

Social and Traditional Media Usage: A Demographic Analysis of Pakistani Youth

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Abstract

The objective of this study is to find out the preferred source of news in the social and traditional media Pakistani university students including the user's background, qualification, gender, area, usage patterns, time spent and their news seeking interests in soft or hard core information. The findings of the study showed that 67.1% students are spending their time more than four hours per day on the social media as compare to the usage of the traditional media 25.2%. The frequency of usage was measured in years. 44.9 per cent users had been using soft media more than three years while the highest numbers of respondents in traditional media were 60.2%. The usage of the social media were seen highest for both soft and hard news 53.9% and 32% for only soft news however the usage of traditional media is highly significant for the hard news 42.0%. The result also shows that users of social or traditional media are more concerned to know about what is happening in their vicinity " Local News" as 31.4% however after that 27.33% users like entertainment news followed by 23.2% in Disaster & Relief Activities News. In addition to that the findings indicated that within the social media Facebook is utmost priority of the users as 64.8 % while only 21.1 % are having twitter as their primary source for news. On the other side, traditional media users, 50.7 % users chosen TV as their primary source of news followed by 33.8 % for newspaper and then only 9.5 % radio. This article is derived from original PhD dissertation of the researcher.

Key Words: *Demographics, Social Media, Traditional Media, Usage*

Introduction

The fast penetration of the internet and means of communication have opened many avenues for the information hunters. According to a report (internet world stat, 2016) only in Asia growth rate of Facebook is 33.3% and in Pakistan this growth rate is 14% per annum and the total users of the Facebook are 2.7 billion till June 2016. However, it has been observed that all over the world, people are seeking information both on traditional (TV, Newspaper, Radio etc) and new or social media (Facebook, twitter, YouTube, etc). Though, they have different priorities for their choice of the medium. In addition to that they have different preferences within the social and traditional media for the hard core and the soft core information. Therefore the facts about the user's background, qualification, gender, area, usage patterns, and time spent and their news seeking interests in soft or hard core areas have ever been needed for the researchers and policy makers who are working directly or indirectly to the media industries. So this study is an attempt to answer empirically all the above said queries.

Literature Review

World has transformed into a universal village, thanks to the vast spread of communications media. Information is all around, giving people a choice to select their own source of information. Statistical data depicts that this selection of news media depends on various factors including age bracket, educational qualifications and their habitat. In this day and time, it is effective to study the varied selections of media for people with different backgrounds.

According to a study by Pew Research in 2011, it was deduced that majority of Americans are the extensive users of local TV news, which supported the widespread belief that Americans use it for only few concerning topics like breaking news, weather and for traffic to access their daily commute. Trends show that these subjects have a large following. But it is not the only used source of information. Customers have their own preferences. The fact the younger generation is not using TV much as a news medium, is posing serious concerns for the long-term future of this medium. This concern holds true for newspapers too. This study shows that 69% of Americans revealed that the non-existence of their local newspaper won't be concerning for them and it won't result it in not getting news and information regarding their community. Implying that they have enough sources to get information without newspapers. This study too declares local TV news and websites, a winner for its wide usage as a source of news and information with a higher following percentage of 74% people, whereas newspapers along with their websites have a following of 51%. Radio (on air and online), isn't far enough with a percentage of 50 % following and there is only 47% of people who only use web as a news medium.

In 2016, YouGov survey was conducted for more than 50,000 online news customers in 26 countries including the US and UK. This survey showed that almost 51% percent of the people are using social media to get their news and information on daily basis. 12% regard it as their most consumed source. Facebook is the greatest example here acting as a socializing platform as well as a news media. That is why 28 % which includes a large number of 18–24s declare social media as their prime source of news which is much more than television users.

