

Patterns Of News Consumption Among The Urban And Rural Post Millennium Youth In India

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Abstract : Mass media have traditionally encompassed print and electronic/broadcast, the Web has merged as the distinctive quality of media from masses to personal and media to entertainment. With the proliferation of technology, it is almost impossible to escape the impact of any form of media. Harris (2004) in his research has found that people involve themselves less in other activities and spend maximum time in a week watching television along with sleeping and eating (Harris, 2004). In such a context, the paper attempts to draw this general picture to understand the current patterns of news consumption among post millennium youth (18 to 34 years) in India. Using a quantitative dimension and applying a survey method among respondents of age group 18 to 34 the paper tries (1) to analyze the media used for news consumption and (2) understand how the chosen media fit in respondents daily news consumption patterns (3) to analyze demands in the digital era and understand the consumers of print media and changing patterns of news consumption. This paper bases its study on Victor Vroom's theory of expectancy which assumes that behavior and beliefs from emotional orientation and motivational force to make sensible choices from available alternatives to maximize pleasure and to minimize pain. The data will be analyzed using advanced statistical methods.

Key Words: Digital Era, Expectancy theory, Patterns of News Consumption, Post Millennium, Statistical Method

1. INTRODUCTION

It is ubiquitously unanimous to see in several countries there is a steep fall in the reading and viewing patterns of the consumers and therefore a decline in the reach of newspapers and television. While the post-millennium youth are habitually using the internet and online news for their information (Best & Engel, 2011). The unique character of internets in the availability of information form at no cost to everyone and added to that is has facilitated the users to choose specialized topics of interest to them. As Negroonte says, today the citizens are well informed in the facts of the society due to access to information, therefore, making the individuals well informed unlike earlier times (Negroonte, 1995; Shirky, 2008). Nevertheless, some of them also feel that the role of mass media in slowly declining as an integrating function because of the audience being fragmented (Bennett & Iyengar, 2008. Katz (1996) argues, that the integration function depends on a common ground to share facts that are essential for almost everyone. This shared common topic to be discussed could, for example, be an election update or a cricket newscast that the majority of users take interest and discusses. But usually such discourse are most often on political debates or the trending news which become more difficult, due to the fact at one hand, with the internet people have plentiful choices to and therefore need not necessarily look up information on civic affairs completely. On the other hand, with the available choices to topics of one's interest, they generally tend to look up only topics that suit their predispositions (Pariser, 2011).

In fact, audience who are least interested in updating themselves with current happening tend to avoid news content (Prior, 2007). Prior argues that in earlier times, people who had high entertainment preference but with little political interest would be still stuck to the news and political affairs as they had no alternate choice in offline media It is clear as the audience have a greater autonomy and individual choices which defines the popularity of the news than the choice of media (Trilling & Schoenbach, 2013). It is similar in cases of a very low perception: Individuals who are less curious and are unwilling to think and reflect are less likely to involve themselves less often to public affairs (Kraaykamp & Van Eijck, 2005), and even more so where audience skip and never read the news. Although research has shown mixed evidence in which it there is a possibility of introverts also to be less interested in current overviews with the happening in and around the world (Finn, 1997; Mondak & Halperin, 2008; Shim & Paul, 2007). The availability of plentiful media offerings have great consequences in the inferences made.

Overview of Indian News Media

The Indian Print media has journeyed a long way since its inception as Bengal gazette to INR 820 billion empires and is now recognized as one of the leading media markets in the world. Also, the country having over 1.2 billion population is, in fact, attracting every media conglomerates worldwide to invest in India. The media whether it is print, radio, television, each and every sector of the media are booming in recent times. The KPMG 2017, reports that the growth of Indian media and entertainment industry was tremendous about 12,6%, from INR 728 billion in 2011 to INR 820 billion in 2012, The continuous booming of the internet and digitalization, there seemed a humongous growth of regional media especially in film sector and ever-growing new media business, the sector is projected to grow at a healthy Compound Annual Growth Rate (CAGR) of 15.2% to reach INR 1661 billion by 2017." The preference of Indian consumers towards vernacular and regional content is also on the upswing, with 93% of the time spent on content in local languages. At this moment, advanced media utilization in Tier-2 towns is ready for creative new propensity shaping items. The client base that

