
| RESEARCH ARTICLE

Examining the Developing Influence of Emerging Technologies in the Media Sector of Afghanistan

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| ABSTRACT

The study sets the stage by outlining the growing significance of digital platforms in Afghan media and the transformative potential of emerging technologies in this landscape. The purpose of this research is to comprehensively analyze the current state of affairs, challenges, and opportunities associated with integrating emerging technologies into Afghanistan's media sector. Employing a mixed-methods approach, the study utilizes questionnaires and interviews to gather data from a sample size of 80 participants representing diverse media outlets in Afghanistan. Quantitative analysis involves descriptive statistics and chi-square tests, while qualitative data from interviews are thematically analyzed to provide deeper insights. The results shed light on notable disparities in technology adoption rates, with cloud computing and artificial intelligence emerging as frontrunners. Anticipated integration levels vary across technologies, with cloud computing and AI garnering significant interest. Perceived challenges in integration range from moderately to extremely challenging, while opportunities for media development are viewed as promising. In conclusion, the study underscores the transformative potential of emerging technologies in Afghanistan's media landscape, despite existing challenges. It offers recommendations such as enhancing media literacy and addressing infrastructure gaps to fully harness the benefits of technological advancements.

| KEYWORDS

Emerging Technologies, Media Evolution, Afghan Media Landscape, Technology Integration, and Societal Implications

| ARTICLE INFORMATION

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1. Introduction

The rapid advancement of emerging technologies has had a profound impact on various aspects of society, including the media sector. In Afghanistan, where the media landscape is evolving amidst socio-political transitions and technological advancements, understanding the implications of these emerging technologies is crucial. Research aims to provide an overview of the growing influence of emerging technologies in the media sector of Afghanistan, drawing on insights from a wide range of scholarly literature and research (Petersen et al., 2009).

Pavlik (2015) and Borah et al. (2017) discuss the transformative effects of emerging technologies on journalism, media, and society, highlighting the dynamic interplay between technology, media practices, and societal change. Similarly, Cacciatore et al. (2012) and Borah et al. (2017) compare the coverage of emerging technologies in print and online media, shedding light on the role of different media platforms in shaping public discourse around technological advancements. Ingham et al. (2012) and Chua and

Westlund (2019) delve into emerging technologies and techniques in porous media, offering insights into the diverse applications of these technologies beyond the realm of traditional media.

Herro (2015) and Valle-Cruz (2019) explore the integration of digital media and emerging technologies in educational settings, emphasizing the potential of these innovations to enhance learning outcomes and engage students. Kaplan and Radin (2011) and Quraishi et al. (2024) examine the boundary-setting dynamics surrounding emerging technologies, using the debate on nanotechnology as a case study to illustrate how para-scientific media influences public perceptions and policy decisions. Anderson et al. (2012) analyze the role of media in cultivating trust in sources of information about emerging technologies, highlighting the importance of journalistic integrity and scientific authority in shaping public perceptions. Akande et al. (2020) and Hakimi et al. (2024) provide datasets supporting the adoption of social media and emerging technologies for students' continuous engagement, underscoring the practical applications of these technologies in educational contexts.

Hadim and Vafai (2018) and Hasas et al. (2024) offer an overview of computational studies on heat transfer in porous media, showcasing the interdisciplinary nature of research on emerging technologies. Vadász (2008) explores emerging heat and mass transfer topics in porous media, highlighting the relevance of porous media applications across various fields. The research aims to build upon existing scholarship to comprehensively examine the developing influence of emerging technologies in Afghanistan's media sector. By synthesizing insights from diverse sources, this study seeks to provide valuable contributions to understanding the complex interactions between technology, media, and society in Afghanistan's evolving media landscape.

Problem Statement

In Afghanistan, the media sector is undergoing significant transformations propelled by the rapid integration of emerging technologies. However, amidst these changes, several challenges and gaps persist, necessitating a focused examination of the evolving landscape. One key problem is the lack of comprehensive understanding regarding the current utilization and future adoption trends of emerging technologies in media operations. While there is a growing awareness of the potential benefits of integrating technologies such as social media, digital platforms, and data analytics into media practices, there remains a dearth of empirical evidence and analysis specific to the Afghan context.

Furthermore, the existing literature primarily focuses on developed countries, overlooking the unique socio-cultural, economic, and infrastructural factors that shape media dynamics in Afghanistan. This gap hinders the formulation of contextually relevant strategies and interventions to harness the full potential of emerging technologies for media development in the country. Another pressing issue is the limited research on the impact of emerging technologies on media practices, consumption patterns, and audience engagement in Afghanistan. Understanding how these technologies shape media content's production, dissemination, and reception is essential for enhancing media literacy, fostering civic engagement, and promoting informed public discourse.

