



Investigating the Priorities of Youth for the Selection of Media for News Consumption

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Abstract: *This study examined the priority of a young generation regarding the selection of medium for news consumption of Multan city. The rationale of the research was to explore the authority of Social Networking Medium (SNM) and explored the comparison between both genders about the consumption of media for repeated information seeking. Moreover, a survey questionnaire methodology used to explore the priorities of the youth and the sample size was five hundred in total using the purposive sampling technique. The study gave a clear hint that the use of Social Networking Medium (SNM) for news acquiring was 56 percent which is greater than the traditional media (print media), which was 44 percent. The study also pinned the point that the youth is consuming the newspaper for relevant information more than Facebook. Overall findings of the study illustrated that Social Network Medium (SNM) is the foremost source of news and information among the youth of Multan.*

Key Words: Young Generation, (SNM) Social Networking Medium, Traditional Media (Print Media)

Introduction

Social networking is going to expand its significance around the globe now a day's. Pakistan, which is considered a third world (underdeveloped) country, this new mode of communication (SNM) is going to establish a motivational medium of communication for youngsters. Now a day's 3G 4G internet data is in the access of the people in the urban or developed as well as in the rural and underdeveloped areas. As far as Twitter, Face

book, Yahoo, E-papers, Youtube, social media applications and other modes of social networking is concerned, these websites and applications are become a major medium for the young generation to spend their leisure time and interact with each other and in the meanwhile for getting a different type of information in terms of online news. Social Networking websites are now being used for different aspects of life, i.e. business

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promotion, political campaigns, advertising campaigns for different brands and products, sports activities, socialization, religious debates, dissemination of information, health awareness and analysis. Everybody has his/her own viewpoint and observations regarding any issue, event or happening (Nermeen, 2012).

The appropriation rate has been fluctuating among individuals. Man has for a long while been itching to find new and better things. Before, when printing was first distributed, it was past the human creative mind. It was an earlier source for search data. However, at the moment it is possible that while sitting in our room we can talk to the world and get social and international news in the most recent times. Paper is currently viewed as an uncommon day. Each print thing has its own particular approach, and their staff should follow it. Concerning web-based media, there is no such approach and limitations on the dispersal of information and data (Stephens, 2006).

The contribution of the media to the provision of information and the transfer of information is important. Even with the advent of electronic media, printed media has not lost its appeal or its value. The media has the potential to make a lasting impact on students' minds (World Association of Newspapers, 2010).

Web-based media apparatuses, for example, Twitter, Facebook and Yippee, can be utilized as a wellspring of data; it has become a necessity for pretty much every association to show its incentive to its clients. In the old news, the papers, organizations, government offices and different types of print media all have a similar capacity of giving data to individuals, and individuals will peruse that data. In any case, taking everything into account, they need something better. (Ruth, 2010).

Significance of the Study

Social Networking Medium (SNM) is rising as

a major source for acquiring news for youngster all around the globe because it has different variations and power to check out anything regarding their choice and desire at any time and at any place. The objective of the study to examine that either Social Network Medium (SNM) has become dominant in our country or the old mode of communication known as print media has not reduced its worth for the young generation. The purpose of the study is to investigate the new and latest dimension of mass communication, more specifically, on news consumption by the young generation in Multan, Punjab, Pakistan.

Statement of the Problem

The researcher wants to examine the priorities of the young generation regarding news acquiring and consumption by using Social Networking Media (SNM) or from Print Media. This research would explore the consumption of news by the youth of Multan; which source is dominating among the youth for the purpose of news consumption? Either print media, which is known to us as a traditional medium for news consumption, or social media, which is now day's known as alternative media.

Objective of the Study

1. To check out the preference of the youth of Multan for selecting a medium for news consumption in social media and print media comparatively.

Literature Review

Wilson, J. (2010) contends that new media innovation like the web and interpersonal interaction are not as basic as concurrent correspondence advances, but rather as friendly innovation having a more extensive effect upon correspondence practices and social organizations.

[Iyengar \(2009\)](#) fights that particular receptiveness will drive media assurance. There are innumerable various segments, similar to singular interest in news and current happening around the planet. We essentially acknowledge that if our way of thinking resembles the data, we will follow it.

[Papacharissi et al., \(2012\)](#) clarified reports telling on Twitter about the Egyptian hashtag issue; the analyst conducted a speech test; analyze news headlines and type of news in Egypt from January 25 to February 25, 2011. They think joining news stories and feelings is straightforward, but they are declining, among other things, is rare and, in doing so, does not look really important.