Andrew & Jason led a qualitative study in 2016 for UK, US, Germany, and Spain. It involved investigating the behavior and preferences of people for choosing digital news. People who belonged to an older generation or who had least interaction with new technologies favored print and news media due to their traditional formats. They described TV news as an audio and visual experience where someone is presenting the news with a curator abilities and they could have a visual of the happening events Whereas, Print was appreciated for giving detailed news using words as a conveying power. Print and TV are considered to be a part of a multi-platform environment with wider cross-platform roles. Large number of participants concluded that the tried and test capability and well developed brands play a vital role in providing accurate information irrespective of the platform used.

Earlier studies showed that younger generation would have a better familiarity and connectivity with new media and they would be extensive users of it unlike previous generations. The dominance of youth on social networking sites like Facebook and twitter is a convincing proof of that.

There have been varying trends on Social Network usage based on different factors like education, social standing, sex, age etc. These factors play a key role in usage of social networking sites. Male and female can have different reasons for using SNS. It was observed by Hargittai (2007) that women spend more time on SNS as compared to men. Stafford (2008) said that men use SNS like Facebook to socialize and create new relationships whereas women use it to get connected to friends, for fun and to make best use of their free time. Raacke and Bond (2008) detected that change in social networking account is more frequent in women as compared to men.

In a study called “where people get their news”, it has been noticed the primary source of gaining national and international news is television, this trend is common in whole world except in some African states, where people still rely more on radio as mean of getting news (Pew Global, 2007). People in some countries depend more on television as mean of gaining news, in Indonesia this percentage is 99% while in Malaysia, for 97% people TV remains the main source for news, same is the case in Venezuela and Turkey where television has its primary importance for broadcasting news to maximum people. Now if we talk about newspaper, its importance is far less as chief source of news when compared to television and its popularity and usage is reducing with every coming day.

Meantime, internet as a significant mean for news is getting way ahead not only in Asia but also in North America, Western Europe and in a lot of Eastern Europe countries. Although, internet news has its limitations in those parts of the developing world where people have no or little access to online technology. A survey depicts that 71% people in Pakistan turn to Television for receiving news, 41% get news information from and radio news has 27% audience in Pakistan.

The report also explored that in 31 of the 47 countries, majority are the users of worldwide news.. In terms of users of worldwide news in America, the percentage is very low, just 57% people from United states are the audience of international news, this percentage is less than in any other Western European countries, however more than of 27 other countries, like Japan (52%), China (51%) and Russia (46%). The international news has the keenest audience in Western Europe, Africa and Canada, 79% people in Germany, which make almost eight-in-ten people are the audience of international news, then in Mali the percentage (75%) is again very

much significant, likewise 71% from France , 70% from Canada and 71% people from Senegal are the fervent audience of international news. Then in Bangladesh 60% people are the viewer of international news, in Indonesia percentage is 58%, South Korea(57%) and Pakistan(46%) also shows average number of audience for international news.

Apparently in developing countries where access of online technology is limited, online news stay less popular mean for getting information. The percentage of viewers in Africa who consume online sources for news is less than 1% in Tanzania to 13% in the Ivory Coast. Then the viewers of online news in Middle East show different scenario, which differs from 4% in Morocco to 19% in the Palestinian areas. There are different trends in Latin America as well, varies from 4% in Mexico to 16% in Brazil viewers of online news.

The facts in the region of Asia are totally on different edges, like 1% people from Bangladesh and 2% people from India are the users of online news, then percentage in Japan is 20% , and 42% South Koreans consume online news. Interestingly, government thoroughly examine usage of internet in China itself, from last five years one-in-ten people which makes around 9% of the Chinese are the prime users of online news.

According to Graber (2009), online tools as source of news has been most widely used media until now, a poll has been conducted in United States that showed that most accepted medium for gaining information has been television, then newspapers and radio. However very small numbers of people in United States prefer social platforms like Facebook and MySpace as a prime mean for news and Twitter users are even fewer. In a study Zogby Interactive, it has been explored that more than half of the audience from sample said that they will always prefer online sources for news if they have to choose one medium, people who voted for television

were 21 percent and only 10 percent voted for radio and newspaper both. The percentage that portrays social websites for important news is only 10% and only 4% responses for information regardless media hype about twitter.

