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MEDIA DEPENDENCY DURING INTERNAL MIGRATION: CASE OF INTERNALLY DISPLACED PERSONS IN PAKISTAN

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ARTICLE INFO	ABSTRACT
	Media System Dependency (MSD) theory predicts the tripartite relationship between perceived social change (PSC) during crises, access, and availability of media and dependency on that media. Scholars have used this theory in the situation faced by migrants, but most of such studies in the past have focused on external migrants. There are very few studies focusing on the media use and dependency of internally displaced persons (IDPs) (internal migrants). Therefore, this paper tries to fill this gap by studying the relationship among the three constructs of the dependency theory in the situation of the IDPs displaced from erstwhile FATA of Pakistan. Data were collected using a closed-ended questionnaire. The findings suggested a positive relationship between the three constructs for television, radio, and newspapers. For social media, the relationship is positive when IDPs are interested in content related to home society. In the case of social media use for host society, the relationship was insignificant. **Disciplinary**: Multidisciplinary (Migration and Mobility Studies, Media and Information Technology, Community & Social Change).

1 INTRODUCTION

People use media for information, entertainment, and other needs related to the social surveillance and connectivity (Katz, 1959), due to which they are becoming more and more dependent on media content (Ball-Rokeach & DeFleur, 1976). Researchers have already established that as our use of mass media and level of satisfaction from those uses increases, the dependency on these sources of need satisfaction also increases. Media System Dependency (MSD) theory holds that in societies with a higher concentration of media and drastic social changes, people will depend on media for information and understanding (Ball-Rokeach & DeFleur, 1976; Ball-Rokeach, 1985).

On the other hand, contemporary societies are undergoing constant social and cultural changes. One of the major determinants of societal changes is the migration of people for different reasons from one society or area to another (such as poverty or disaster (Sarker et al. (2020)), due to which societies are becoming increasingly multicultural and multi-ethnic in their composition.

The increasing conflicts around the world, the increased number of refugees, Internally Displaced Persons (IDPs), and asylum seekers had passed 60 million (UNHCR, 2015). Out of which, nearly 38 million were IDPs (internally displaced persons), nearly double the number of cross-border refugees worldwide (Bilak et al., 2015). Pakistan has hosted in the world as one of the highest numbers of IDPs. At the end of 2014, there were nearly 4.1 million IDPs in South Asia, 46 percent of which were in Pakistan, the majority of whom were displaced due to the military operations in the FATA (Federally Administered Tribal Areas) of Pakistan (Bilak et al., 2015). This study focuses on the IDPs displaced from the erstwhile Federally Administered Tribal Areas (FATA); how they perceive the social change that they faced after displacement and the relationship between their perceived social change (PSC), access to media and dependency on the media. This paper studied these relationships under the framework of the mass media dependency model effects developed by Ball-Rokeach and DeFleur (1976).

1.1 BACKGROUND OF STUDY

FATA is comprised of seven districts of Pakistan along Durand Line; the border between Afghanistan and Pakistan. Until recently, these tribal areas were governed though special laws recognized as Frontier Crimes Regulations (FCR) which were presented by the British government. These rules gave FATA a special status of semi-autonomy where the government had little control over the social and civic life of the people of the area. Even after the independence of Pakistan in 1947, the tribal areas were run by the same colonial period laws, which are different from the laws of mainland Pakistan and its constitution. It provides for community councils (local jirgas) and collective responsibilities, which are in contrast to the judicial system of Pakistan and human rights ensured in the constitution of the country. Through the "25th Amendment in the Constitution of Pakistan", areas of FATA were legally merged in the Khyber Pakhtunkhwa (adjacent province) of Pakistan on 31 May 2018 (Noor et al., 2018).

FATA with its 27,224 square kilometers territory is divided into seven (7) tribal agencies, currently known as tribal districts and six frontier regions (Ali, 2018). The seven tribal agencies or districts are Mohmand, Bajaur, Khyber, Kurram, Orakzai, North Waziristan and South Waziristan. The six frontier regions (FR) include FR Peshawar, FR Kohat, FR Bannu, FR Laki Marwat, FR Tank, and FR Dera Ismail Khan (Ullah, 2013). Tribal people are connected and their tribe's men through their traditions and culture (Ali, 2018). Though the tribal culture and society have undergone strong changes due to the displacement, still the culture and traditions play a dynamic role in matters of everyday life. Following the US invasion of Afghanistan against the Taliban after 9/11, the Taliban took refuge in Pakistan tribal areas. The government of Pakistan launched many military operations against the Taliban since 2003 in Tribal areas. These military operations resulted in a widespread exodus of tribal people who mostly took shelter in different parts of mainland Pakistan.

