Analysis of Access to Information Communication Technology: A Study of Impacts Regarding Gender Digital Divide in Rural Areas of Southern Punjab, Pakistan

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Abstract

"Gender digital divide" is the gap existing between men and women regarding access to information and communication technologies, usage of internet, availability of adequate and exact information, access of have or have not, power of does or does not. This gap exists between people who are information literate or not. There are many factors causing differentiation like as, provision of computers and other digital accessories towards modern era techniques to males not females, societal cultural barriers and attitudes, economic factors, gender differences, racial segregation, male dominancy, social status, physical disability, unequal education, access to internet, gender differences, socialization of girls and boys, and many more. Ratio of GDD (Gender Digital Divide) is different among developed and developing countries, Asia and Europe stay among those countries that have higher access of ICT, and mostly younger women have greater access to ICT as compared to older ones. Primary socialization of girls and boys play an important role in gap of ICT among males and females, as many parents teach their girls to avoid operative skills and subjects like mathematics, Computer sciences and many more. Thus, females consider themselves vulnerable towards such activities which demand equal participation with males. Another big reason behind this gap is growing internet pornography and attaining information of sexual predators about girls, so many women feel shy to use internet. Women spend less time on computer as compared to males due to societal and stereotypical barriers which consider women only a career of home not a career making element. GDD ratio exists higher among rural women as compared to the urban as in urban societies women have access towards ICT due to their education, but situation is quite different among rural areas where women have no ICT access or if they may get access then they don't know how to operate these devices accurately. As men consider women subordinate in every field and they think women should not have such liberties, because by virtue of that; they will become aware of their legal rights and there will create a feeling of danger to the so-called honor of male gender, which is considered in hand of women. In the modern era, it has been proven by the females that; they can stand at distinguish position among the males as it is evident from competition exams where little volume of males is entering as compared to females.

Key Words: Information Communication Technology (ICT), Gender Digital Divide (GDD), Set Theory, Venn diagram, Communication devices, Stereotypical thoughts

1. Introduction

1.1 Literacy Rate in Southern Punjab:

Pakistan is at 144th number among other world nation countries in field of literacy and Southern Punjab is amongst the provinces having a low literacy rate of 12%. Literacy rate is low in Southern Punjab due to their societal stereotypical barriers that women cannot get education, because these areas are divided into tribes and each and every decision about any one's life whether right or wrong is taken by these tribes. According to recent figures, 40% children leave their schools prior to metric education, only 17% girls can complete their primary education, 20.7% children don't go to schools and children who don't even think to go to schools varies between 10.30 to 11 million and in 750 villages there exists only 1 school in Southern Punjab. Punjab Government has done a lot in Education sector and train many new teachers for the greater enrolment of girls into primary schools and convinces them to complete their metric education because 71% of poverty can be reduced only by education of girls and 50% population can go to a progressive level only when their mother is educated. Literacy rate in Punjab is 59%, male literacy rate is 70% and female rate is 48% in rural areas while male literacy rate is 72% and female rate is 53% in urban areas in 2015. With the help of ICT in rural areas of Southern Punjab, GDD gap can be reduced a lot. There should be provision of Internet and ICT and awareness programs should also arrange to make them literate and let them know how to use these devices for their betterment. It is necessity of the day that; in addition to provision of internet facilities or ICT among the rural areas of southern Punjab it may be held mandatory to arrange regular workshops inviting the males and females to participate and become quite literate with all the issues.(Latif, 2012)

1.2 Unemployment in Southern Punjab:

Unemployment is the major issue of Southern Punjab because it has the lowest rate of women labor participation in economic growth, as per facts and figures empowerment rate of women in Southern Punjab was 15.9% in 2003-2004 and increased slightly to 30% in recent years. Rate of unemployment in rural areas of Southern Punjab has increased to 6.0% in 2012-2013, increased from 7.2-8.8% in urban areas. Women participation in economic growth of Pakistan is increasing day by day, as in past only married women have had right to work in public sphere but now trend is going to change and many literate unmarried women are also entering into field of economic labor. In rural areas of Southern Punjab many women are associated to the field of agriculture and do only agricultural tasks, here ICT can play an important role to re-examine their effort and can help these women a lot by new technical things. Over 7 million children are engaged in forced and work labor by their parents due to unemployment. By provision of ICT devices and proper training of these people to use these devices accurately can empower these women with new jobs and new trends of agricultural labor, can lessen their hard work too. Rural areas of southern Punjab still following the cultural traditions of past, but ICT can make a big change in them by giving them training of good and positive usage of internet for their betterment. ICT can readdress the status of

women and women can get honorable jobs like males without any discrimination. ICT can provide online jobs to males and females and can help to reduce unemployment of southern Punjab.(Demographics of Punjab, training need assesment at Tehsil Level, 2011)(Latif, 2012)

1.3   *Women Issues in Sothern Punjab:*

Harassment is a big issue facing by majority of women in Southern Punjab, and standing at top of provinces in which cases were registered of women harassment or violence because it is amongst provinces that women have little bit access to report their cases to police or some other authorities. The dominant nature of male make him feel that he is powerful and can rule over anyone, thus harass women if she tries to make her status better in society or raise voice for her rights. In 2012 there were many harassment or violence cases were reported by women and a big increase was happened in these cases from past, 144% increase in burning incidences of women, murder cases were 62%, cases of acid crimes were 89%, and domestic violence cases were increased to 11% from past. In Punjab women have access to law enforcement agencies and police and it is only reason that more cases are reported in Punjab. In rural areas of southern Punjab violence against women is very common and women have no power to raise their voices against this violence. More abduction cases ever reported in Punjab, murder, domestic violence, cases of honor killing sexual assault, acid throwing and burning cases also reported to a higher quantity in Punjab. ICT can bring change in status of these women as many younger women are using Internet devices as compared to older and Pakistani population has a big quantity of youth in population so by ICT training and awareness programmes and availability of these devices to women can make them realize their actual status and by this they can took steps for betterment of their life. Government of Punjab has done a good work for women and introduced women security act. ICT can help women to reduce the gap of GDD by giving them awareness of their legal fundamental rights about any issue as due to internet they can search easily solution and punishment for the crime of harassment which mostly faced by women from male part of society. (Latif, 2012)(Demographics of Punjab, training need assesment at Tehsil Level, 2011)