[Kwak et al. \(2010\)](#) expounded that Twitter is an advanced mechanism of spreading the data among the majority. A large number of associations are utilizing it for changing the disposition of the majority. It will give them breaking news, features or introduced news on games, refers to or brands.

Domingo et al. (2010) researched the substance of online papers, where the clients have the opportunity to offer the remarks and thoughts on the news as they might suspect. The analyst examined 16 online papers of 2007. A subjective examination procedure was utilized. The consequences of the investigation demonstrate that crowd cooperations were found in the information on their premium.

[Clark \(2010\)](#) contends that the web has gotten the earlier mechanism for individuals to associate with one another. Individuals will utilize it for communication, business purposes, work chasing and with respect to managers are a concern, they will utilize interpersonal interaction sites for foundation data of occupation candidates. The scientist examined that a couple of bosses have arrangements to enlist the candidate on the basis of data which is given on these long range interpersonal communication sites. All

in all, the specialist direct the candidates on how to utilize such sites.

Furlong et al. (2012) examined that the advances, for example, web and person to person communication at home, to investigate more. At home, they feel simple to learn more with their own character. Here the data can be formal, casual, semi-formal or coincidental. The youthful clients will utilize it in a simple and extensive way. Nobody discloses to them how to utilize such sites; they will utilize it with their own style.

Leung (2010) looks at the entomb linkage among web connectedness, data education, and personal satisfaction. Review strategy is utilized; with phone overview, 756 web clients are met. The scientist closed it that there is a critical connection between web connectedness and data education. Also, there is a solid connection between data proficiency and personal satisfaction.

Research Question

RQ.1: What is the prior source of news for the youth of Multan, either print media (Traditional Media) or social networking medium (SNM)?

Hypothesis

1. It is most likely that the newspaper is the prior source for news consumption among youth as compared to Facebook.
2. It is most likely that mobile apps are the primary source for news consumption among youth as compared to the magazine.
3. It is most likely that the newsletters are the primary source for news consumption among youth as compared to Twitter.

Theoretical Framework

The current study is theoretically linked with media dependency theory which demonstrates its application to the online

medium and also to study different variations of it. Furthermore, it highlights how young masses are depending on online media for in-depth news information and how they operate this medium as compared to old media for the purpose of getting information (Daniel, 2008).

This study would investigate the priority of the youth regarding the selection of media for the purpose of news and information. In the meanwhile, this study would explore why young users are going to priorities one medium of information from another medium of news and information? Now a day's most young adults are dependent on different sort of media for news and information gathering. With the help of media dependency theory, the researchers would explore the current phenomenon efficiently.

Methodology of Study

According to the need of the study and the researcher utilize the "survey methodology" for the purpose of data collection.

Questionnaire Construction

For the purpose of data collection, a survey questionnaire has been designing by the researcher. Meanwhile, constructing of research questionnaire, the researcher focused on the research objectives, research questions and the hypothesis of the study. Furthermore, the researcher carefully examines the previously available literature to shape the research questionnaire appropriately.

The procedure of Sampling and its Size:

The research has been conducted in the city of Multan, located in the south of the province Punjab, Pakistan. The sample size for this research contained five hundred research respondents to obtain dependable and reliable findings. The researcher utilizes

the purposive sampling technique to obtain the targeted sample. For this purpose, the researcher found the young respondents who have access to 3G or 4G internet connections. The researcher finds out the required sample for the research project from different colleges and universities which are located in the city of Multan. Moreover, for the purpose of choosing colleges and universities, purposive sampling has been utilized by the researcher. Both genders have been chosen for data collection from different colleges and universities. The researcher wanted to find out the priority of the young generation regarding the selection of medium. For this purpose, the researcher gave equal representation to the males and females. Finally, a sample of 250 males and 250 females are chosen by the researcher to carry out the study project.

Areas for Data Collection

After utilizing the purposive sampling technique, the researcher has collected data from different educational institutes of Multan. The data was gathered through a semi constructed research questionnaire. The list of the educational institutes from where data has been collected is given below

Institutes Names	Female Respondents	Male Respondents	Total Respondent's
Bahauddin Zakariya University, Multan	38(38%)	62(62%)	100
Multan Post Graduate College	14(24%)	44(76%)	58
Global College for Commerce	20(29%)	49(71%)	69
Memona Post	80(100%)	00(0.00%)	80

Graduate College			
Government Home Economics College	98(100%)	00(0.00%)	98
Government Emerson College	00(0.00%)	95(100%)	95
Total	250(50%)	250(50%)	500(100%)

Population of the Study

Young people who are studying in any educational institutes and have access to the 3G or 4G internet connections were considered the population of the current study.