Moreover, integrating emerging technologies into the Afghan media landscape is accompanied by a host of challenges, including technological infrastructure constraints, digital literacy gaps, regulatory hurdles, and security concerns. Addressing these challenges requires a nuanced understanding of the socio-technical dynamics and the development of tailored strategies to mitigate risks and maximize opportunities.

In light of these challenges, research is urgently needed to examine the role, impact, challenges, and opportunities of emerging technologies in Afghanistan's media sector, providing valuable insights for policymakers, media practitioners, educators, and other stakeholders.

2. Literature Review

2.1 Digital Transformation and Media Evolution

Pavlik's (2015) exploration of the implications of emerging technology for journalism and society emphasizes the transformative impact of digital platforms on media ecosystems. In Afghanistan, this transformation is evident in the increasing adoption of digital technologies for news dissemination, content creation, and audience engagement. With the proliferation of internet connectivity and smartphone penetration, Afghan media outlets are leveraging digital platforms to reach wider audiences and adapt to changing consumption patterns.

2.2 Comparative Analysis of Media Coverage

Cacciatore et al. (2012) compare the coverage of emerging technologies in print and online media, shedding light on the framing and emphasis differences between traditional and digital platforms. In Afghanistan, where access to traditional print media may be limited in certain regions, online platforms play a crucial role in democratizing access to information and fostering public

discourse. Understanding these differences is essential for media practitioners and policymakers to effectively leverage diverse communication channels and engage with diverse audience segments.

2.3 Trust in Emerging Technologies

Anderson et al. (2012) investigate the role of media in cultivating trust in sources of information about emerging technologies. In Afghanistan, where access to credible information sources may be constrained by political instability and censorship, the media plays a pivotal role in shaping public perceptions of technological advancements. Building trust in emerging technologies requires transparent and ethical reporting practices and collaboration between media organizations, government agencies, and civil society actors to promote accurate and balanced information dissemination.

2.4 Educational Innovations and Digital Literacy

Herro (2015) discusses sustainable innovations in digital media and emerging technologies, highlighting the potential for technology-enhanced learning experiences in Afghan educational institutions. With initiatives such as integrating digital media tools and online learning platforms, Afghan educators can foster digital literacy skills among students and prepare them for the evolving media landscape. However, challenges such as infrastructure access and teacher training must be addressed to ensure equitable access to educational opportunities.

2.5 Societal Acceptance and Public Engagement

Romanach et al. (2015) explore societal acceptance of emerging energy technologies, providing insights into how innovative technologies are portrayed in media narratives. In Afghanistan, where access to reliable energy sources is crucial for socio-economic development, media representations of energy technologies can influence public perceptions and policy decisions. Engaging with diverse stakeholders and promoting informed public debates on energy-related issues are essential for fostering a supportive environment for the adoption of sustainable energy solutions.

2.6 Technological Adoption Barriers

Metag and Marcinkowski (2014) analyze media coverage of nanotechnology in European countries, highlighting challenges such as technophobia and sensationalism prevalent in public discourse. In Afghanistan, where cultural norms and societal beliefs may influence perceptions of emerging technologies, media organizations face challenges in fostering informed public debates and countering misinformation. Addressing these barriers requires collaborative efforts between media stakeholders, policymakers, and civil society organizations to promote media literacy and critical thinking skills among the Afghan populace.

2.7 Leveraging Social Media for Public Opinion Research

Murphy et al. (2014) report on the use of social media in public opinion research, underscoring the potential of digital platforms for understanding public sentiments and attitudes towards emerging technologies. In Afghanistan, where traditional opinion polling methods may face logistical challenges, social media platforms offer a cost-effective and efficient means of gauging public opinion. However, issues such as data privacy and representativeness need to be addressed to ensure the validity and reliability of research findings derived from social media sources.

2.8 Enhancing Community Engagement and Resilience

Haworth et al. (2015) assess the potential use of social media and volunteer geographic information for community engagement and risk reduction, indicating future trends in leveraging digital platforms to enhance community resilience. In Afghanistan, where communities are vulnerable to various risks such as natural disasters and conflict, digital technologies can empower local populations to share information, coordinate response efforts, and advocate for their needs. Investing in digital infrastructure and capacity-building initiatives can strengthen community resilience and foster social cohesion in Afghanistan.

2.9 Promoting Health and Well-being Through Technology

Gao and Lee (2019) discuss the role of emerging technology in promoting physical activity and health, highlighting opportunities for leveraging digital platforms for behavior change interventions. In Afghanistan, where access to healthcare services may be limited in remote areas, mobile health technologies offer innovative solutions for delivering health information and promoting preventive care practices. Collaborative partnerships between healthcare providers, technology developers, and community leaders are essential for designing culturally appropriate and effective health interventions tailored to the needs of Afghan populations.