1.4   *Health Issues of Females in Southern Punjab:*

Women is facing severe health problems in Southern Punjab, due to lack of facilities provided to women by Government and also by inferior status of women, as women have no right to say a single word regarding family planning. Male is the dominant part of mostly rural and to some extent urban areas of Southern Punjab and it is against their honor to allow women to talk even about her own life. Major issue of serious health problems of women is early child marriage of children as in tribal areas normal marriage age of any girl is 13-14 years. By early marriage, till they reach to 20, they gave birth to almost 6-7 children without any gap or family planning, and these births are occurred by illiterate lady health worker (DAI) of that area which is very harmful act to the life of mother. Pakistan is 44th country in ranking of maternal mortality rate (mother death during

pregnancy due to lack of health facilities), and 260 women died per 1000 births of children in southern Punjab ranking of 2015.During pregnancy are more prevailing diseases in southern Punjab as in rural areas there is only one lady doctor for 2000 women and 1 care center for more than 1500 population. Many factors lagging behind the lower health status of women like low literacy ratio, lack of awareness of health issues, civil and societal constraints and male dominant society. In Punjab, there are 19 teaching hospitals, 34 district hospitals, 84 Tehsil hospitals, 291 hospitals in rural areas, 499 dispensaries and 493 sub health centers. By ICT, a big change can be brought into health sector by providing women of rural areas with new technical devices and teach them how to update these devices for their benefit. By television, awareness programs should be on air to aware these women about their legal rights and know how to take defensive steps in their favor, how to use ICT for gaining their equal rights and basic health care facilities should be provided by ICT devices to reduce the gap of GDD.(Demographics of Punjab, training need assesment at Tehsil Level, 2011)

1.5 *Economical issues and Women Empowerment in Sothern Punjab:*

Southern Punjab is among those areas of Pakistan who have lower rate of women empowerment in economic field because its most area is covered by tribal belt and people of tribes considered very rigid and conservative towards women equal status to male as in form of women empowerment. Due to social hindrances women paid less as compared to men for the same job, also due to gender inequality women are offered by less prestigious jobs

than men. Women population comprises of half population of Pakistan and issue of women empowerment has been discussing nationally or locally worldwide from the last two decades. 60% of total, unpaid work is done by women in form of agriculture or domestic spheres, and women spend more hours on work as compared to males. Only 1% assets are in name of women. Due to early marriages of girls, status of women is coming down in case of income. Pakistan is standing at 82nd rank among other countries in Gender Empowerment. In southern Punjab labor force participation is different in males and females, as male empowerment rate is 71.2 and female empowerment rate is 25.4 in southern Punjab. Political participation of women also very low as compared to males and Pakistan is standing at 50th level among other countries in political participation of females. Women empowerment is low due to family structure of girls as in nuclear families girls easily allow to do jobs with men while in joint family system, girls mostly not allowed to do jobs. Urban women have facilities and liberty in south Punjab as compared to rural women in case of empowerment. Women awareness about their rights in shape of ICT can also bring a positive change in women empowerment and media by awareness programs can also portray good examples of successful women to enhance the working capability of women. There should be provision of internet in rural areas and in offices where women workers do their jobs, should compose awareness programs of gender equality in empowerment, regular workshops of male and female workers should be held to remove gender inequality in every field and reduce GDD by ICT.(Demographics

of Punjab, training need assesment at Tehsil Level, 2011)

2. Background of Study Regarding the Relationship of Gender Digital Divide and Information Communication Technology:

2.1 Issues Regarding Gender Digital Divide:

Gender digital divide is the gap that exists between people of information literate or not or those having access to ICT or not as males have access to ICT (Information and Communication Technology) and females have not access to such devices. There are many factors which involve in prevailing of GDD, such as societal cultural barriers and attitudes of society towards females, gender discrimination, racial discrimination, age, physical disability as those who are not illegible to ICT physically. Inequalities exist regarding social status of males and females in access to internet or other digital devices. GDD also study the growing ratio of gap between males and females' users of internet, as it is a very common thinking that females mostly don't pick subjects like mathematics and IT because these are very skillful subjects and require equal participation of females with males in public sphere while boys feel easy to choose these types of subjects as by birth they teach that they are best among these subjects. Mostly girls feel shy to use internet due to growing internet pornography and attaining information of sexual predators about girls, so this is also a barrier in usage of internet by girls. Primary socialization of girls and boys play an important role in growing gap of GDD as many parents teach their daughters to pick easy subjects and

teachers also portray negative attitude of internet among girls because females have no concern with public sphere they are made for domestic spheres. Women spend less time on computer as compared to men and show less interest in computer usage. According to the author, in Africa women are 50% of population of the whole country but they are belonged to rural areas and not involved in ICT skills, and Africa cannot go to a progressive level until their women don't come in touch with IT. In case of Southern Punjab, same happened like African women and they too don't have right to involve in ICT but Government should take steps for the equal participation of women in IT and other fields equal to men, should provide ICT devices and also teach them how to use these devices for their betterment or rights. There is need for the removal of societal barriers which create hindrances of women involvement equal to men, should readdress the status of women and advocate positive use of ICT in rural areas.(Mphildi, 2009)

2.2 Gaps regarding Information Communication Technology in Pakistan:
This article reveals the study of ICT usage and prevalence of ICT in both sexes. It is noticed that males suppress women in higher education because males use more internet than females and women is lagging behind in field of education due to no participation in ICT. Australian Government is making new policies in Australia which required compulsory participation of women in internet usage and ICT, for the removal of the concept that women have not equal rights than men. Due to lack of participation of women in ICT, gap is growing between males and females of the use of internet

and women are throwing out of public fields. Females and males have different level of access towards ICT and their participation level is different too. The author also discusses the attitude of friends and teachers and behaviors of society in usage of internet, as teachers portray that IT is field of males not females and females should involve themselves in domestic tasks. Women mostly feel themselves vulnerable in using these devices as these devices can be operated skillfully and women don't fell themselves skillful. IT jobs are becoming male dominated due to lower participation of females in ICT. In Southern Punjab, social construction of males make them more superior then girls and teach them that they can rule over women and women is inferior and can do only domestic tasks, cannot show her representation in public sphere like males. In rural areas of Southern Punjab, males don't allow to practice policies which involve equal participation of women as they think to use ICT is a liberty and women have no right to practice such liberties. Government should make policies which enhance equal participation of women in ICT field and should provide them devices of IT which make women more skillful like men and involve them in economic sphere.(Adya, M. and K. Kasier, 2006)