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2 LITERATURE REVIEW

Previous studies on media and migration were mostly focused on media uses by external migrants: people who migrated "from one country to another" country. There are very few studies on the media use and dependency of Internally Displaced persons. A study in Syria found that IDPs "living in refugee camps had the least level of access to all types of media, and the" IDPs living outside the refugee camps in their arrangements had the uppermost access to media, particularly TV, internet and other types of satellite media (Melki & Kozman, 2019). IDP's living in Iraqi camps consider access to communication channels as a key priority to overcome the situation which they were facing after their displacement, but the lack of access to reliable media, particularly the local media like satellite TV and radio, was hindering their ability to cope with the situation (Nilla et al., 2014). The same study by Nilla et al. (2014) found that the Iraqi IDP's living outside camps in 'unfinished buildings, schools, mosques, churches and public spaces' are cut off from the world and their home society due to lack of access to media, and depend on people among host society and other sources of interpersonal communication to know about their host societies and what is happening back at home.

People who are displaced, do not feel disconnected, anymore, from their community due to the availability and access to modern technologies of communication like the Internet and social media, but still, there are people for whom interpersonal communication is difficult with the people of their home community (Bates & Komito, 2012). International Organization for Migration (2012) in its study of Pakistani IDP's concluded that mobile phones, television, and radio are widely used by these IDPs and they found mobile phones particularly useful for accessing information they need. A study by Weiskopf and Kissau (2008) of first-generation Jews migrants from Russia to Israel suggested that the Russian migrants established a new cultural identity for themselves and consider themselves different from the Israelis and this sense of being different do not subside with the time, which negatively affected their contact with the local people. Such migrants became more dependent on the Internet as a means to remain connected with their home Russian society and the like-minded Russians living in Israel (Weiskopf & Kissau, 2008).

In South Africa, Ethiopian migrants did not have regular access to media to contact their home country as they became dependent on South African national media for information and entertainment-related needs (Steeneveldt, 2007). An ethnographic study by Gillespie (1995) of Indians living in London also concluded that the pattern and type of TV viewing of Indian families are related to their level of awareness of cultural changes among themselves and the host society.

Based on the review of previous studies, the research hypotheses are

H#1: IDP's perception of socio-cultural change has a significant relationship with their access to various kinds of media.

H#2: IDP's perception of socio-cultural change has a significant relationship with its dependency on various kinds of media.

H#3: IDP's access to different kinds of media has a significant relationship with their dependency on the media.

2.1　CONCEPTUAL FRAMEWORK

The conceptual framework for the current study is based on the tripartite audience-media-society model of MSD theory. There are three major constructs in this study which are: Perceived socio-cultural change, access to media, and dependency on media.

2.1.1　ACCESS TO MEDIA

MSD theory stresses on number and centrality of media in a society, which, according to the theory, is the combination of the functions' media performs in a society (Ball-Rokeach & DeFleur, 1976). Media acquire power and centrality in society due to its control over those resources, access to which is necessary for individuals and other groups for the attainment of their goals, and in more complex societies with changes in cultures, need of access to mass media resources increases (Ball-Rokeach, 1998).

All the major forms of media (radio, TV, newspapers, social/internet media) are available in Pakistan, indicating higher centrality of media in Pakistani society, but how much access tribal IDPs have to these media is an important question. Therefore, in this study, the concept of Media Access means access of IDPs to the mainstream as well as regional media (Pashto language television channels, radio, and newspaper) and the internet and social media.

2.1.2　PERCEIVED SOCIO-CULTURAL CHANGE (PSC)

Apart from media centrality, and individuals' access to it, Ball-Rokeach and DeFleur (1976) identified "the degree of change and conflict in the society" as another condition which can increase individuals' media system dependency. The current study will conceptualize the conflict in the society and degree of change as it is perceived by the tribal IDP's after their displacement.

2.1.3　MEDIA DEPENDENCY

Media-system dependency has been "defined as a relationship in which" individuals, for the satisfaction of their needs, are 'contingent' upon media resources (Ball-Rokeach, 1985). Media dependency "relations at micro-level vary according to the intensity of the dependency" relations (Ball-Rokeach, 1998; Jackob, 2010). Therefore, in the context of this study media dependency is conceptually defined as the intensity of the relationship between the needs of tribal IDPs and mass media resources (mainstream media, regional media, and Social media).