Theoretical Framework

As Katz and Blumer (1973) explained that users are active not passive and they are able to select the medium at their own according to their needs. In addition to that Media system dependency theory (Sandra & Defleur, 1976) presented their theory in a very conventional sociological literature based on the assumptions that bigger social systems should be considered in the media and their audiences researches. Therefore the basic demographic were measured in a much systemized way.

Age is measured in five brackets starting from 16-20, 21-25, 26-30, 31-35, and 36 & above years. Education is the second variable that is calculated in the completed years of education. It is asked in four categories starting from 12, 14, 16 and 18 & above. To calculate the good results heterogeneous areas are selected by giving representation of all the four provincial capital, federal capital, Muzaffarabad and Gilgit Baltistan. Per day usage of the media measured in three categories; Less than 2 hours, 2-4 hours and 4 or more hours. In addition to that their usage years are also calculated in five categories ranging from less than 1 year, 1-2 years, 2-3 years, 3-4 years, 4 or above years. Usages of the social and traditional media are also measured separately under three brackets, hard news, soft news, both hard and soft news. To check more confined results about the user's choice for news, five dimensions are asked Local News, National News, International News, Disaster & relief Activities News, and Entertainment News. In addition to that five more options are calculated within the social media Facebook, Twitter,

LinkedIn, YouTube and others and five options are given in traditional media to calculate the respondent's primary preference for news TV, Newspaper, Radio, Magazine and others. The usage of media either social or traditional is further measured in time spend that is hour per day on media. To distinguish users from each other in terms of media usage, Light, Moderator and Heavy media users categorize are used from the previous media researches. Time spend on media highlight the usage pattern and indicate the influence of media on the users. Time spent on media is measured in hour per day. Less than two hours were tagged as light users, two to four hours were named as moderator users and more than five hours were called heavy media users. Frequency of usage is measured in access to media per day, how many times they are exposed to media either social or traditional. The access per day exhibits the aptitude and habits of users. The media professional and academicians are consulted and the questionnaire was discussed with them for overall formatting, sentence structure and sentence clarity. Further it was also verified that formatted question items are representing the respective variables and could be used in the related field or some changes were required. Changes suggested by the expert were incorporated in research instrument accordingly.

S. No	Variable	Conceptual Definition	Operational Definition
1	Time spent	Amount of time they spend on social and traditional media	Measured in hours and minutes per day
2	Duration	Period of usage	When they use/watch social and traditional media, measured in years

3	Frequency	Access and regularity in usage	Measured in per day
Traditional Media	Conventional means of communication, before the invention of internet.	TV, newspaper, radio and magazine are considered the old or traditional medium in this study	
Social Media	Social Networking Sites and computer mediated communication to share, generate and distribute content.	Five most popular social networking sites are selected ie- Facebook, Twitter, LinkedIn, YouTube and Google+.	
Hard News	Hard news is news of the hour and deals with serious topics and events.	Hard News refer to the serious news about politics, business, government,	
Soft News	Soft news deals with light and human interest related topics which are not serious.	judiciary, bureaucracy etc Soft news refer to the news about showbiz, film , drama and their related celebrities	
Local News	It refers to coverage of events, by the news, in a local context that wouldn't be an interest of another locality, or otherwise be of national or international scope.	Local news includes, coverage of any political, social, or economical issues related to the people living in the particular city or vicinity.	
National News	News about the nation living in a geographical area	National News covers the coverage of the national politics, government	

		activities, leaders statements, bureaucracy, courts etc
International News	News about the world	It refers to the news that are related to the international relations of the country and any interesting or serious events being taken place in the neighboring country or any part of the world that can impact significantly on mass level
Disaster & Relief Activities News	News about the disaster and relief activities that is took place anywhere in the world.	It refers to the coverage of the events that are holding panic, miseries, like earthquake, sea storms
Entertainment News	News about the film and drama industry	This part of news purely focuses on the glamour side including film, drama, and the showbiz.