GDD is the factor which is providing best opportunity to males and excluding clearly women in field of IT or ICT, because women feel herself not equitable to males in such fields in which women should perform equally in public sphere, thus women are throwing away from IT field. With the passage of time, technology is growing faster and gap in status of women or involvement of women in digital devices also growing rapidly. Girls feel that they can get success only by effort or luck, while boys thought that they can get success only by means of using digital or technological techniques and thus remain in touch to these technologies. According to girls they are weak in mathematics or IT subjects thus don't use computer while boys have skills in which they require more usage of internet so the gap is growing rapidly among males and females in usage of these devices. In Southern Punjab Teachers have negative attitude in prevailing of such factors as they said that girls are very soft and considered as symbols of honor for their families so they should not use such devices as these devices may harm their feeling of honor. Primary socialization of both genders also play an important role in this as parents said that their daughters may get good marks by luck, while boys can get good marks only by using technical objects. In rural areas provision of devices should be made compulsory to all females so that females may also participate with equal to men, these devices not only computers but also mobile phones, laptops, or other digital devices.(D. Stoilescu and D. McDougall, 2011)

2.3 Approaches towards Information Communication Technology:

ICT technology has many forms such as mobile phones, iPods, social networking, Wikipedia, Skype and many more. Digital divide usually refers to gap of have or have not access to ICT, technology, digital devices. Gap of information between rich and poor as females are considered poor part of society with having no rights for their own and males a rich part of society have access to digital technology and independent part of society. There are

many factors which involved in gap of digital divide as, education, social economic status, societal and cultural barriers, and access to ICT, language, race, age and many more. GDD mostly exists in poor, unemployed gender, less educated people, minorities and physical disabled persons, females mostly came in all these forms. This gap is different in developed and developing countries, as ratio is different in rural and urban areas. In Southern Punjab younger people use more internet than older ones, as boys use more internet than girls. According to statistics of world internet users Asia stands at top of internet users with ratio of 41.2%, Europe stands at second number at 24.6%, North America with 15.7%, Latin America with ratio of 10.9%, Africa 3.4%, Middle East 2.9% and Australia stands at ratio of 1.3%. Income level of any country or individual also show picture of internet users as countries having high income have 65.5% usage of internet ratio, countries having low income level have 5.6% ratio of internet usage. In Australia 18-29 age group of women use more internet and their ratio is 86% while compared with boys having the ratio of 80% of the same age group. While older groups use less internet and ratio of males and females internet users varies in this age group, older females ratio is 21% males ratio is 34%. In southern Punjab, due to some incidences of negative use of internet, many families avoid their children specially girls to use internet. IT should become a compulsory subject in primary education of girls and boys, so that females may not feel shy to choose such subjects which demand equality with men. Media can play important rule and should not exaggerate any negative consequence of digital device, and promote higher education of girls so as to take country away from poverty line as by empowerment or education, 50% poverty can be reduced easily of Pakistan. (M. Warschuer and T. Matuchinak, 2006)

Availability of computers to girls and boys is same but its usage is different in both genders. Females mostly don't like to use computers as compared to boys and spend less time on digital devices because they don't show interest in such fields. Mostly women use computers for chatting while boys mostly use computers for games or gaining any skillful activity. The gap of digital divide is closing with the passage of time, but a differentiation occurs as boys use more computers or mobile phones as compared to girls. There should be complete implementation of gender equality, and everyone on their own level should take bolder steps to remove barriers which restrict women into homes. Government should give scholarships to women who are entering into field of IT, ICT because by this many poor women will think to make their status better. There should be policies which readdress the status of women and equal opportunities should be provided to women. (Beyer, 2006)

3. Methodology

3.1   *Sampling:*

Quantitative research was conducted. It was an overview of people about the usage of Information and communication technology among females and males and urban/rural areas. The sampling technique which the researcher used was "Random Sampling" and both open ended and close ended questions were the part of questionnaire and had a sample size of 200 of males and females as 76 were filled from males and other 124 were filled from

females. The researcher used random technique as filled data from rural and urban males and females. The age group of the respondents which included was 16-60years.

3.2   Area of Research:

The universe of research was Southern Punjab to conduct a case study of southern Punjab, researcher collect data from Multan, Shujabad, Khanewal, Muzzafar Garh and Vehari. Shujabad, Muzzafar Garh, Khanewal and Vehari have rural population. The data collected from these cities helped researcher to analyze the condition/and status of the people of rural areas.   Multan is very populated and literate area of southern Punjab so half of sample size collected from Multan city and other remaining sample size collected from above mentioned four cities.

3.3   Analytic Study:

A statistical study in which the action on the process will be taken or cause system by which frame can be produced for further study. Its major aim is to provide vision and to improve the practice of quality of data in future. It is a designed study which helps to reach on the results or outcomes by hypothesis or experiments as it was a hypothesis of the researcher that males use more ICT's than females, but the outcome will show a proper result and can prove that hypothesis right or wrong and outcomes which researcher gained from results prove that hypothesis was right.

3.4   Technique:

The common technique used to conduct quantitative research is questionnaire. A questionnaire was developed by researcher having 25 questions with both open ended and close ended portions having 3 open ended questions and 22 close ended

questions. The Questions developed by researcher was easy to understand to both the people of rural and urban areas. Second portion of questionnaire having 3 qualitative questions helped researcher to interpretation of the data. The quantitative questions were developed by the researcher to understand/know the current status/usage of information and communication technologies in southern Punjab.