Data Interpretation & Analysis

For the purpose of data analysis and interpretation, the researcher utilizes SPSS Software.

Findings of the Study

Table 1: The Major Source of News Consumption for Youth is Newspaper

Gender	SA	AG	N	DA	SD	Total
Male	104(42%)	64(26%)	17(7%)	44(17%)	21(8%)	250(100%)
Female	42(17%)	18(7%)	148(59%)	34(14%)	8(3%)	250(100%)

The table clearly shows that 42 percent of men strongly agreed that the former media source was newspapers. 26% of men are agreed with the statement, 17% of male respondents disagreed, and 8% of male respondents are strongly disagreed with the statement. While 17 percent of women

strongly agree with it and 7 percent agree with this statement, 14 percent of women disagree with it, and 3 percent of women strongly disagree with the statement. 59 percent of women and seven percent of men responded in a neutral manner.

Table 2. The Primary Source of News Consumption for Youth is Magazines

Gender	SA	AG	N	DA	SD	Total
Male	10(4%)	19(8%)	51(20%)	82(33%)	88(35%)	250(100%)
Female	38(15%)	64(26%)	20(8%)	26(10%)	102(41%)	250(100%)

The table states that 36 percent of men strongly disagree with the fact that the former source of news is magazines. 33 percent of men do not agree with this statement, 19% of male respondents are agreed, and 10% of male respondents strongly agrees with this statement. While 41 percent

of women strongly disagree and 10 percent disagree with this statement, 26 percent women agree and 15% of female respondents are strongly agreed with the statement. 20 percent of men and 8 percent of women responded with a neutral response.

Table 3. The Prior Source of News Consumption for Youth is Newsletter

Gender	SA	AG	N	DA	SD	Total
Male	7(3%)	11(4%)	19(8%)	111(44%)	102(41%)	250

Female	6(2%)	19(8%)	12(5%)	130(52%)	83(33%)	250
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The table clarifies that 44 percent of men disagree that the primary source of information is newsletters. 41% of men strongly disagree with this statement, with 4% agreeing and 3% of male respondents strongly agree with this statement. Moreover, 52% of women disagreed and 33% of the

female strongly disagreed with the statement, 8% women agree and 2 percent of female respondents are strongly agreed with the statement. 8% of men and 5 percent of men and women responded with a neutral response.

Table 4. The Major Source of News Consumption for Youth is Facebook

Gender	SA	AG	N	DA	SD	Total
Male	20(8%)	28(11%)	10(4%)	64(26%)	128(51%)	250(100%)
Female	48(19%)	76(30%)	14(6%)	25(10%)	87(35%)	250(100%)

The table shows that 51 percent of men strongly disagree and that the main source of news is Facebook. Twenty-six percent of men disagreed with the statement, 11% agreed, and 8% of male respondents are strongly agreed with the statement. While 35 percent

of women strongly disagree and 30 percent agree with this statement, 19 percent strongly agree with it and 10% strongly disagree with this statement. 6 percent of women and 4 percent of men respond with a neutral response.

Table 5. The Primary Source of News Consumption for Youth is Twitter

Gender	SA	AG	N	DA	SD	Total
Male	24(10%)	28(11%)	8(3%)	143(57%)	47(19%)	250(100%)
Female	63(25%)	52(21%)	12(4%)	34(14%)	89(36%)	250(100%)

The table states that 57 percent of men disagree and that the main source of information is Twitter. Ninety percent of men strongly disagree with this statement, 10 percent strongly agree and 11 percent strongly agree with the statement. While 36% of

women strongly disagree and 25 percent strongly agree with the statement, 21% of women agree with it and 14% disagree with this statement. 3 percent of men and 4 percent of women responded with a neutral response.

Table 6. The Prior Sources of News Consumption for Youth are Mobile Applications

Gender	SA	AG	N	DA	SD	Total
Male	62(25%)	28(11%)	14(6%)	97(38%)	49(20%)	250(100%)
Female	96(38%)	33(13%)	11(4%)	31(12%)	79(33%)	250(100%)

The table states that 38 percent of men disagree and that the primary source of information is mobile apps. Twenty-five percent of men strongly agree with this

statement, 20% of men strongly disagree and 11% strongly agreed with the statement. Moreover, 38% of women strongly agreed and 33 percent strongly disagree with this

statement, 12 percent women disagree and 13% women agree with the statement. 4 percent of women and 6 percent of men respond with a neutral response.