Methodology

This study is descriptive study in nature, so quantitative methods are adopted therefore data was collected in a survey from 1383 out of 1500 by using close ended questionnaire. The basic purpose of the study is to observe the elected source of news in the social and traditional media for students in Pakistani university students including the user's background, qualification,

gender, area, usage patterns, time spent and their news seeking interests in soft or hard core information. Like most of this kind of researches, Researcher used ordinal level of measurement wherein different variables were questioned in different categories.

Male and Female university students, age between 16 to 36 & above years were selected through Multi-Stage sampling. At first stage, those list of all universities in Pakistan have been selected both public and private sector. The number of universities in Federal Capital is sixteen, out of which 13 are working in public sector, while three are working in private sector. The number of universities in Punjab is forty three, out of which 22 are working in public sector, while 21 are working in private sector. The number of universities in Sindh is thirty nine, out of which 15 are working in public sector, while 24 are working in private sector. The number of universities in Baluchistan is six, out of which 05 are working in public sector, while one is working in private sector.

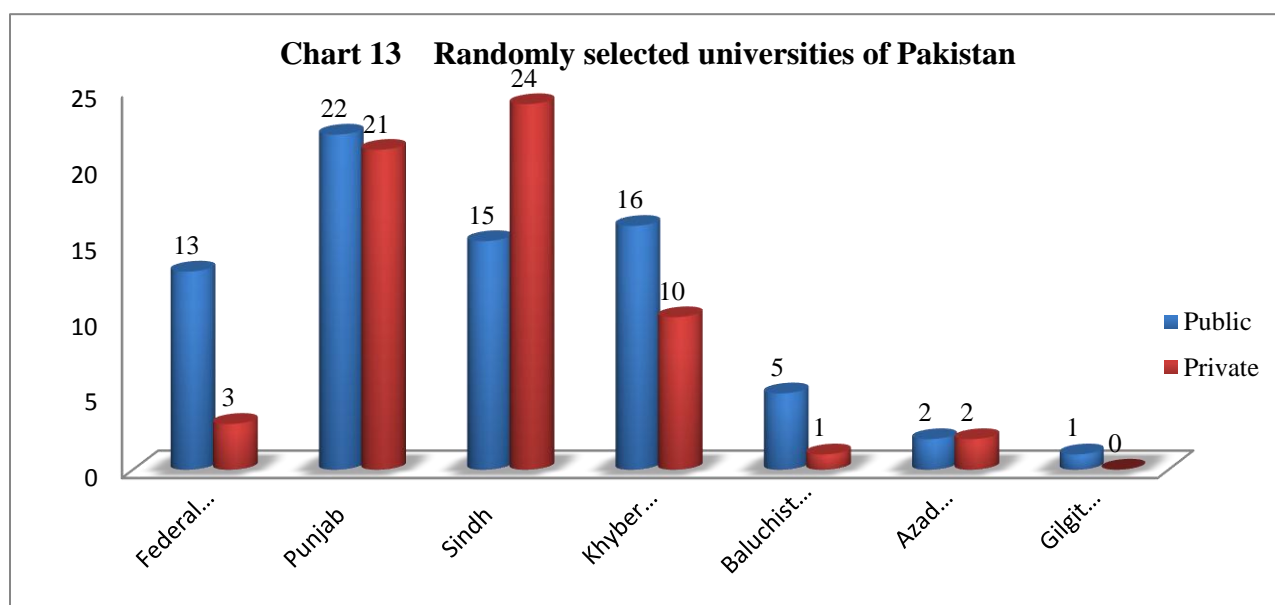
The number of universities in Khyber Pakhtunkhwa (KPK) is thirty nine, out of which 15 are working in public sector, while 24 are working in private sector. The number of universities in Azad Jammu & Kashmir is four, out of which two are working in public sector, while two are working in private sector. The number of universities in Gilgit Baltistan is only one, which is working in public sector, while there is no university working in private sector.