3.5   Theoretical Framework:

3.5.1   Thematic Groups:

Themes are formed on the basis of combination of that question that is interlinked with each other on the basis of specific and distinctive qualities and characteristics. If we take themes from the question, then we use set theory on the themes collectively and then analyze the interpretation of the themes or thematic analysis. e.g. Themes for the above mentioned topic of "Gender Digital Divide" may be 1:Knowledge of Information and Communication Technologies 2:Sources of Information and Communication Technologies 3:Aceess of Information and Communication Technologies 4: Barriers towards Information and Communication Technologies 5:Imapct of Information and Communication Technologies in Present situation and in Future. A single question or a multiple question that could fully conversant the theme is included in the particular themes. The number of sets is made according to the questions included in the themes and its combination between these respondents selected options of the questions in themes are shown in the Venn diagram in a respective manner. The nature of conducted study was analytical. Researcher used set theory to explain data

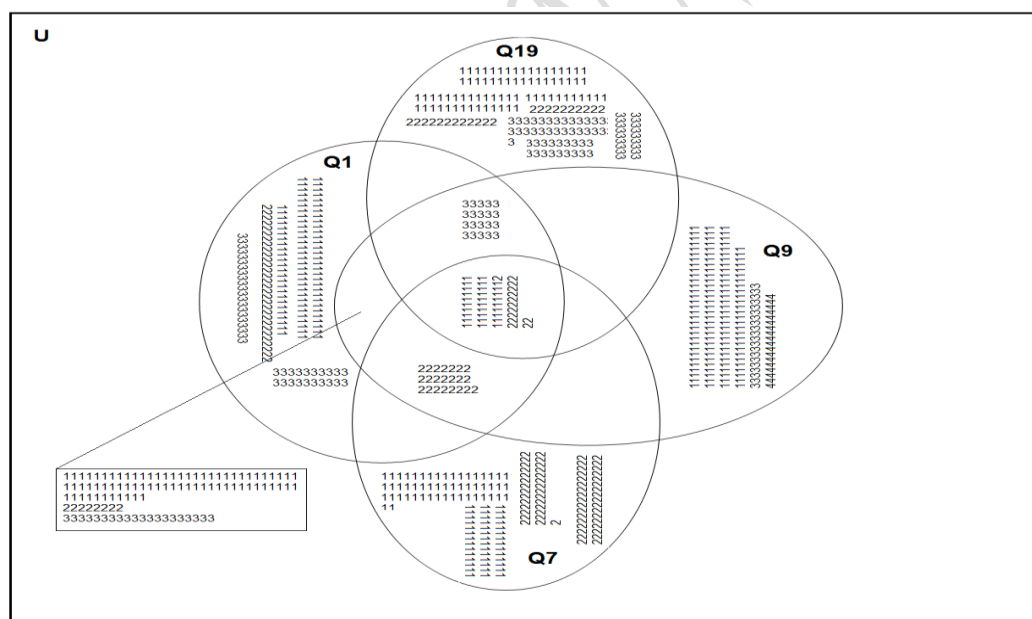and also used set theory as methodological tool.(Habib, 2015)

4. Interpretation

Interpretation is the layout of describing the gathered data through any technique or tool. The tool used is described in the theoretical Framework. In this research the tool used for the description is thematic and is explained diagrammatically by using Set theory and its outcomes are seen by Venn diagram.

4.1   *Knowledge of Information Communication Technology:*

Questions	Option No 1	Option No 2	Option No 3	Option No 4
Q1	Yes (116) M-44 F-72	No (43) M18- F-26	To some Extent (41) M-13- F-28	
Q7	Yes (124) M-59 F-65	No (76) M-16 F-60		
Q9	Don't have computers (29) M-15 F-14	Don't have access (133) M-48 F-85	Too difficult (20) M-8 F-12	Don't need (18) M-4 F-14
Q19	Yes (102) M-42 F-60	No (35) M- 11F-24	To some extent (63) M-22 F-41	

Table 1. First theme explaining knowledge regarding ICT

Fig 1. Relationship between knowledge regarding ICT

4.1.1   *Explanation:*

Information and communication technology (ICT's) refers to devices which are used in daily life for convenience and has a great impact on development of human life. Common devices of ICT's are cellular phones, radio, computer, videoconferencing, television, hardware and software networks, internet and many more. Option yes explains that the respondent knows about ICT. ICT stands for Internet and communication technology and devices which fall into category of ICT are cell phones, internet, computers, wireless connections, radio, television, software and hardware

networks, videoconferences, and many more communication technologies. In the modern world, ICT is considered as global village in which people can communicate with each other. Now the world is considered empty without ICT's as technology advances much more and a big reason of development of any country. Option no goes for many people who have internet access or devices which used in internet don't use because most of them have no interest in usage of such device or they have no time to spend in usage of these devices because for them it is wastage of time. While many people those, who have internet devices use these devices daily as they have more interest in these devices and use these devices for their benefit or to entertain themselves. Usage of these devices is positive and negative and it depends upon the user whether he/she using these devices positively or negatively. Usage effects of these devices depend upon the development of any society. Option goes for those who don't have computers, thus have no access to use computers or communication technologies. Other option goes for don't have access as many people living in rural areas thus have no money or sense to use these devices, many of them have money but no way of internet access thus cannot use ICT's. Other option goes for too difficult which means people who are illiterate cannot use such devices and don't know how to operate these devices efficiently. Last option says that don't need computers or to use these devices as they have no space for these devices in their life or they don't consider them important. Many people don't use internet because they found no time for such things as for them internet usage is wastage of time and many people think that it is too difficult to use internet as some of them have no access or if they got access then became very difficult for them to use such devices. Option yes says that due to usage or positive usage of internet devices common people have right to know their basic fundamental rights as by internet anyone can get complete information about any current issue and also gave people solutions to solve these issues. Other option goes for no as many people who belonged to rural areas and don't have sense to use these devices cannot get information about any issue or cannot solution to their problems or to know their rights. Last option goes for to some extent. ICT helps to know basic fundamental rights as a case study in which a bike from a home was stolen at night, due to ICT that victim whom bike was misplaced immediately contacted to police by cell phone and bike was recovered within one hour just due to positive impact of ICT usage. So ICT helps to know basic fundamental rights by cell phones, television and internet.