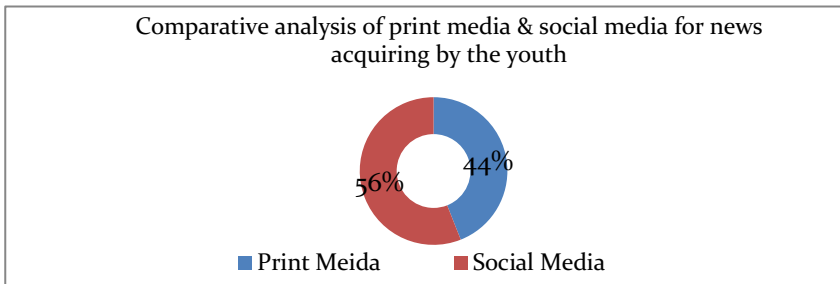


Figure 1: Comparative analysis of print media & social media for news acquiring by the youth.

The diagram describes the comparative analysis of social media and print media for media use, this figure clearly shows that 56% of young people use social media and 44% of young people will use media to print media. This figure erases the fact that young people use social media in addition to print media

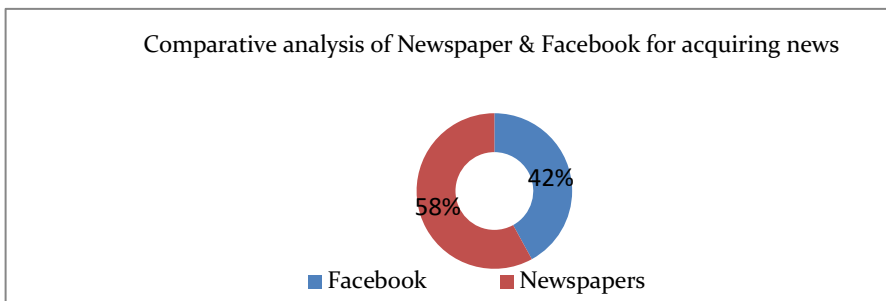


Figure 2: Comparative Analysis of Newspaper & Facebook for Acquiring News.

The diagram shows the comparison of newspapers and Facebook in the use of the news; this figure confirmed that 58% of young people use newspapers and 42% of young people will use Facebook for the use of the news. This figure clearly states that young people use newspapers more than facebook media use.

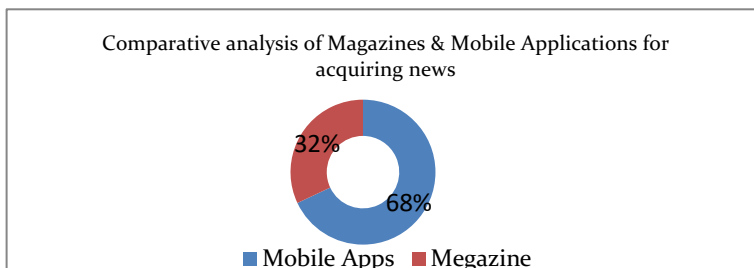


Figure 3: Comparative Analysis of Magazines & Mobile Applications for Acquiring News.

The diagram illustrates comparisons between mobile apps and news use magazines, statistics confirming that 68% of teens use mobile apps and 32% of teens will use magazines for news use. This figure clearly states that teens use mobile apps more than magazines in the use of news

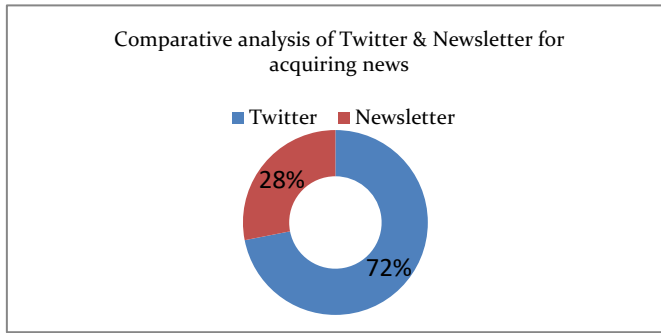


Figure 4: Comparative analysis of Twitter & Newsletter for acquiring news.

The diagram shows comparisons between Twitter and newsletters; this figure shows that 72 percent of teens use twitter and 28 percent of teens will use newsletters. This figure clearly states that young people are using Twitter over news books.

Discussion

In this study, the researcher investigated the importance of the Multan city youth in what they use to access the news, be it in print or social media. The focus of the study was to investigate the practice in order to determine the value of the media in terms of the choice of media use between print news and the unpublished communication network in third world countries such as Pakistan. Moreover, it is new and requires tech advancement to use it effectively. Just like our country, third world or underdeveloped countries are far beyond new tech-advancement, but this study will tell us that in Pakistan, the use of young people in technology is common. This study was conducted to investigate whether young people are interested in the news and whether they are spending time in any way to get updates regarding the news.

