaire was prepared. It was comprise of different question in order to collect the required data for analyzing and testing the hypothesis.

In this study the population is the male and female students of Intermediate, Graduation and Master level studying in different institute of D.I Khan City. The sample size is 100 students of intermediate, Graduation and Master level from both genders selected purposively due to shortage of time and limited resources. The purposive sampling is used to get the required data in order to explore the investigative order of preference of native youth by exposure to Hollywood movies on CDs.

### DATA ANALYSIS

**Table-1**

UNIVERIATE FREQUENCY DISTRIBUTION OF AGE OF  
RESPONDENTS WHO WATCH HOLLYWOOD MOVIES ON CDS

Age level (Years)	Frequency	% Age	Cumulative %
Below 20	4	4.35	4.35
20-25	77	83.70	88.05
26-30	6	6.52	94.57
Above 30	5	5.43	100.00

N=100

Missing Cases = 8

Majority of our respondents i.e. 83.70% who watch Hollywood movies on CDs belong to the age group 20–25 years.

**Table-2**

UNIVERIATE FREQUENCY DISTRIBUTION OF EDUCATION LEVEL OF RESPONDENTS WHO WATCH HOLLYWOOD MOVIES ON CDS

Education level (Years)	Frequency	% Age	Cumulative %
S.S.C	1	1.00	1.00
Intermediate	9	9.00	10.00
Graduate	34	34.00	44.00
Masters	56	56.00	100.00

N=100

Missing Cases = 0

Majority of our respondents i.e. 56.00% is of Master level student in education who watches Hollywood movies on CDs.

**Table-3**

UNIVERIATE FREQUENCY DISTRIBUTION OF WATCHING HOLLYWOOD MOVIES ON CDS

Value Level	Frequency	% Age	Cumulative %
Very Frequent	15	15.00	15.00
Frequent	37	37.00	52.00
Rare	43	43.00	95.00
Never	5	5.00	100.00

N=100

Missing Cases = 0

Majority of our respondents i.e. 52.00% frequently watch Hollywood movies on CDs.

**Table-4**  
UNIVERIATE FREQUENCY DISTRIBUTION OF  
WATCHING HOLLYWOOD MOVIES ON CDS WITH FRIENDS

Value Level	Frequency	% Age	Cumulative %
Very Frequent	11	11.70	11.70
Frequent	29	30.85	42.55
Rare	31	32.98	75.53
Never	23	24.47	100.00

N=100

Missing Cases = 6

Majority of our respondents i.e. 42.55% frequently watch Hollywood movies on CDs with friends.

**Table-5**  
UNIVERIATE FREQUENCY DISTRIBUTION OF  
WATCHING HOLLYWOOD MOVIES ON CDS WITH FAMILY

Value Level	Frequency	% Age	Cumulative %
Value level	3	3.37	3.7
Frequent	9	10.11	13.48
Rare	27	30.34	43.82
Never	50	56.18	100.00

N=100

Missing Cases = 11

Majority of our respondents i.e. 56.00% never watch Hollywood movies on CDs with family.

**Table-6**  
UNIVERIATE FREQUENCY DISTRIBUTION OF  
WATCHING HOLLYWOOD ON NET CAFÉ

Value Level	Frequency	% Age	Cumulative %
Very Frequent	2	2.17	2.17
Frequent	5	5.43	7.50
Rare	8	8.70	16.30
Never	77	83.70	100.00

N=100

Missing Cases = 8

Majority of our respondents i.e. 83.70% never watch Hollywood movies on Net Cafe.

**Table-7**  
UNIVERIATE FREQUENCY DISTRIBUTION OF  
WATCHING HOLLYWOOD MOVIES ON CDS SEPARATELY

Value Level	Frequency	% Age	Cumulative %
Value level	20	21.74	21.74
Frequent	28	30.43	52.17
Rare	29	31.52	83.69
Never	15	16.31	100.00

N=100

Missing Cases = 8

Majority of our respondents i.e. 52.17% frequently watch Hollywood movies separately.



**Table-8**  
UNIVERIATE FREQUENCY DISTRIBUTION OF  
PURCHASING HOLLYWOOD MOVIES ON CDS

Value Level	Frequency	% Age	Cumulative %
Very Frequent	7	7.96	7.96
Frequent	8	9.09	17.05
Rare	30	34.09	51.14
Never	43	48.86	100.00

N=100

Missing Cases = 12

Majority of our respondents i.e. 48.86% never purchased CDs of Hollywood movies.

**Table-9**  
UNIVERIATE FREQUENCY DISTRIBUTION OF  
TALKING CDS HOLLYWOOD MOVIES ON RENT

Value Level	Frequency	% Age	Cumulative %
Value level	16	17.78	17.78
Frequent	25	27.78	45.56
Rare	23	25.55	71.11
Never	26	28.89	100.00

N=100

Missing Cases = 10

Majority of our respondents i.e. 45.56% frequently take CDs of Hollywood movies on rent.