3　RESEARCH DESIGN

This study adopted a survey method research with a cross-sectional research design. In this design, quantitative data is collected at one point in time. A closed-ended questionnaire was prepared through which the data was collected from the selected sample of IDPs. This data was collected from 1 September to 25 November 2019.

3.1　POPULATION AND UNIT OF ANALYSIS

The tribal IDPs who left their homes and are living in different settled areas of Pakistan due to military actions in tribal areas comprise the population for this research study. Individual IDP is the unit of analysis in this study. Initially, residents of seven tribal agencies (Bajaur, Kurram, Khyber, Mohmand, Orakzai, South Waziristan Agency, and North Waziristan Agency) and one Frontier

Region (FR Tank) were displaced (FDMA, 2016). Till 12th January 2017, 232,202 IDP families in Pakistan have been returned, while 71,969 were remaining (Ocha, 2017). Media reports suggested that many IDPs came back from tribal areas due to a lack of facilities in their home towns.

3.2 SAMPLING

This study used a purposive sampling method. The researcher collected data from individuals at the refugee camps established at Jalozai and Togh Sarai in Peshawar division and Baka Khel in the Bannu district of KPK and also from the registration centers established for the IDPs from South Waziristan in Dera Ismail Khan and Tank districts of KPK.

For a population higher than 5,000, a sample size of 400 is sufficient (Gay, 2003). For quantitative data, this study initially distributed 800 questionnaires. After screening and cleaning the data, 722 questionnaires remained which form the final sample size of this study.

3.3 MEASUREMENT TOOL

The data was collected through a questionnaire adapted from (Adoni et al., 2006) with certain changes. The questionnaire included questions to measure the constructs of the study.

3.4 VALIDITY AND RELIABILITY

Initially, the tool was analyzed by ten (10) faculty members of Media Studies departments in Khushal Khan University Karak, Gomal University Dera Ismail Khan, and Kohat University of Science and Technology. The faculty members were asked to analyze the face validity of the questionnaire. Questions accepted were included for further pretesting as it is. Questions with the option of accepting changes were modified as indicated by the faculty members.

For analyzing the internal reliability of constructs, the study used Cronbach's Alpha. As a general rule of thumb, studies mostly consider "Cronbach's Alpha higher than 0.7" as acceptable. All the results of Cronbach's Alpha are above acceptable range (see Table 1). The questionnaire was distributed among 300 respondents selected from tribal IDPs.

Table 1: Reliability of Constructs using Cronbach's Alpha (n = 300).

No	Constructs	No. of items	Cronbach's Alpha
1	Perceived socio-cultural change (PSC)	6	0.82
2	Access to media	7	0.80
3	Dependency on regional newspapers	5	0.96
4	Dependency on Pashto language TV channels	5	0.89
5	Dependency on Pashto language radio	5	0.94
6	Dependency on regional media	15	0.95
7	Dependency on National Urdu language newspapers	5	0.91
8	Dependency on Urdu language TV channels	5	0.89
9	Dependency on Urdu language radio channels	5	0.94
10	Dependency on mainstream media	15	0.93
11	Dependency on social media for home society related issues	7	0.94
12	Dependency on social media for host society related issues	7	0.81

4 DATA ANALYSIS

Spearman rho correlation test was used to measure the relationship between all three variables: access to media, PSC, and dependency on media. Significance level α = 0.05, the outcomes are

offered in Tables 2, 3, 4.

Table 2: Correlation between PSC and Access to Media (p-values are in parentheses) (N = 722).

PSC	IDPs Access to various types of Media							
	Overall access	Regional Newspapers	Urdu newspapers	Pashto-TV channels	Urdu-TV channels	Pashto radio	Urdu radio	Social Media
Overall PSC	.38 (<.001)	.37 (<.001)	.10 (.007)	.20 (<.001)	.30 (<.001)	.28 (<.001)	.27 (<.001)	.12 (.001)
In language	.41 (<.001)	.48 (<.001)	.17 (<.001)	.27 (<.001)	.31 (<.001)	.23 (<.001)	.25 (<.001)	.12 (.001)
In social gatherings	.29 (<.001)	.30 (<.001)	.15 (<.001)	.13 (<.001)	.33 (<.001)	.19 (<.001)	.16 (<.001)	.06 (.085)
In the Legal system	.13 (.001)	.18 (<.001)	.01 (.764)	.20 (<.001)	.15 (<.001)	.33 (<.001)	-.03 (.474)	-.03 (.456)
In food	.28 (<.001)	.29 (<.001)	-.03 (.370)	.08 (.037)	.35 (<.001)	.32 (<.001)	.17 (<.001)	.14 (<.001)
In ways of interaction	.12 (.002)	.07 (.059)	-.20 (<.001)	-.19 (<.001)	.14 (<.001)	.06 (.090)	.22 (<.001)	.08 (.032)
In-home environment	.33 (<.001)	.25 (<.001)	.08 (.026)	.17 (<.001)	.15 (<.001)	.20 (<.001)	.37 (<.001)	.11 (.002)