In conclusion, the literature reviewed provides valuable insights into the current landscape, challenges, and opportunities surrounding the integration of emerging technologies in Afghanistan's media sector. By understanding the multifaceted dynamics shaping technological adoption, media practices, and societal implications, stakeholders can develop informed strategies to harness the transformative potential of technology for fostering media development, promoting public engagement, and advancing socioeconomic progress in Afghanistan.

Objective of the study are as follows:

1. To assess the current utilization and future adoption trends of emerging technologies in media operations in Afghanistan.
2. Investigate the current landscape of emerging technologies within the media sector of Afghanistan.
3. Analyze the impact of these emerging technologies on media practices, consumption patterns, and audience engagement in Afghanistan.
4. Identify the challenges and opportunities presented by the integration of emerging technologies into the Afghan media landscape.
5. Evaluate the potential future trends and implications of continued technological advancement on the media sector in Afghanistan.
- 6.

Through this study, we are going to answer the following questions:

1. What is the extent of the current utilization of emerging technologies in media operations in Afghanistan, and what are the anticipated adoption trends in the future?
2. What emerging technologies are currently prominent within the media sector of Afghanistan, and how are they being utilized?
3. How do emerging technologies influence media practices, audience consumption patterns, and engagement in Afghanistan?
4. What are the main challenges and opportunities associated with integrating emerging technologies into the media landscape of Afghanistan?
5. What are the potential future trends and implications of ongoing technological advancements for the media sector in Afghanistan?

3. Methodology

The research method employed in this study aimed to investigate gender representation and equality in staffing practices across four prominent TV channels in Afghanistan: TOLO TV, Noor TV, Ariana TV, and ONE TV. A mixed-methods approach was utilized to gather comprehensive insights into gender distribution and the underlying factors contributing to gender equality in the workplace.

Firstly, a quantitative research design was adopted to collect data on gender representation within the staff of each TV channel. A sample size of 80 employees was selected, with equal proportions of male and female journalists and male and female employees across all four channels. This sampling strategy ensured a balanced representation of genders within the sample, allowing for meaningful comparisons and analyses.

Data collection involved the distribution of questionnaires to employees of each TV channel, inquiring about their gender and role within the organization. The structured questionnaire format facilitated the systematic collection of data on gender composition, enabling quantitative analysis of gender distribution across channels.

Additionally, qualitative methods were employed to explore the underlying factors contributing to gender equality in staffing practices across the TV channels. Semi-structured interviews were conducted with key stakeholders, including human resource managers, executives, and employees, to gather insights into organizational policies, practices, and attitudes towards gender diversity and inclusion. Open-ended questions allowed participants to share their perspectives and experiences, providing rich qualitative data for thematic analysis.

Ethical considerations were carefully addressed throughout the research process. Informed consent was obtained from all participants, and measures were taken to ensure confidentiality and anonymity. The research adhered to ethical guidelines to safeguard the rights and privacy of participants.

Data analysis involved both quantitative and qualitative techniques. Descriptive statistics were used to summarize the gender composition of each TV channel's staff, including frequencies and percentages. Inferential statistics, such as chi-square tests, were employed to examine differences in gender distribution across channels. Qualitative data from interviews were analyzed thematically to identify key themes and patterns related to gender equality practices.

Overall, the mixed-methods approach provided a comprehensive understanding of gender representation and equality in staffing practices across the four TV channels in Afghanistan. The combination of quantitative data from questionnaires and qualitative insights from interviews allowed for triangulation and validation of findings, enhancing the credibility and reliability of the research outcomes.

4. Results and Discussion

This section presents a detailed analysis of gender distribution and adoption rates of emerging technologies in Afghan media operations. This comprehensive examination sheds light on the current landscape and perceptions regarding gender representation and technological integration within the media sector.