4.2   Sources of Information Communication Technology:

Questions	Option No 1	Option No 2	Option No 3	Option No 4
Q2	Mobile (141) M-58 F-83	Television (15) M-5 F-10	Radio (3) M-1 F-2	Internet (41) M-11 F-30
Q3	Yes (171) M-64 F-107	No (29) M-11 F-18		
Q4	Dish TV (31) M-16 F-15	Cable Network (147) M-51 F-96	PTV (22) M-8 F-14	

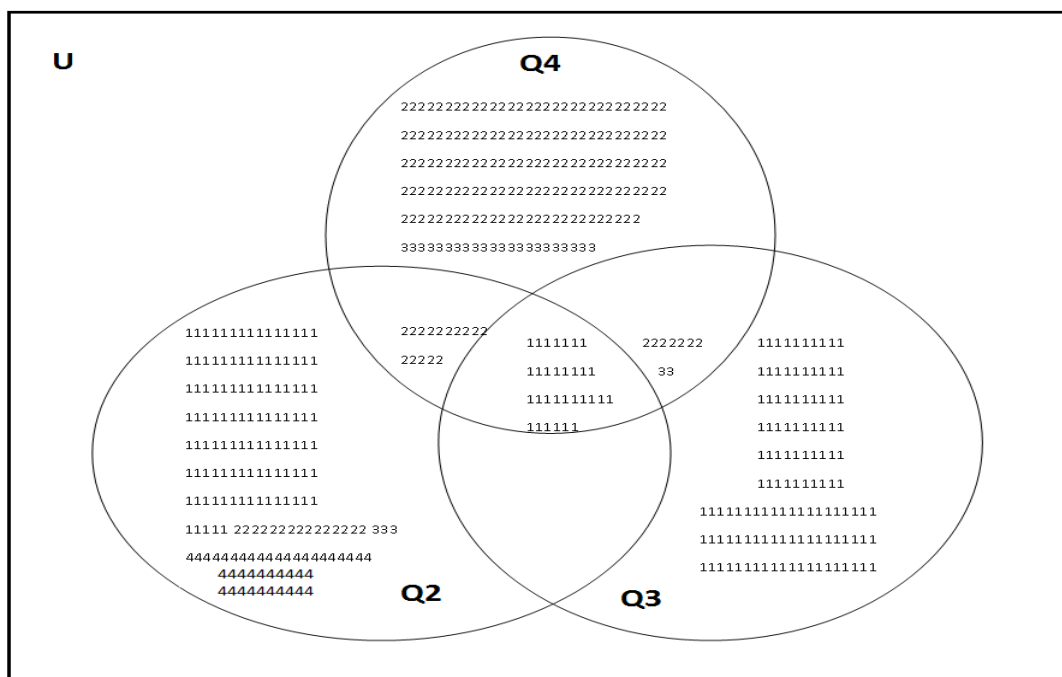**Table 2. Second theme describing sources of ICT**

Fig 2. Relationship between sources of ICT's

4.2.1   Explanation:

There are many devices which people commonly use to communicate either by cellular phones, internet, computer, television and many more. By television people are able to get information about any current issue and by cellular phones communication gaps lessened and people have option to be in touch with family members and relatives. Options were as mobile, television, radio and internet. These are basic devices for communication as by television it is easy for anyone to know about current issues. In old times, people use radio to keep in touch with world and now radio is replaced by cell phones, television and internet and become easier to know current affairs and also people use these devices as a source of communication. Cellular phones are basic communication devices and very easy to operate for anyone whether literate or illiterate so by cellular phones

communication gaps lessened and development begins in shape of positive usage of ICT's. Many people who have no interest in internet or ICT usage don't have good or sufficient devices for their daily usage and thus found to be unsatisfied with their present communication device while many people who need to be in touch with communication devices as for their educational purposes or other daily use are seems to be satisfied with their present communication device. In case of rural areas people who use communication devices mostly found unsatisfied as they have no access to buy costly devices or to afford expensive devices and seems as uncomfortable with their present communication devices. Option Dish TV goes for massive use of television dish network in rural areas, other option Cable network as in developed areas people usually like to see news channels to keep in touch with current issues and last option PTV which is commonly used to see in
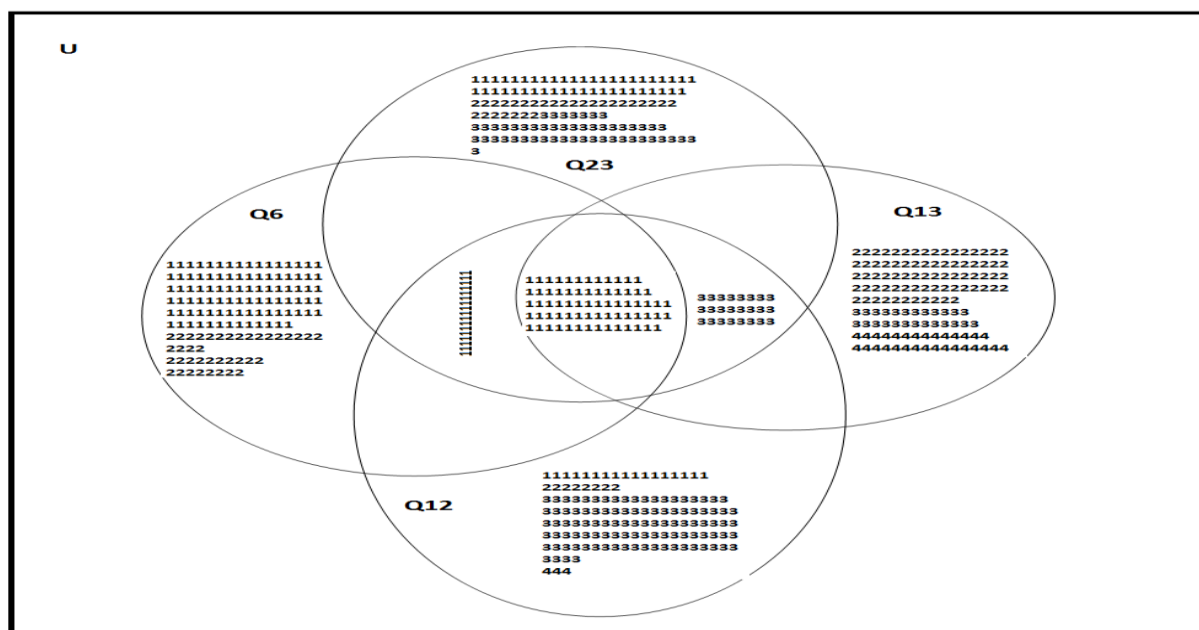
those homes who have no interest to spend time on TV. All these networks fall into category of ICT's, and usage of these devices depends upon urban and rural spheres. People who belong to urban areas have no enough time to spend on TV thus they use Cable network simply to keep in touch with world. While people who belong to rural areas have Dish network or PTV, as they have no access to cable and have enough time to spend on ICT's, thus use Dish network. In case of developed areas where people have access to internet found limited time to spend on TV because they have sufficient source of information which is considered as a perfect substitute of Television. In case of under developed areas, people or women of that area found enough time to spend on Dish TV as they have no other source of entertainment and thus spend time on dish TV to make their life colorful like other because in under developed areas, interest of youth towards education is also very low so they have a massive time to spend on Dish TV networks.