Table 2 shows that the relationship of overall access to media is statistically significant with the overall PSC (r=.38; p-value less than 0.001) and also with all the attributes of PSC. The relationship is higher with the perceived change in language (r=.41; p-value less than 0.001) than the other attributes of PSC. Similarly, overall PSC has a strong correlation with IDPs access to various types of media. These findings accept the research hypothesis H#1 that IDP's perception of socio-cultural change has a significant relationship with their access to various kinds of media. Perceived change in language and the in-home environment has a significant positive connection with access to all types of media. Perceived change in the social gathering has a significant positive association with access to all media except with access to social media. PSC has a significant relationship with access to regional newspapers (r=.18), regional TV channels (r=.20), national Urdu TV channels (r=.15) and with regional radio (r=.33). PSC in the legal system has no significant relationship with access to national newspapers, national radio, and social media. PSC in food is statistically significant with access to all forms of media except national newspapers. PSC regarding ways of interaction has a significant relationship with access to all types of media except regional newspapers and regional radio.

Table 3: Correlation between PSC and Dependency on Media
(n = 722; p-values are in parentheses).

Dependency on	M	SD	PSC
Regional Media	2.94	1.23	.28 (<.001)
Regional Newspapers	2.62	1.57	.20 (<.001)
Pashto Language TV channels	3.09	1.28	.29 (<.001)
Pashto Language Radio	3.12	1.43	.23 (<.001)
Urdu Language Media	3.00	1.17	.36 (<.001)
Mainstream Newspapers	3.21	1.36	.22 (<.001)
Urdu Language TV channels	3.14	1.35	.45 (<.001)
Urdu Language Radio	2.66	1.48	.25 (<.001)
Social Media for Home society related issues	3.55	1.30	.20 (<.001)
Social Media for Host society related issues	3.46	1.22	.02 (.633)

Table 3 shows that the relationship of PSC is statistically significant with the dependency of IDPs on all kinds of media except for social media when it is used for host society related issues.

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The relationship of PSC is higher with dependency on Urdu language TV channels (r=.45; p<.05) than the dependency of IDPs on other forms of media. These findings partially support the research hypothesis H#2 except for dependency on social media for host society related issues.

Table 4: Correlation between Access to Media and Dependency on Media (N = 722).

Media Dependency on	Access to Media							
	Overall Access to Media	Regional newspapers	National newspapers	Pashto TV channels	Urdu TV channels	Pashto Radio	Urdu radio	Social media
Regional Media	.30 (<.001)	.55 (<.001)	.10 (.007)	.20 (<.001)	.15 (<.001)	.21 (<.001)	.26 (<.001)	-.04 (.251)
Regional Newspapers	.30 (<.001)	.54 (<.001)	.08 (.025)	.23 (<.001)	.16 (<.001)	.20 (<.001)	.23 (<.001)	-.03 (.497)
Pashto TV channels	.35 (<.001)	.46 (<.001)	.11 (.002)	.16 (<.001)	.14 (<.001)	.20 (<.001)	.37 (<.001)	.07 (.050)
Pashto Radio	.13 (.001)	.38 (<.001)	.05 (.178)	.14 (<.001)	.02 (.618)	.11 (.003)	.05 (.168)	-.16 (<.001)
Urdu Language Media	.58 (<.001)	.58 (<.001)	.34 (<.001)	.36 (<.001)	.31 (<.001)	.26 (<.001)	.54 (<.001)	.25 (<.001)
Mainstream Newspapers	.35 (<.001)	.38 (<.001)	.15 (<.001)	.14 (<.001)	.13 (.001)	.10 (.006)	.41 (<.001)	.14 (<.001)
National TV channels	.57 (<.001)	.54 (<.001)	.34 (<.001)	.40 (<.001)	.30 (<.001)	.31 (<.001)	.49 (<.001)	.24 (<.001)
Urdu Language Radio	.57 (<.001)	.56 (<.001)	.37 (<.001)	.41 (<.001)	.35 (<.001)	.27 (<.001)	.46 (<.001)	.27 (<.001)
Social Media for Home society related issues	.13 (.001)	.18 (<.001)	.06 (.117)	-.02 (.644)	-.12 (.001)	-.11 (.002)	.32 (<.001)	-.03 (.370)
Social Media for Host society related issues	-.04 (.246)	-.08 (.042)	-.05 (.158)	-.24 (<.001)	-.16 (<.001)	-.19 (<.001)	.20 (<.001)	-.01 (.790)