At second stage, all of universities (of those selected in the first stage), were randomly selected based on the capital city of all provinces including Federal capital. (Islamabad, Lahore, Karachi, Quetta, Peshawar, Muzaffarabad, Gilgit Baltistan). Forty seven universities from public and twenty five from private sector were selected as sample of the study, as represented below:

At third stage, to gather respondents for this study, a sample of Male and female student’s age 16 years to 36& above years using social and traditional media was developed. Individuals were contacted personally and questionnaire was distributed among the students during their class, under the supervision of researcher. Required qualifications for the study were students between 16 years to 36 & above years who had a user of traditional and social media.

Randomly selected universities of Pakistan

Province	Federal Capital	Punjab	Sindh	Khyber Pakhtunkhwa	Baluchistan	Azad Jammu & Kashmir	Gilgit Baltistan	Overall
Public	13	22	15	16	5	2	1	74
Private	3	21	24	10	1	2	Nil	61
Total	16	43	39	26	6	4	1	135



Analysis and Interpretation of Data

	Male	Female	Total
Frequency	833	550	1383
Percentage	60%	40%	100%

Table 1 Gender

Table 1 shows the frequency results of the gender of the respondents. Total 1383 respondents were selected through sample random sampling, out of which 833 were males, however 550 were female.

Age (in years)	16-20	21-25	26-30	31-35	36 and above	Total
Percentage	22.10%	40.60%	19.30%	12.20%	5.49%	100%
Respondents	307	562	268	170	76	1383

Table 2 Age

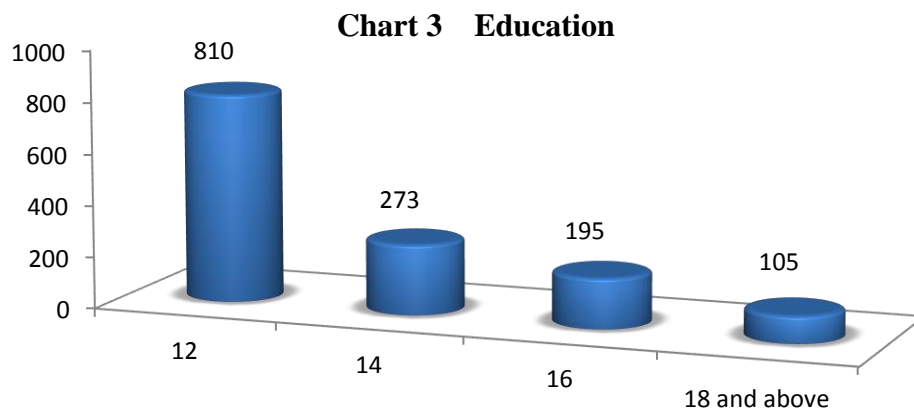
Table 2 shows the age of the respondents. A code was given to each age group i.e 1 for 16-20, 2 for 21-25, 3 for 26-30. Similarly 31-35 was coded as 4 and 36 and above years was coded as 5.

The results of the analysis show that there were 307 respondents that belonged to 15-20 years of age which is 22.1%. 562 respondents were between 21- 25 years of age which mean 40.6%, 268 respondents were from 26 – 30 years of age equal to 19.3%. 31 – 35 years of age were 170 respondents which mean 12.2% and above 36 years of age were only 76 is equal to 5.49%. The results indicate that most of the respondents were of the age between (21-25) years i.e 40.60%.