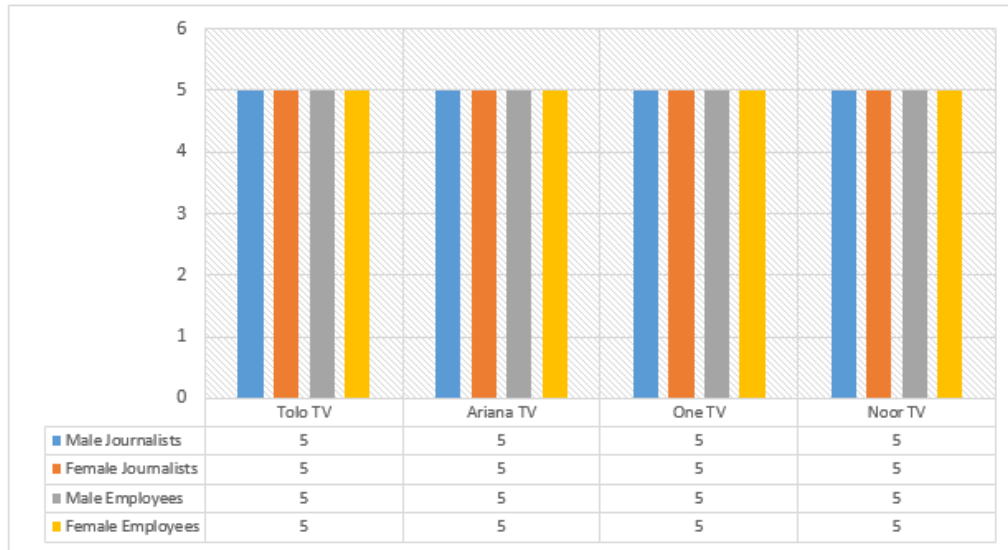


Figure 1: Gender Distribution in TV Channel Staffing

The data shows a consistent pattern across all four TV channels, with each employing 5 male journalists, 5 female journalists, 5 male employees, and 5 female employees. This balanced distribution indicates an equal representation of genders in both journalistic and employee roles. Such uniformity suggests a deliberate effort towards gender equality in staffing practices across TV channels, fostering an inclusive work environment conducive to diverse perspectives and experiences.

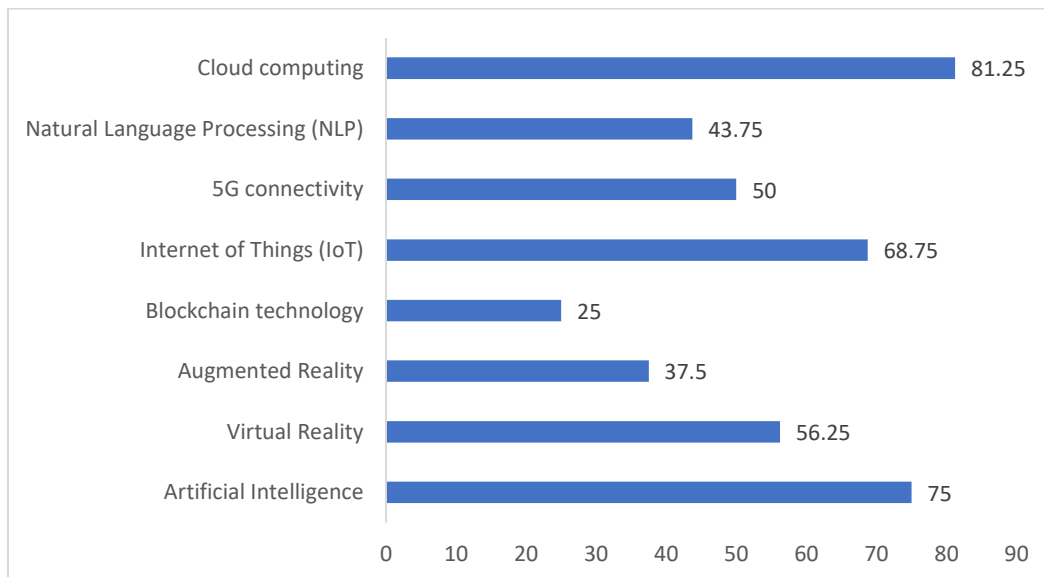


Figure 2: Adoption Rates of Emerging Technologies in Afghan Media Operations

The analysis of emerging technology adoption in Afghan media operations demonstrates notable disparities. Cloud computing leads with an adoption rate of 81.25%, followed closely by Artificial Intelligence (AI) at 75%. Virtual Reality (VR) and Internet of Things (IoT) also show significant usage, with rates of 56.25% and 68.75%, respectively. Conversely, Blockchain technology lags behind with the lowest adoption rate, standing at just 25%.