Table 4 shows that the relationship of overall access to media is statistically significant with the dependency of IDPs on all kinds of media except for social media when it is used for host society related issues. The relationship of overall access to media is higher with dependency on Urdu language media (r=.58; p-value less than 0.001) than the dependency of IDPs on regional media and social media. Among the Urdu language media, the relationship of access to media is high for Urdu language TV channels (r=.57; p-value less than 0.001) and also with Urdu language radio (r=.57; p-value less than 0.001). These findings partially support the research H#3 except for dependency on social media for host society related issues. The relationship between access of IDPs to a particular media and their dependency on that media is also statistically significant, except for social media. The relationship of access to social media is not significant with dependency on social media for home society as well as for host society related issues. The relationship between access to traditional media (both regional and mainstream) has a mostly negative relationship with dependency on social media for either home society related issues or host society related issues. The relationship of regional newspapers and Urdu language radio is positive with dependency on social

media for home society related issues. While only access to Urdu language radio has a positive relationship with social media for host society related issues.

5 DISCUSSION

This study found mixed results, suggesting that IDPs who use mainstream and regional media can develop a dependency on that media, but did not found the same results for social media. Some scholars argue that trust is important for dependency on media (Jackob, 2010; Melki & Kozman, 2019) and that people who trust alternative sources of information (other than media) can have less or no dependency on media content (Jackob, 2010). IDPs using social media might have trust issues which might lead them to lower dependency. The media "system dependency theory" suggests that during a crisis, people rely on media that they are familiar with (Cheng et al., 2015). The same doubts were raised by Cassar et al. (2016) who argued that migrants may view online information as unreliable because they might not consider social media as the right source for such information.

IDPs are the vulnerable segment of society, who depends on various sources of communication. It is necessary to use the right medium to reach the IDPs and help them in adjusting to the new realities. The youth can be reached over platforms of social media, but the majority of the population of IDPs prefers using traditional media sources like television and radio. Therefore, government agencies and NGOs who are working to integrate these IDPs should also use traditional media sources for communicating with them. The researcher realized that studies about the relationship between media and internally displaced persons are scarce. The majority of the literature about media and migration have focused on external migrants. Future studies can focus on the dependency of internal migrants on various types of media and how this dependency leads to socio-cultural changes.

6 CONCLUSION

People, who perceive a higher level of socio-cultural change after displacement, have also higher level of access to different types of media, and have a higher level of dependency on all "types of traditional media" and also on social media when it used for issues related to home society. Similarly, IDPs with a higher level of access to different types of media have a higher level of dependency on traditional media and have no significant dependency on social media. IDPs' PSC after displacement, do not depend on social media for host society related issues. Among the traditional media, IDPs with a higher level of PSC depend more on Urdu language TV channels than other forms of traditional media. Concerning social media, displaced persons who perceived socio-cultural change have no significant dependency on social media for host society related issues. Internally displaced persons with a higher level of access to Urdu language media develop a higher level of dependency on that media but the same cannot be said for people who have access to regional Pashto language media or social media.

Particularly, those IDPs who perceive a higher level of change or difference in the language of the host community and home environment can have increased access and use of media. IDPs, who perceive a change in a social gathering in the host community, can have a higher level of access to traditional media but lower access to social media. Those who perceive a change in the legal system

tend to use regional media more frequently than the national and social media. Similarly, IDPs who perceive a change in food and ways of interaction in the host society might use electronic media more often than print media. Those who have higher access to traditional electronic media both mainstream, as well as regional, have a lower level of dependency on social media. These findings can also suggest that internally displaced people, who are more dependent on social media for either purpose, their access for traditional media decreases. These findings also suggest that with the increase in IDPs' access to a particular media, their dependency on that media will also increase.

7 AVAILABILITY OF DATA AND MATERIAL
Data can be made available by contacting the corresponding author.

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