Education					
(Completed in 18 Years)	and above	16	14	12	Total
No. of students	105	195	273	810	1383
Percentage	7.50%	14.00%	19.73%	58.56%	100%

Table 3 Education (Completed in Years)

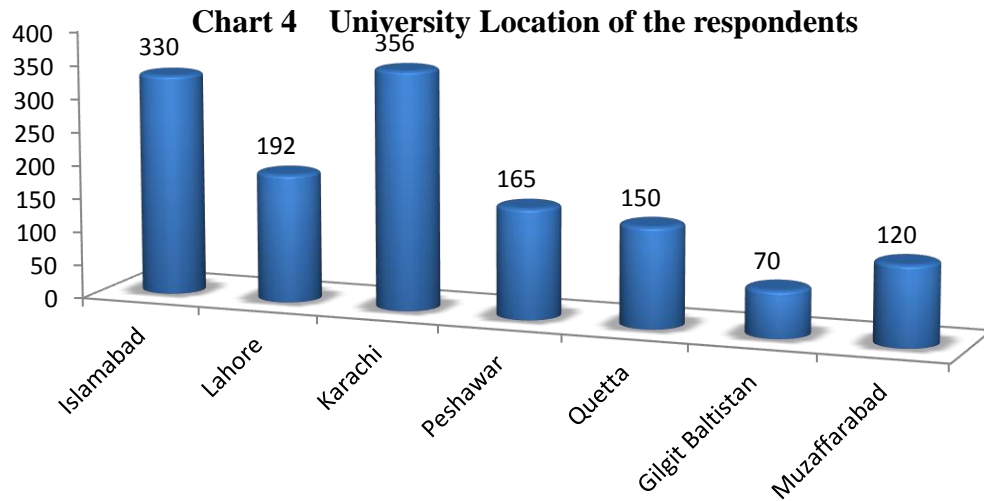
The Table 3 shows the results of education level of the respondents. The respondents were divided into four categories according to their educational completion years i.e ranging from 12 years of education to 18 or above years of education. The 12 years of education was coded as 1, 14 years as 2, 16 years as 3 and 18 or above was coded as 4. It is indicated that most of the respondents were having 12 years of education, i.e. 810 respondents which is equal to 58.6%, 273 have 14 years of education it means 19.73%, 195 have 16 years of education are 14% of total respondents and 105 respondents indicated their education above 18 years which means 7.5%. The highest percentages of respondents i.e 58.56% have 12 years of education.



Name of City	Islamabad	Lahore	Karachi	Peshawar	Quetta	Gilgit Baltistan	Muzaffarabad	Total
No of respondents	330	192	356	165	150	70	120	1383
Percentage	23.80%	13.80%	25.70%	11.90%	10.80%	5.00%	8.60%	100%

Table 4 University Location of the respondents

Table 4 shows the results of the different areas from which respondents belong to. The data was collected from total seven areas (the hub of educational institutes in Pakistan). The city Islamabad was coded as 1, Lahore as 2, Karachi was coded as 3, Peshawar was coded as 4, Quetta was coded as 5, Gilgit Baltistan was coded as 6 and Muzaffarabad was coded as 7. Most of the respondents were from Karachi i.e. 356 (25.7%) respondents, while from Islamabad 330 (23.8%) respondents participated in the study. 192 (13.8%) from Lahore and from Peshawar 165 (11.9%) respondents were part of the study. 150 (10.8%) respondents were from Quetta, 120 (8.6%) from Muzaffarabad and only 70 (5%) respondents were from Gilgit Baltistan. The results indicate that most respondents were from Karachi and Islamabad respectively.