4.3   Access to Information Communication Technology:

Questions	Option No 1	Option No 2	Option No 3	Option No 4
Q6	Yes (162) M-64 F-98	No (38) M-11 F-27		
Q12	Below 20 (86) M-38 F-66	26-30 (8) M-6 F-7	21-25 (103) M-16 F-30	Above 35 (3) M-15 F-22
Q13	Less than 1 hour (69) M-23 F-46	2-3 hour (75) M-26 F-49	3-4 hours (26) M-13 F-13	More than 4 hours (30) M-13 F-17
Q23	Yes (118) M-44 F-74	No (28) M-14 F-14	50-50 (54) M-17 F-37	

Table 3. Third theme explaining Access to ICT's

Fig 3. Relationship between Accesses to ICT's

4.3.1   *Explanation:*

In southern Punjab, internet access is a major hurdle in developmental process as still in developing areas many cities are not completely equipped with internet services. Option yes says that many people have enough resources to buy their own internet connection thus found access to use internet, and option no says that people who have no access to internet usage. If to discuss the issue of modern worlds, the internet usage is increasing day by day and every internet owner have a Smartphone at least as this ratio varies and now ratio stands at 8 mobile phones per 10 members of ICT users and this option goes for yes, as these people have access of internet. In case of internet access, availability of many devices also included as availability of telephone lines or other electronic transmission. People who living in rural areas has no access of internet as for them to afford internet is very expensive or they have no knowledge to use communication devices. Internet access is granted to mostly urban areas and they have knowledge to use such devices because literate people can operate only to these devices. In southern Punjab many areas are included in rural belt and have no access of internet also many girls have no access of internet in urban areas. There are still many hurdles in internet access because southern Punjab is among under developed areas and developing slowly so mostly have no internet access. Social status plays an important role in internet access and ICT's usage. Teenagers use more internet and spend more time on internet usage as they have had no experience of practical life and unaware from the realities of the world because everything is new for them and they want to learn about new things

very quickly so younger age group uses more internet as compare to adults or others. Same in case of males and females, where males spend much more time on internet as compare to females who found lesser time on internet usage. Option age below 20 says that teenagers use more internet, other option of age 21-25 also shows great usage of internet, option of age 26-30 and last says age group of above 35. Mostly young people who have granted access and permission from family to use such devices use more internet because they have immature mind and enough time to spend on ICT's. ICT encompasses media technology, cell phones, internet and computer so young people attracted more towards such devices for fantasy while older ones have almost no interest in such devices. New users of internet spend much more time on ICT's as they considered it a fantasy which attract them but when they get older they used to spend less time on internet because they become aware from the realities of life and entered into professional field, thus use internet only for educational purposes not for entertainment. Option less than 1 hour goes for those people who don't found enough time to spend on ICT's, other option 3-4 hours for those people who uses internet for enjoyment or entertainment, next option 2-3 hours and people who fall into this category are mostly the students and use internet for study purposes thus use less than others and option which says people use internet more than four hours, usually for those who purely use internet for entertainment and become addicted to use it. ICT usage has positive and negative aspect both and it depends upon the user either he/she is using ICT positively or negatively. In case of southern Punjab, people are developing
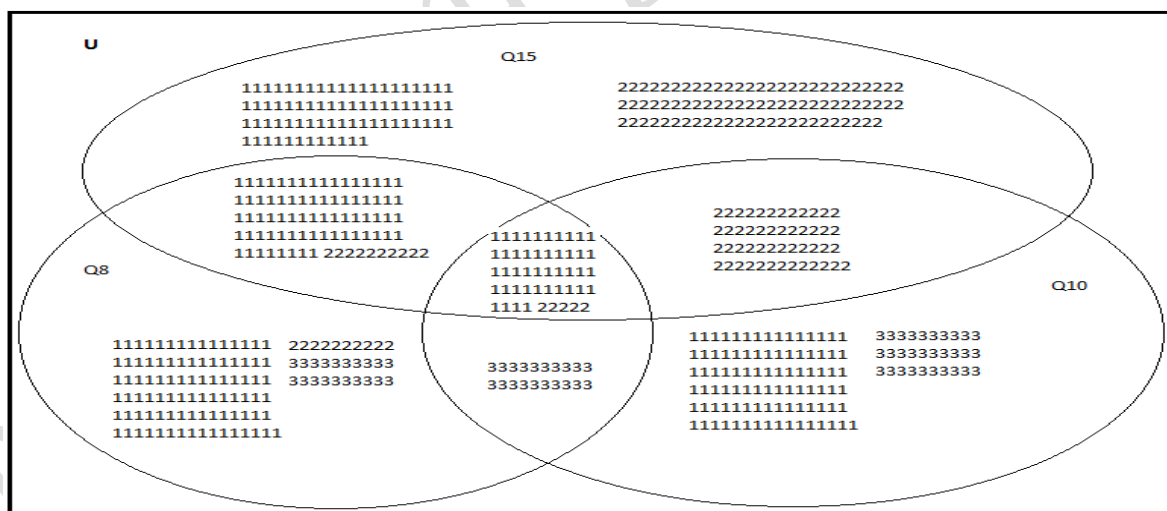
rapidly due to positive usage of technology like ICT's, internet, cellular phones and others because these devices can play an important role in the advancement of nation. Urban areas have internet access and know how to use these devices accurately so they are on a developmental page while in case of rural areas; people have no internet access thus not going to a progressive level. Option yes considered those areas who developed due to communication devices and other option

no says that there in difference in development of urban and rural areas regarding ICT usage, and last option 50-50 for those who have no interest or concern regarding the development of nation by ICT's or other technology. Then again came to point of access as people who have access to ICT can improve in a better way as compare to others, and urban areas are developing more than rural due to positive effect and usage of internet in health, education and many more aspects.