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makes up the territorial language in India developed at a CAGR of 41 percent from 2011-16 to achieve 234 million. A similar section is anticipated to increment at 536 million clients in 2021 in contrast with the anticipated 199 million clients that will expend essentially English substance on the web. As a huge number of Indians sign on to the web, this stage will give them customized and restricted computerized encounters. Low-moderate selection dimensions of news utilization make this a high development fragment. By 2021, territorial language utilization will represent 75% of India's web client base. The development of this client portion will be exacerbated with expanding infiltration and selection of minimal effort 4G. While world over the Print media is declining in India there has been a surge of growth, says the Audit Bureau of Circulations (ABC) latest report. The (compound annual growth rate) CAGR for the sector is pegged at 4.87 percent, says the report presented by ABC member and CEO of IPG Mediabrands, Shashi Sinha, in Mumbai on May 8. The reason for the major growth of print include the low cost and easy availability of the papers at the doorstep of every home. The distribution systems and the competitive pricing of newspapers are amongst the most economical in the world. Other reasons mentioned in the report is the influence of education. Indian youth are becoming more educated and therefore influencing the readership which is, in turn, increasing the circulation of the Newspapers. Girish Agarwal, Non-Executive Director, Dainik Bhaskar, said, "Still, today, among the people who can read and those who actually read a newspaper, there is a gap of about 50 percent, which tells us about a lot of scopes. Add to this, the literacy rate, which will only go up. These will boost the industry further." The report makes reference to that India's financial development is an additional favorable position. It is trusted that the development of newspapers in India is straightforwardly identified with urbanization prompting higher goals and elevated enthusiasm for purchasing resources. Perusing newspaper as a piece of everyday schedule consolidates well without any difficulty of reading at your very own time. Some of the other facts include modified segments and pullouts that take into account different sections of perusers together with localised content in such a context, this paper attempts to draw a general picture to understand the current patterns of news consumption among the post-millennium youth (18 to 34 years) in India.

Review of Literature

In this age when there is a proliferation of information this paper tries to understand the patterns of news consumption of the youth in Bangalore and Malaysia.

Young Adults and News Consumption

Research between the relationship of young adult's and the patterns of news consumption has always been a focus of study for many years (Sherr 2005). Studies have shown that young people show very little interest in conventional forms of news, unlike older people who more commonly use traditional news sources for their news consumption (Sherr 2005, Kaufhold 2008). It is commonly found that the young adults were found to rely largely on TV as their main source of news (Walma van der Molen, J.H., van der Voort 2000a). Even in the case of television, the older viewers

were primarily news consumers rather than young adults. However, there was a considerable amount of increase in consuming internet news especially during university years among students (O'Keefe, Spetnagel 1973). For people who are citizens who actively participate in political democracies and whose opinion are regarded as vital news consumption are generally regarded as important. Patterns it is generally believed patterns of mobile news consumption ie with the increase in the use of smartphones and touch screen mobile diffusion consumers use mobile devices as platforms to access the news—.In the case of, cross-cultural surveys conducted in 2012 and 2013 in Europe and the US the study found a sharp increase in mobile news consumption, which is encroaching on online news with computers (Newman & Levy, 2013). Studies from the United States have revealed that people who are equipped with smartphone and tablets use them for consuming news (Sasseen, Olmstead, & Mitchell, 2013). Surveys carried out repeatedly (2008 and 2011) from Denmark (Schröder, 2014; Schröder & Kobbernagel, 2010), Cross-sectional reviews led every year in Sweden 2012-13 (Westlund, 2014) have additionally announced indistinguishable examples of versatile news utilization affects different sources of news utilization. As obviously referenced in the medium-centric theory which demonstrates that examples of utilization of media may uproot or even supplant another medium and it additionally clarifies how every medium supplement one another. Until this point in time, the couple of accessible examinations including mobile news have yielded blended discoveries. A Japanese report observed mobile news to be integral to heritage news media (Kitamura, 2013), while Swedish investigations of the general utilization of print, PC, portable, and tablets for explicit papers have uncovered both dislodging and correlative impacts (Westlund and Färdigh, 2015). In addition, the American examinations demonstrate that individuals have expanded their complete time spent getting to news (Sasseen et al., 2013), while a Portuguese report found that the overall utilization of mobile news was lower contrasted with online news by and large (Damásio, Henriques, Teixeira-Botelho, and Dias, 2013). Perceived Media Credibility Media credibility is the degree of the believability of the source of information as perceived by the audience (Syed Arabi & Saodah, 2004). It is not uncommon to understand that online social media is emerging as an authoritative source of information-sharing (Weeks et al., 2017; Kümpel et al., 2015), its slow and sluggish values with regard to accuracy of messages (Mitra et al., 2017) make credibility a valuable factor that distinguishes traditional media, which is rated with more credibility (Heath et al., 1995). Research Method: Using a quantitative dimension and applying a survey method among respondents of age group 18 to 34 the paper tries (1) to analyze the media used for news consumption and (2) understand how the chosen media fit in respondents daily news consumption patterns (3) to analyze demands in the digital era and understand the consumers of print media and changing patterns of news consumption. This paper bases its study on Victor Vroom's theory of expectancy which assumes that behavior and beliefs from emotional orientation and motivational force to make sensible choices from available alternatives to maximize pleasure and to minimize pain. The data will be analyzed using advanced

statistical methods. Sampling FrameworkThe respondents selected for the study were of the age group 18 to 34 living across India. The respondent was further bifurcated into North and South to understand the divide in the pattern of news consumption. The research was conducted with a sample size of 44 responded among which equal number of respondents i.e. 16% where from north and south India, among which a large chunk of 35.5 % where from urban India whereas, 13% from rural India. The sample consists of 63% female and 34.1% male.