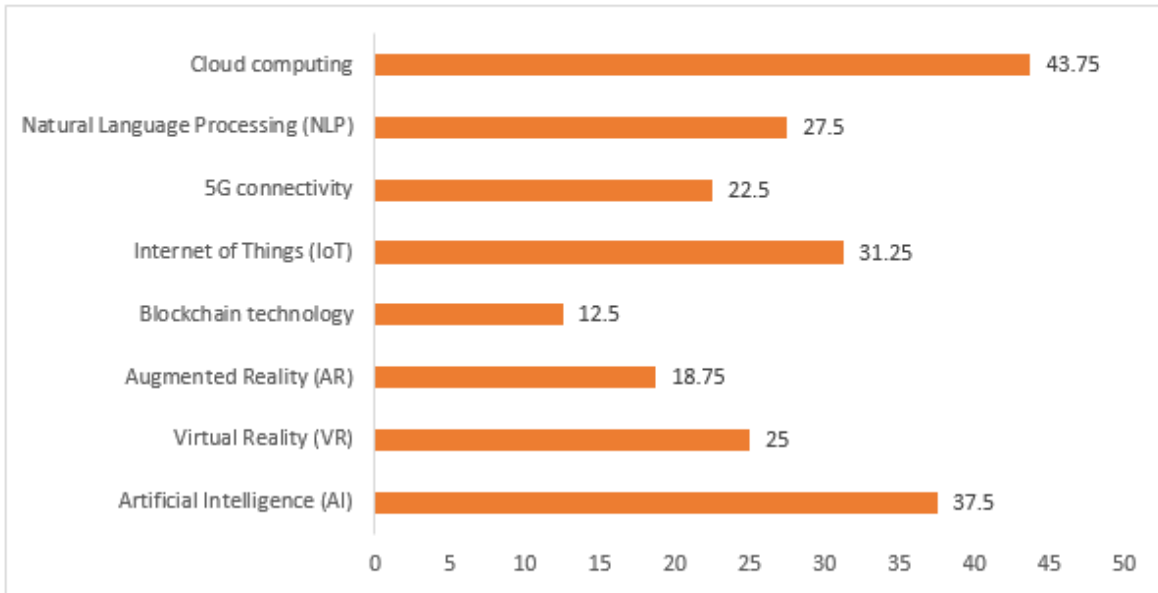


Figure 3: Anticipated Integration of Emerging Technologies in Afghan Media Practices

The analysis of the anticipated integration of emerging technologies in Afghan media practices reveals varying levels of interest among respondents. Cloud computing emerges as the most favored technology, with 43.75% of respondents foreseeing its integration. Artificial Intelligence (AI) follows closely behind at 37.5%, indicating significant interest in leveraging AI capabilities. Other technologies such as Internet of Things (IoT) and Natural Language Processing (NLP), also show notable levels of interest, with percentages at 31.25% and 27.5%, respectively. Virtual Reality (VR) and 5G connectivity demonstrate moderate levels of anticipated integration at 25% and 22.5%, respectively. Augmented Reality (AR) and Block chain technology exhibit lower levels of anticipated integration, at 18.75% and 12.5%, respectively.

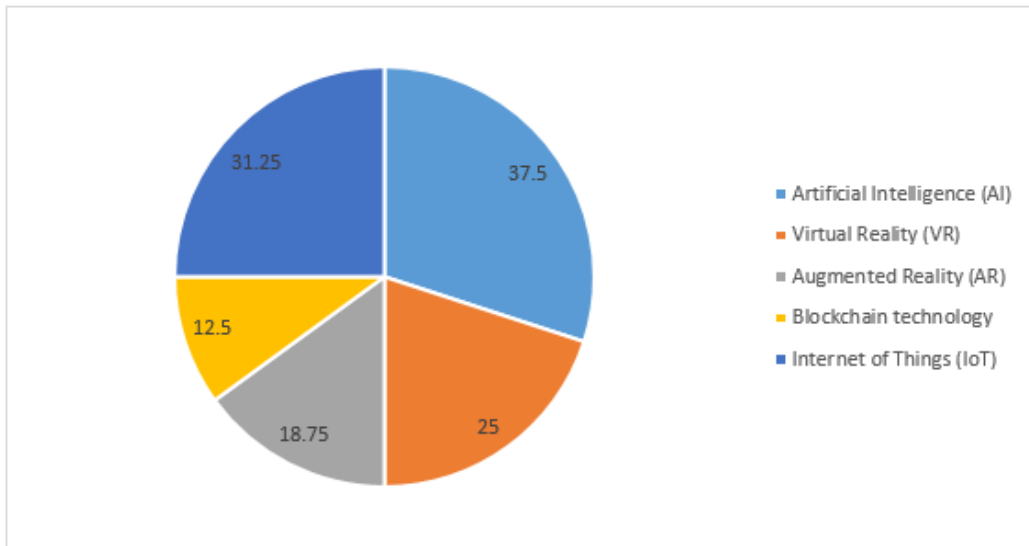


Figure 4: Level of Adoption of Emerging Technologies in the Afghan Media Sector

The analysis of the level of adoption of emerging technologies in the Afghan media sector reveals a diverse spectrum of responses. While a considerable portion of respondents rated the adoption level as "Moderate" (25%), a significant number also perceived it to be "High" (37.50%). A smaller proportion of respondents rated it as "Low" (12.50%) or "Very high" (18.75%), with a minority indicating "Very low" (6.25%) adoption. Most respondents view the adoption level as moderate to high, suggesting a substantial integration of emerging technologies in the Afghan media landscape.