4.4   Barriers towards Information Communication Technology:

Questions	Option No 1	Option No 2	Option No 3
Q8	Yes (165) M-65 F-100	No (15) M-7 F-8	To some extent (20) M-3 F-17
Q10	Yes (44) M-24 F-20	No (126) M-42 F-84	To some extent (30) M-9 F-21
Q15	Yes (116) M-47 F-69	No (84) M-28 F-56	

Table 4. Forth Theme Barriers towards ICT's

Fig 4. Relationship between Barriers towards ICT's

4.4.1   Explanation:

Barriers which considered as hurdle in ICT's advancement found in every society as people think it to be negative by some negative examples of ICT's usage and

don't allow Government or any NGO to launch any project of communication technology into these areas because according to them, by internet their society will move to a negative line and their daughters which they considered as

symbol of honor for the family will spoil by internet usage. So they people are not in favor of ICT's by some negative examples of ICT's usage. They don't consider that every technology has both positive and negative impacts and it all in users control whether he/she is using that device positively or negatively. Internet is a great contribution in the world of technology as by internet people who are living in other countries can remain in touch with their families by Skype, videoconferencing, mobile phones. As ICT's refers to as telephone networks or computer networks, and used as economic incentives in the world of technology as it reduces the distance between people, countries and progress. Boys use more ICT's than girls, is used as common saying because the society of southern Punjab is mostly occupied by rural belt and their families don't allow their girls to use internet, mostly girls found no time to use internet or communication devices as they remain busy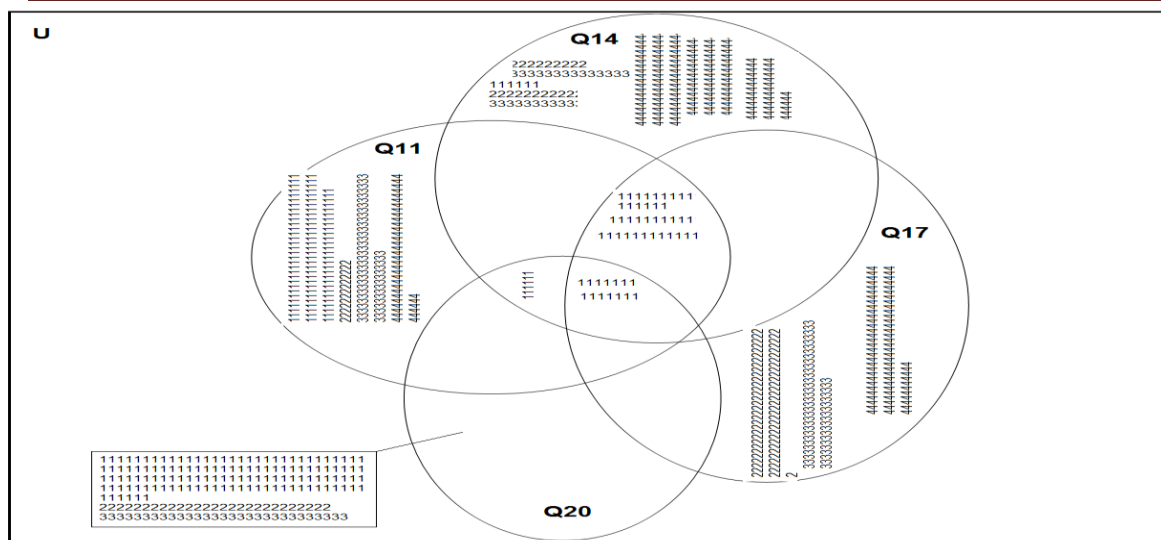 into their domestic tasks and found no time to spend on these devices. Societal and cultural barriers also a big hurdle in this regard and the girl who is using more internet make her realize that she is good for nothing and also due to some negative and luster examples of negative impacts of ICT's, parents don't allow their girls to use more ICT's. Socialization factor also plays an important role in this regard and parents teach their girls to fulfill domestic tasks not to spend time on internet. It is a simple discussion of gender discrimination among families as families who allow their sons to use such devices as a means of liberty and restrict their daughters to use communication devices. Rural people also facing with such discrimination and have low capacity of intent usage as compare to urban areas, but in developed areas there is no difference among boys' and girls' usage of internet. In case of urban areas boys and girls use internet equally as they both engaged into educational activities and need to use internet.

4.5   Impact of Information Communication Technology:

4.5.1   Impact in Present Era:

Questions	Option No 1	Option No 2	Option No 3	Option No 4
Q11	Entertainment (104) M-38 F-66	Job (13) M-6 F-7	Education (46) M-16 F-30	Socialization (37) M-15 F-22
Q14	Keep in touch with family (20) M-9 F-11	It helps you to learn things (19) M-5 F-14	Gives details about any current issue (24) M-13 F-11	All of them (137) M-48 F-89
Q17	Save Money (14) M-7 F-7	Easy access to knowledge (63) M-21 F-42	Save Time (50) M-19 F-31	All of them (73) M-28 F-45
Q20	Easy access to media (144) M-52 F-92	May government acknowledge the incident (27) M-10 F-16	Quick response from Police (29) M-13 F-17	

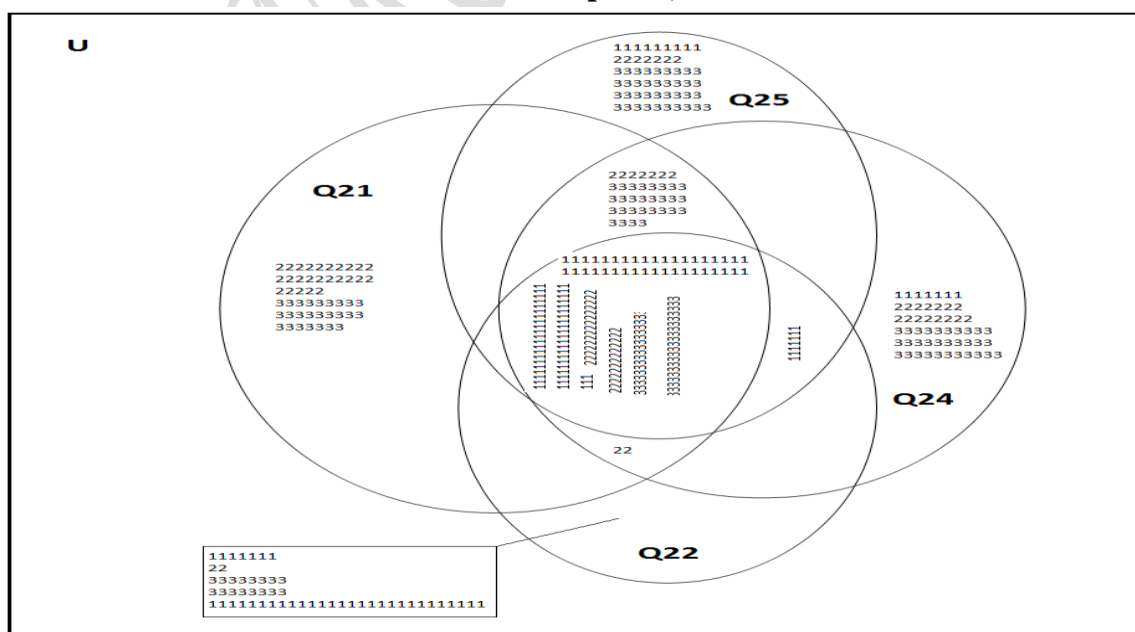**Table 5.1. Fifth theme part 1, Present Era Impacts**