	Social	Traditional	Social and Traditional	Total
Frequency	524	483	376	1383
Percentage	37.80%	34.90%	27.10%	100%

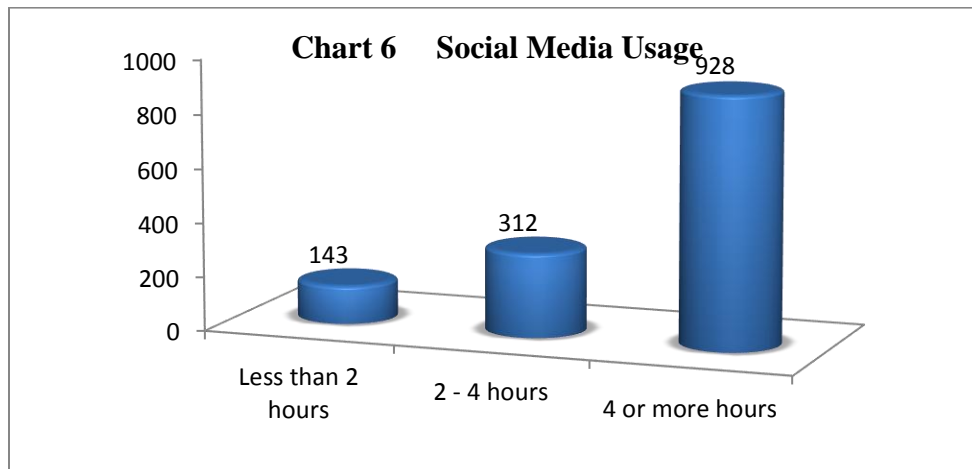
Table 5 Which media do you use?

Table 5 shows the media usage trend of the respondents. Out of the sample of 1383, three types of media users were identified, i.e. “only social media users” coded as 1, “only traditional media users” coded as 2 and “social and traditional media users” coded as 3. The analysis shows that 524 (37.8%) respondents were using social media only, while 483 (34.9%) were traditional media users. 376 (27.1%) respondents were user of social and traditional media both. The analysis of the results proves that most respondents were social media users.

Per Day Usage	Less than 2 hours	2-4 hours	4 or more hours	Total
Frequency	143	312	928	1383
Percent	10.3	22.6	67.1	100

Table 6 Social Media Usage (per day)

Table 6 shows the day social media usage of respondents. 1383 of respondent divided according to their usage i.e heavy user, moderate user and light user. Code 1 was given to “less than 2 hours” code 2 was given to “2-4 hours” code 3 was given to respondent who use social media “4 or more hours”. The analysis of the results shows that 928 out of 1383 respondents were heavy user which is 67.1%.

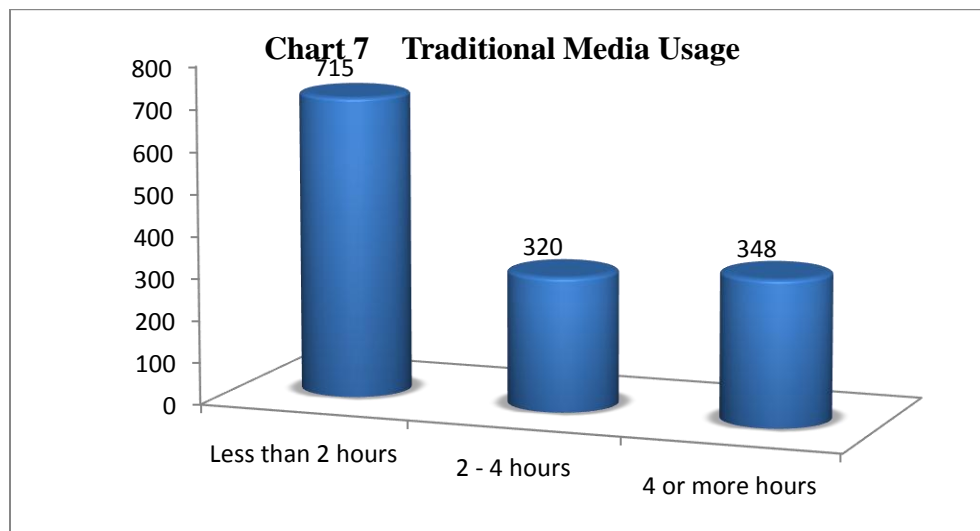


Per day Usage	Less than 2 hours	2-4 hours	4 or more hours	Total
Frequency	715	320	348	1383

Percent	51.7	23.1	25.2	100
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Table 7 Traditional Media Usage (Per day)

Table 7 shows the day traditional media usage of respondents. 1383 of respondent divided according to their usage i.e heavy user, moderate user and light user. Code 1 was given to “light user” code 2 was given to “moderate user” code 3 was given to respondent who use social media “heavy user”. The analysis of the results shows that 715 out of 1383 respondents were light user which is 51.7%.