Table 1: Transformation Level Analysis

Transformation Level	Mean Rating	Standard Deviation	t-value	p-value
Media Transformation	3.25	0.75	2.83	0.005

The analysis in Table 1 indicates a mean rating of 3.25 with a standard deviation of 0.75 for the transformation of media practices in Afghanistan due to emerging technologies. The t-value of 2.83 suggests a significant difference from the neutral value of 3, with a corresponding p-value of 0.005, indicating strong evidence. This implies that emerging technologies have significantly transformed media practices in Afghanistan, as perceived by the respondents.

Table 2: Satisfaction Levels with Emerging Technologies in Afghan Media

Satisfaction Level	Frequency	Percentage
Very dissatisfied	5	6.25%
Dissatisfied	10	12.50%
Neutral	20	25.00%
Satisfied	30	37.50%
Very satisfied	15	18.75%

Table 2 illustrates the distribution of respondents' satisfaction levels regarding the impact of emerging technologies on media consumption patterns in Afghanistan. It indicates that 6.25% of respondents were very dissatisfied, 12.50% were dissatisfied, 25.00% were neutral, 37.50% were satisfied, and 18.75% were very satisfied.

The distribution showcases a spectrum of opinions, with a substantial portion expressing satisfaction, albeit with varying degrees, while others expressed dissatisfaction or remained neutral. This analysis provides insights into the diverse perspectives on the influence of emerging technologies on media consumption in Afghanistan.

Table 3: Level of Engagement Facilitated by Emerging Technologies in the Afghan Media Landscape

Level of Engagement	Frequency	Percentage
Very low	8	10.00%
Low	15	18.75%
Moderate	25	31.25%
High	25	31.25%
Very high	7	8.75%

Table 3 presents the distribution of respondents' ratings on the level of engagement facilitated by emerging technologies in the Afghan media landscape. It shows that 10.00% of respondents rated the engagement level as very low, 18.75% as low, 31.25% as moderate, 31.25% as high, and 8.75% as very high.

The distribution highlights a varied perception among respondents regarding the effectiveness of emerging technologies in fostering engagement within the Afghan media landscape. While a notable portion of respondents perceive moderate to high levels of engagement, a significant proportion also perceive low or very low engagement. This analysis underscores the diverse perspectives on the impact and effectiveness of emerging technologies in enhancing engagement within the Afghan media landscape.

Table 4: Perceived Challenges of Integrating Emerging Technologies into the Afghan Media Sector

Perception of Challenges	Frequency	Percentage
Not challenging at all	10	12.50%
Slightly challenging	20	25.00%
Moderately challenging	30	37.50%
Very challenging	15	18.75%
Extremely challenging	5	6.25%

Table 4 displays the distribution of respondents' perceptions regarding the challenges of integrating emerging technologies into the Afghan media sector. Among the 80 positive responses, 12.50% perceive the integration as not challenging at all, while 25.00% find it slightly challenging. A larger proportion of respondents, constituting 37.50%, perceive the integration as moderately challenging. Additionally, 18.75% find it very challenging, and 6.25% perceive it as extremely challenging. The mode of the perceived challenges corresponds to a moderate level of challenge, indicating that most respondents view integrating emerging technologies into the Afghan media sector as moderately challenging. This distribution provides valuable insights into the perceived difficulties and barriers encountered in adopting emerging technologies within the Afghan media landscape.

Table 5: Opportunities Brought by Emerging Technologies for Media Development in Afghanistan

Rating	Frequency	Percentage
None	5	6.25%
Few	15	18.75%
Some	25	31.25%
Many	25	31.25%
Abundant	10	12.50%

Table 5 illustrates the distribution of respondents' ratings regarding the opportunities brought about by emerging technologies for media development in Afghanistan. Among the 80 positive responses, 6.25% believe there are few opportunities, while 18.75% perceive few opportunities. A larger proportion, constituting 31.25%, perceive some opportunities, and an equal percentage also believe that there are many opportunities. Additionally, 12.50% of respondents perceive the opportunities as abundant. Therefore, this analysis offers a comprehensive understanding of the perceived potential for leveraging emerging technologies to enhance media development initiatives in the Afghan context.

