

# USE OF DIGITAL MEDIA BY UNIVERSITY TEACHERS



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MS in Media Studies

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*I dedicate my research thesis to my late mother Mrs. Khalida Hameed, whose motivation, guidance, moral, spiritual and emotional support have always been a source of inspiration in my entire life. Rest in Peace Ammi Jan!*

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## **Abstract**

The main purpose of this study was to analyse the usage and role of Digital Media i.e. Facebook, Twitter, WhatsApp, Documentaries, Research Tools, Google Classrooms, TED Talks etc. in universities of Pakistan. . The study analyzed quantitatively the data obtained from 400 teachers from four different leading universities, Bahria University Islamabad, International Islamic University Islamabad, University of Engineering and Technology, and University of the Punjab, Lahore. This study examines the extent to which digital media has revolutionized the pedagogy in terms of equipping teachers with a variety of tools. Thus, there was a significant relationship found between the “criterion variable” “students motivation” and the predictors, i.e.; Lecture preparation by teachers using digital media, use of media to provide Supplementary material and reading research using digital media .The study emphasized on the positive impacts of use of Digital Media by University Teachers on students’ motivation and learning. The use of Digital Media has always been helpful in inducing constructive learning methodologies among students for the better understanding towards their conceptual knowledge. Also, it facilitates the teachers in lecture preparation, communication and research techniques.

***Keywords:*** *Pedagogy, Digital Media, Documentaries, Facebook. Twitter, Pakistan, Conceptual Knowledge.*