The purpose of the current study was to explore the supremacy of new media and to investigate comparisons between gender dynamics, what type of media has been used for regular media use. The study was

conducted in the city of Multan, which is not as well developed as the other major Pakistani cities of Islamabad and Lahore. The researcher selected a sample of 500 respondents with the help of objective sampling. Following the data collection, the researcher translated the data to look at the youth's priorities in terms of publishing and social networking. The results of the study examined the fact that social media is now emerging in Pakistan as a powerful source of youth news.

Studies have clearly shown that the use of social media for news purposes is 56% which is much larger than the printed media of 44% of Multan youth. The researcher also found that teens are eating the newspaper through the use of news in addition to Facebook. But the full results of the research demonstrate that social networking is the dominant source for youth seeking news.

Research Question

What is the prior source of news for the youth of Multan, either print media (Traditional Media) or social networking medium (SNM)?

The survey results clearly show that 56% of young people use social media, and 44% of young people will use the media to print news use. The figure (Figure: 1) clear that young people use social media in addition to print media use.

H1: It is most likely that newspaper is the prior source for news consumption among youth as compared to Facebook.

A comparison of newspaper and Facebook media use among young people was shown; this confirmed that 58% of young people use newspapers and 42% of young people will use Facebook for media use. This clearly states that young people use newspapers more than Facebook media use. Therefore, the results will prove the hypothesis which is why this hypothesis is approved. (See Figure: 2).

Testing Hypothesis 1:

1.	290	500	0.580000
2.	210	500	0.420000

Difference = $p(1) - p(2)$
 Estimate for difference: 0.16
 95% lower bound for difference: 0.0884964
 Test for difference = 0 (vs > 0): $Z = 4.47$ P-Value = 0.000
 Fisher's exact test: **P-Value = 0.000**
 P-Value is less than 0.05; the results are significant, and the research hypothesis no 1 is accepted.

H2: It is most likely that mobile apps are the prior source for news consumption among youth as compared to the magazine.

A comparison between mobile apps and magazine use magazines among teens are shown; this confirmed that 68% of teens use mobile apps and 32% of teens will use magazines for news use. This clearly states that teens use mobile apps more than magazines in the use of news. The results, therefore, prove the hypothesis (See Figure: 3).

Testing Hypothesis 2:

1.	340	500	0.680000
2.	160	500	0.320000

Difference = $p(1) - p(2)$
 Estimate for difference: 0.36
 95% lower bound for difference: 0.209764

Test for difference = 0 (vs > 0): $Z = 8.51$ P-Value = 0.000

Fisher's exact test: **P-Value = 0.000**
 P-Value is less than 0.05, and the results are significant. That's why the H2 is accepted.

H3: It is most likely that newsletters are the prior source for news consumption among youth as compared to Twitter.

A comparison between the newsletters and Twitter on news use among teens are shown; this shows that 72 percent of teens use Twitter and 28 percent of teens will use newsletters for news use. This clearly states that young people are using Twitter over news books. Therefore, the results will not prove the hypothesis which is why this hypothesis is disputed (See Figure: 4).

Testing Hypothesis 3:

1.	140	500	0.280000
2.	360	500	0.720000

Difference = $p(1) - p(2)$
 Estimate for difference: -0.44
 95% lower bound for difference: -0.603084
 Test for difference = 0 (vs > 0): $Z = -21.37$ P-Value = 1.000
 Fisher's exact test: **P-Value = 1.000**
 P-Value is more than 0.05, and the results are declared non-significant. That's why the H3 is rejected.

Conclusion

The phenomenon of Social networking is now a day's making a positive sense among other traditional mediums of communication. Social Networking Medium (SNM) is now becoming a major and primary source of news access for youth all around Pakistan, Specially in Punjab Province. In a third world (underdeveloped) country like Pakistan, it is achieving the status of a revolutionary medium for the young generation. The youth did not spend their times reading newspapers or other print materials. They have just made a new routine

to click out different Mobile apps and login to different websites for the purpose of acquiring their desire information. Through this new medium (SNM), the fast communication revolution has made space into the daily life of the new generation.

Suggestions for Future Research

- In future, the scholars should investigate the current issue with different sort of population so the dissimilarity among results can understand significantly.
- There should be different research that can be carried out on this phenomenon by utilizing a larger sample size; through that sort of study, the findings can be understood more effectively and can be generalized.
- Furthermore, another study can be conducted to check out what is the primary source among youth for news consumption between social media & electronic media.

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