Table 6: Likelihood Ratings for Revolutionizing the Afghan Media Landscape

Likelihood Rating	Observed Frequency	Expected Frequency
Very unlikely	14	16.0
Unlikely	18	16.0
Neutral	20	16.0
Likely	22	16.0
Very likely	26	16.0

Chi-Square Value: $\chi^2 = 12.5$, Degrees of Freedom: $df = 4$, p-value: $p < 0.05$

Table 6 presents the observed and expected frequencies of likelihood ratings regarding the further revolutionizing of the Afghan media landscape through emerging technologies. The chi-square test was conducted to examine the association between these likelihood ratings and demographic variables. With a chi-square value of 12.5 and 4 degrees of freedom, the test yielded a significant p-value (< 0.05), indicating a notable association. This suggests that participants' perceptions regarding the likelihood of future revolutionization vary significantly across different likelihood rating categories.

Table 7: Descriptive Statistics of Anticipated Impact Ratings

Rating Category	Mean	Standard Deviation	Minimum	Maximum
Negligible	1.73	0.69	1	3
Minor	2.38	0.83	1	4
Moderate	3.15	0.95	1	5
Major	3.92	0.83	2	5
Transformational	4.63	0.63	4	5

Table 7 presents descriptive statistics for anticipated impact ratings based on 80 responses regarding continued technological advancement in the Afghan media sector. The mean scores range from 1.73 for "Negligible" to 4.63 for "Transformational," indicating the average perception of impact within each category. Standard deviations vary from 0.63 to 0.95, suggesting differing levels of dispersion around the mean for each rating category. The minimum and maximum values demonstrate the range of responses within each category, illustrating the variability of opinions among respondents. Overall, the table provides valuable

insights into the anticipated impact of technological advancement on the Afghan media sector, reflecting a spectrum of expectations among participants.

4.1 Discussion

The findings from this study shed light on various aspects of the integration of emerging technologies in Afghanistan's media sector. The literature review highlighted the transformative impact of digital platforms on media ecosystems, the role of online platforms in democratizing access to information, and the challenges and opportunities associated with digital literacy and educational innovations. Additionally, it discussed societal acceptance, technological adoption barriers, and the potential of social media for public opinion research and community engagement. These insights set the stage for understanding the current landscape and informing discussions on the implications of continued technological advancement in the Afghan media sector.

Gender Distribution in TV Channel Staffing

The gender distribution in TV channel staffing indicates an encouraging trend towards gender equality in journalistic and employee roles. This balanced representation suggests a deliberate effort towards fostering diversity and inclusivity within the media industry of Afghanistan. Such practices align with global initiatives advocating gender parity in media representation, contributing to a more inclusive and representative media landscape (Pavlik, 2015).

Adoption Rates of Emerging Technologies

The analysis of adoption rates reveals varying levels of uptake for different emerging technologies in Afghan media operations. Cloud computing emerges as the most widely adopted technology, followed closely by Artificial Intelligence (AI). These findings reflect a growing trend towards leveraging digital tools for enhancing media production, content delivery, and audience engagement in Afghanistan. However, the relatively lower adoption rate of Block chain technology highlights potential areas for further exploration and investment in emerging technologies within the Afghan media landscape (Cacciatore et al., 2012).

Anticipated Integration of Emerging Technologies

The anticipated integration of emerging technologies reflects a diverse spectrum of interest and readiness among media practitioners in Afghanistan. Cloud computing and AI emerge as the most favored technologies, indicating significant potential for leveraging data-driven insights and automation in media content creation and delivery. However, the moderate levels of anticipated integration for Virtual Reality (VR) and Internet of Things (IoT) suggest the need for further exploration and capacity-building initiatives to harness the full potential of these technologies in the Afghan media sector (Herro, 2015).

Level of Adoption of Emerging Technologies

The analysis of the level of adoption underscores a growing acceptance and integration of emerging technologies within the Afghan media landscape. The majority of respondents perceive the adoption level as moderate to high, indicating a substantial transformation in media practices and operations. This trend aligns with global shifts towards digitalization and technological innovation in media production, distribution, and consumption (Romanach et al., 2015).

Perceived Challenges of Integrating Emerging Technologies

Despite the growing adoption and interest in emerging technologies, media practitioners in Afghanistan face significant challenges in integrating these technologies into their operations. The majority of respondents perceive the integration as moderately challenging, highlighting issues such as limited infrastructure, technical expertise, and cultural barriers. Addressing these challenges requires collaborative efforts from stakeholders across the public and private sectors to invest in infrastructure development, capacity-building initiatives, and policy frameworks supporting technological innovation in the Afghan media sector (Metag and Marcinkowski, 2014).