Fig 5.1.   Relationship Regarding Present Era

4.5.2   Impact in future

Questions	Option No 1	Option No 2	Option No 3	Option No 4
Q21	Yes (83) M-34 F-49	No (53) M-22 F-31	To some extent (64) M-19 F-45	
Q22	By using devices for awareness (90) M-36 F-54	By using devices for mobilizing (30) M-11 F-19	By using devices for information (52) M-16 F-36	By using devices to get First Aid (28) M-12 F-16
Q24	Yes (90) M-37 F-53	No (43) M-19 F-24	To some extent (67) M-19 F-48	
Q25	Yes (92) M-36 F-56	No (35) M-17 F-18	Do not know (73) M-22 F-51	

Table 5.2. Fifth theme part 2, Future Era

Fig 5.2. Relationship regarding Future Era impacts

4.5.3   Explanation:

Everything existed in society has both positive and negative impacts and it depends upon the user or observer whether he/she is using or observing that thing in a positive or negative sense. Same in case of ICT's has both positive and negative impacts. The major positive impact of ICT's is access to information. Due to growing rate of internet it is become easier for everyone to get information from Google or internet, by instant messaging, by cell phones or by other modes of communicating devices. A student who needs data on whatever topic can easily search his/her related data by internet or internet and communication technologies. It has also improved the access to quality education by distance learning programs, online reading, multi-media and many other sources and created new online job opportunities. ICT also achieved a great success in discovery of new tools which has positive impact on human resources as in case of photography, by usage of digital cameras it becomes very easier for people to get clean and good results of nay photograph immediately, but in past when there was no availability of ICT's people used to wait for many weeks for their photographs. ICT can provide security in shape of quick response from police or other connected networks, because by cell phones it is easier for the victim to contact police for help. Education and empowerment is the only key point to success and ICT's provides people both in shape of internet by that people have access to know about their basic fundamental rights and can seek quality education by searching on internet about their subject related to their studies. As everything has both positive and negative

impacts, so ICT's also having some negative impacts. One major negative impact of ICT's is job loss for any individual as new office system totally based upon computerized system and many people who have no connection with internet can loss their job because they don't know how to operate this system, rather they become habitual manually and job loss has two major impacts on that individual, loss of economic system in shape of money loss and social consequence or loss of self-esteem in society. Teenagers use to spend much time on ICT'' and thus reduced personal interaction with other members of family or society. Individuals who used to spend more time on internet have reduced their physical abilities and become week physically by continuously sitting on computer or by continuous watching cell phones or television. A person uses more internet for entertainment, job, education and to meet new people. Students who seek help from ICT mostly use internet for their education or study help, while many people use it for the sake of entertainment. Adults who completed their education use internet for seeking jobs or for many other purposes. Progress of any technology depends upon its positive usage. ICT's helps to keep in touch with family, to learn new things or to discover new things about world, gives details about any current issue and avail society with many more benefits. ICT's is a great contribution in the world of technology and brings worlds closer to each other and people uses internet for their personal and public interests. By usage of ICT's, organizations come closer to other world of technology and share their progress and factors which lead them towards progressive level. ICT's help in education by saving money as a big

quantity of money of students spends on buying books but by internet students can get their books easily, by saving time and provide easy access to knowledge. Students uses more internet as they seek help from ICT in their studies, because many students have no access to buy books or notes due to their financial condition so ICT made their problem easy to gain help from internet. Probably the largest effect that ICT use has on society is allowing members of society to have greatly increased access to information. This can have numerous negative effects, such as: causing a digital divide between those who can access information and those who cannot, reducing levels of education and understanding due to the vast amount of incorrect and misleading information that is available causing moral and ethical problems due to the nature of some of the material available. ICT's can enhance health status in rural areas by giving them awareness and by providing them with devices which used to increase health status in rural areas. Rural spheres have no access to ICT and thus are more under developed areas in case of health, education and many more factors. To increase the efficiency of these areas there should be a system of ICT awareness, and to aware people how to use communication devices positively. ICT's can enhance the economic condition of nay person by providing online jobs, multi-media structures and many more systems which individuals can use to enhance their status economically. ICT helps to secure jobs on internet and thus very easier for jobless people to seek job

or their future from ICT to improve their economic condition. It is duty of Government to provide these rural people with basic ICT devices so they should also grow fast to meet or cover the needs of life.   ICT can provide you security in shape of easy access to media, may Government acknowledge the incident; quick response from police. It all depends upon access as if you have access to ICT and knowledge about the usage of these devices then it is very easier for user to use ICT in his/her support or help.

Conclusion

Information communication technology has grown in the past years throughout the world. This global village communicates through different communication devices. As there are different advantages and disadvantages on the E-World the concept arises that if the use of technology is done for the benefits of humans it can be useful in the explained perceptive in this research. The issues that cause a problem are the divides and those stereotypical minds which have yet still caused discrimination between male and female. In this article the study describes how ICT can be useful for females in the rural areas of Pakistan regarding those natural issues of climate changes, Access to education and health. If through any communication device and by having no Gender Digital Division, the problems mentioned can be overcome. Along with this the study also enlightens the barriers from which a Pakistani woman from rural area lacks the facilities and needs of ICT in her male dominated rigid domain.

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