**Table-10**

UNIVERIATE FREQUENCY DISTRIBUTION OF GETTING  
CDS OF HOLLYWOOD MOVIES FROM FRIENDS

Value Level	Frequency	% Age	Cumulative %
Very Frequent	15	15.79	15.79
Frequent	27	28.42	44.21
Rare	34	35.79	80.00
Never	19	20.00	100.00

N=100

Missing Cases = 5

Majority of our respondents i.e. 44.21% frequently get CDs of Hollywood movies from friends.

**Table-11**

UNIVERIATE FREQUENCY DISTRIBUTION OF WATCHING  
ROMANTIC /SEXY HOLLYWOOD MOVIES ON CDS

Value Level	Frequency	% Age	Cumulative %
Value level	11	12.36	12.36
Frequent	18	20.22	32.58
Rare	33	37.08	69.66
Never	27	30.34	100.00

N=100

Missing Cases = 11

Majority of our respondents i.e. 37.18% rarely watch Hollywood romantic/sexy movies on CDs.

**Table-12**

UNIVERIATE FREQUENCY DISTRIBUTION OF WATCHING  
ACTION / VIOLENT HOLLYWOOD MOVIES ON CDS

Value Level	Frequency	% Age	Cumulative %
Very Frequent	22	23.40	23.40
Frequent	39	41.49	64.89
Rare	29	30.85	95.74
Never	4	4.26	100.00

N=100

Missing Cases = 6

Majority of our respondents i.e. 64.89% frequently watch Action/Violent Hollywood movies on CDs.

**Table-13**

UNIVERIATE FREQUENCY DISTRIBUTION OF  
WATCHING ART/MUSICAL HOLLYWOOD MOVIES ON CDS

Value Level	Frequency	% Age	Cumulative %
Value level	10	12.05	12.05
Frequent	9	10.84	22.89
Rare	35	42.17	65.06
Never	29	34.94	100.00

N=100

Missing Cases = 17

Majority of our respondents i.e. 42.17% rarely watch Art / Musical Hollywood movies on CDs.

**Table-14**  
UNIVERIATE FREQUENCY DISTRIBUTION OF PAYING  
ATTENTION TO HOLLYWOOD MOVIES ON CDS

Value Level	Frequency	% Age	Cumulative %
Very Much	14	14.74	14.74
Much	34	35.79	50.53
Little	39	41.05	91.58
No Attention	8	8.42	100.00

N=100

Missing Cases = 5

Majority of our respondents i.e. 50.53% pay much attention to Hollywood movies on CDs.

**Table-15**  
UNIVERIATE FREQUENCY DISTRIBUTION OF WATCHING  
SEXUAL SCENES HOLLYWOOD MOVIES

Value Level	Frequency	% Age	Cumulative %
Value level	9	10.00	10.00
Frequent	14	15.56	25.56
Rare	24	26.67	52.23
Never	43	47.74	100.00

N=100

Missing Cases = 10

Majority of our respondents i.e. 47.77% never watch sexual scenes of Hollywood movies on CDs.

**Table-16**

UNIVERIATE FREQUENCY DISTRIBUTION OF WATCHING  
VIOLENT SCENE OF HOLLYWOOD MOVIES ON CDS

Value Level	Frequency	% Age	Cumulative %
Very Much	21	22.83	22.83
Much	33	35.87	58.70
Little	26	28.26	86.96
No Attention	12	13.04	100.00

N=100

Missing Cases = 8

Majority of our respondents i.e. 58.70% frequently watch violent scene of Hollywood movies on CDs.

**Table-17**

UNIVERIATE FREQUENCY DISTRIBUTION OF WATCHING  
SCENES HOLLYWOOD MOVIES ON CDS

Value Level	Frequency	% Age	Cumulative %
Value level	11	11.70	11.70
Frequent	16	17.02	28.72
Rare	46	48.94	77.66
Never	21	22.43	100.00

N=100

Missing Cases = 6

Majority of our respondents i.e. 48.94% rarely watch musical scenes of Hollywood movies on CDs.

## CONCLUSION

The data analysis indicates that this study's respondents of age between 26 and 30 years are studying at master level programs; they frequently watch Hollywood movies on CDs lonely. They get CDs on rent basis. As far as the respondents' exposure to musical contents of Hollywood movies is concerned, it

is revealed by the data analysis that 65% respondents are those who watch action films, 33% watch romantic and 30% are exposed to art and musical movies with high amount of attention.

This paper concludes that the youth community is taking interest in musical programs of action Hollywood films to satisfy their entertainment needs by CDs use in hypothesized direction.

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