RESULTS AND DISCUSSION

Based on the analysis drawn out of the survey is was observed that the maximum number of respondents 32 people access the internet for more than 10 times in a day for various purposes such as, work or leisure from different locations. Understanding the usage of media, the respondents new consumption can be observed as based on the number of times a news media is accessed in a day. Hence, it was noted that, only 18.2% of respondents access news once a day, followed by 25% who access it more than ones i.e. 2-5 times in a day and 34% access news 5-10 times a day. It can be observed that the pattern of news consumption has shifted to getting latest news every few hours in bits and pieces. But it is also interesting to know that only 18 (31.8%+ 9.1%= 41%) people out of sample size of 44 are interested in news and 7 (9%) are not interested in news. However, the trend observed across the survey questions reflects that a higher sample of 17 people (38.6%) are interested in news sometimes and not all the time. This also sets parameters of the user's interests in consuming news which is not observed to be all the time that can change the pattern of consumption. The news preference among the sample size was observed to be 36 (81.8%) out a sample size of 44 consume news related to India which is the highest followed by 28 people (63.6%) who consumer international news and a minimal number of 9 people (20.5%) who consume local news. The others consists of sports, education, healthcare, art, politics and weather reports that have a consistent consumption of an average 27% i.e. 12 people on an average scale. It can be observed that the consumers are more inclined to consume national news compared to local and international news. This may also support the data that shows 22 consumers (50%) are interested in nations economy related news that matter to them unlike political news. The news consumption behavior and usage was observed to be maximum for television news and least in radio news programs. The most important source for information was considered as 24 hours news television channels such as, CNN, BBC, NDTV etc. official websites of organizations are also considered to be reliable and source for news as per the respondents. 10 out of 44 respondent use television for consuming news and 15 (7+8) are most likely to use daily newspapers for consuming. National news channels such as NDTV and ABP news are found to have maximum viewership of 22.7% and 20.5% compared to that of global news channels such as the BBC, Times Now and CNN. It was noted that the consumption of news is mostly in the evening i.e. 17 people (38.6%) of respondents out of 44 respondents. This is followed by consuming in the morning as mentioned by 16 people (36.4%) population out of the sample size. Based on the patterns of news consumption mentioned in the figure

above, it can be stated that the consumption of news is for a short period of time across different media to acquire the latest news. The maximum number of audience 19/44 respondents (43.2%) refer to consume news at home. This is followed by consuming news during commute (36.4%) that also shows that people refer to consume news when they are free and not as a task or multitasking methods. The trust, point of view of consumers of news are more likely (34/44 respondents) to prefer different viewpoints on the news and not arguments based discussions and not partial news as per the survey analysis mentioned in the figure above. This can also be supported by the figure given below that shows maximum audience does not prefer news discussed among journalist and argument building. News consisting of neutral and not based on view points where noted to be the preferred news source as per the data in the figure (34/44 respondents) do not prefer opinionated piece of news. It is interesting to note that the brand is more important for a consumer to consume news (20/44 respondents) compared to that of the important of the journalist. Mostly of the audience doesn't get paid news (50%) and very few 11/44 respondents prefer newspapers are home. The arguments of unpaid news can also be supported by the above figure that proves that maximum size of 86.4% respondents are not willing to pay for news online. The latest news source as per the response to the survey is website (28%) followed by social media (26%). It can be noted that Facebook is the highest used platform for consumption of news. Whereas, printed newspapers are considered for getting in-depth with a news article. The news consumed on Facebook is majorly on news feeds followed by hashtags are the latest set parameter for news consumption. Surfing a relevant news is mostly done through Google leading to other sources that are mostly trusted by the audience are an action for depth analysis of a fast moving story in the news as per figure given above. Reading news and watching video content posted by news organizations are mostly considered by the reponsespondents as per the survey i.e. 34.1% and 29.5% respectively. The highest sharing of news was mostly recognized as on Facebook (29 respondents) 65.9% followed by WhatsApp instant messaging application with 25 respondents (56.8%).

CONCLUSION

The study based on understanding the usage of media and news consumption, reflects that new consumption can be observed as based on the number of times a news media is accessed in a day. Hence, it was noted that, only 18.2% of respondents access news once a day, followed by 25% who access it more than ones i.e. 2-5 times in a day and 34% access news 5-10 times a day. Secondly, the pattern of news consumption has shifted to getting latest news every few hours in bits and pieces. It is also interesting to know that only a few are interested in consuming news all the time and that the set parameters for consuming news are news related to the nation compared to that of local news. The highest sharing of news was mostly recognized as on Facebook (29 respondents) 65.9% followed by WhatsApp instant messaging application with 25 respondents (56.8%). Overall, it can be concluded that the patterns of news consumption has changed overtime as the audience tend to become more aware and consume selective news.

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