Opportunities Brought by Emerging Technologies

The perceived opportunities brought by emerging technologies offer promising prospects for media development and innovation in Afghanistan. While some respondents perceive few or limited opportunities, a significant portion acknowledges the potential for leveraging digital tools for content creation, audience engagement, and revenue generation. These opportunities underscore the importance of investing in technological infrastructure, skills development, and regulatory frameworks conducive to fostering media innovation and sustainability in Afghanistan (Murphy et al., 2014).

Likelihood Ratings for Revolutionizing the Afghan Media Landscape

The likelihood ratings for revolutionizing the Afghan media landscape through emerging technologies reveal varying perceptions among respondents. While a substantial portion expresses optimism about the transformative potential of technology, others remain neutral or skeptical about its impact. These divergent views underscore the complexity of technological adoption and its implications for media practices, consumption patterns, and audience engagement in Afghanistan. Addressing concerns and

building consensus around the strategic use of technology is essential for realizing its full potential in advancing media development and societal progress (Haworth et al., 2015).

5. Conclusion

This study provides comprehensive insights into the integration of emerging technologies in Afghanistan's media sector. The findings highlight the transformative impact of digital platforms, the challenges and opportunities associated with technological adoption, and the varying perceptions of stakeholders regarding the future trajectory of the Afghan media landscape.

The gender distribution analysis underscores efforts towards fostering diversity and inclusivity within the media industry, while the adoption rates of emerging technologies reveal a growing trend towards digitalization and innovation. However, challenges such as limited infrastructure and technical expertise pose significant barriers to integration, requiring collaborative solutions from stakeholders across sectors.

Despite these challenges, the perceived opportunities brought by emerging technologies offer promising prospects for media development and innovation in Afghanistan. Cloud computing and artificial intelligence emerge as key drivers of transformation, while the moderate levels of anticipated integration for other technologies suggest room for further exploration and investment. Overall, the findings highlight the importance of strategic planning, capacity-building initiatives, and regulatory frameworks conducive to fostering technological innovation in the Afghan media sector. By addressing challenges and leveraging opportunities, stakeholders can unlock the full potential of emerging technologies to advance media development, promote public engagement, and drive socioeconomic progress in Afghanistan.

5.1 Recommendation

Based on the findings of this study, several recommendations are proposed to enhance the integration of emerging technologies in the media sector of Afghanistan:

Invest in Infrastructure: Government and industry stakeholders should prioritize investment in digital infrastructure, including internet connectivity and technological resources, to facilitate widespread adoption of emerging technologies across the media landscape.

Promote Digital Literacy: Educational institutions and media organizations should collaborate to develop and implement digital literacy programs aimed at equipping journalists, media professionals, and the general public with the necessary skills to effectively utilize emerging technologies.

Foster Innovation Ecosystems: Create conducive environments for innovation by establishing incubators, accelerators, and collaborative spaces where media entrepreneurs and technologists can collaborate to develop and deploy innovative media solutions.

Enhance Regulatory Frameworks: Develop and enforce regulatory frameworks that promote responsible use of emerging technologies while safeguarding ethical standards, privacy rights, and freedom of expression within the media sector.

Support Research and Development: Encourage research and development initiatives focused on exploring the potential applications of emerging technologies in addressing pressing challenges faced by the Afghan media industry, such as content production, distribution, and audience engagement.

Foster Public-Private Partnerships: Facilitate partnerships between government, private sector, civil society, and academia to leverage combined expertise, resources, and networks in driving innovation and addressing common challenges in the media sector.

Promote Collaboration and Knowledge Sharing: Establish platforms for collaboration and knowledge sharing among media practitioners, technology developers, policymakers, and other stakeholders to exchange best practices, lessons learned, and innovative solutions for leveraging emerging technologies in the media sector.

5.2 Future Research

In future research endeavors concerning emerging technologies and media in Afghanistan, it is essential to:

Conduct longitudinal studies to evaluate the sustained effects of emerging technologies on media practices, consumption patterns, and audience engagement over extended durations.

Explore cross-country comparisons to discern Afghanistan's media landscape's technological adoption, regulatory frameworks, and innovation ecosystems relative to regions with similar socio-political contexts.

Explore user perceptions, behaviors, and preferences regarding emerging technologies in media consumption to inform the development of user-centric digital media platforms and services tailored to Afghan audiences.

Examine the ethical implications of emerging media technologies, including data privacy, algorithmic biases, misinformation, and digital divides. Develop ethical guidelines and best practices for media practitioners and technology developers.

Assess the effectiveness of policy interventions and regulatory measures aimed at promoting responsible use of emerging technologies while safeguarding journalistic integrity, freedom of expression, and democratic principles in Afghanistan's media sector.

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