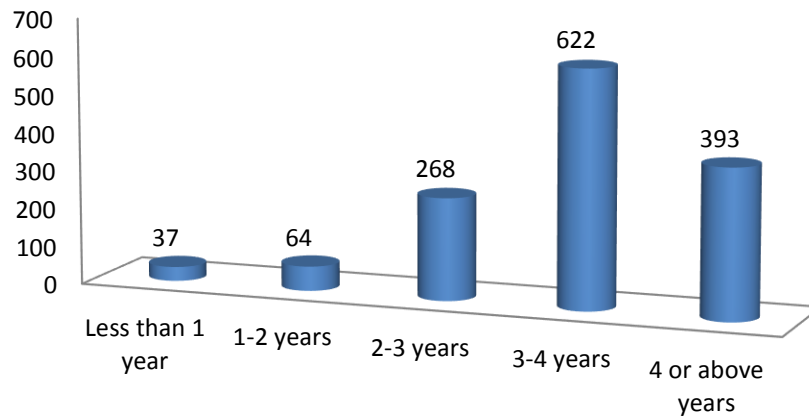
	Less than 1 year	1-2 years	2-3 years	3-4 years	4 or above years	Total
Frequency	37	64	268	622	393	1383
Percent	2.7	4.6	19.4	44.9	28.4	100

Table 8 Social Media Use (Years)

Table 8 shows the frequency and percentage of social media use in years. The results show that 37 (2.7 %) participants were using social media for less than 1 year. Similarly 64 (4.6%)

respondents were using social media for 2 years, whereas 268 (19.4%) were using for 3 years. 622 (44.9%) were using social media for 4 years and it was the highest frequency of usage in years among the respondents. 393 (28.4%) respondents showed that they have been using social media for more than 4 years.

Chart 8 Social Media Use Year

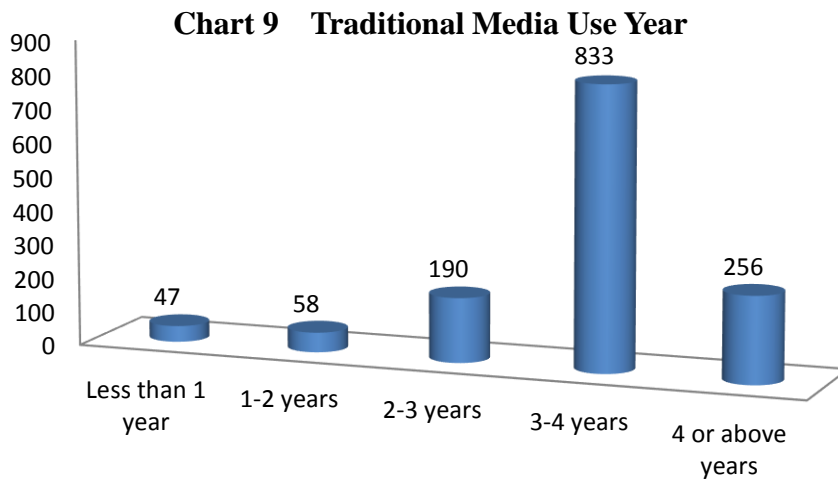


	Less than 1 year	1-2 years	2-3 years	3-4 years	4 or above years	Total
Frequency	47	58	190	833	256	1383
Percent	3.4	4.2	13.7	60.2	18.5	100

Table 9 Traditional Media Use (Years)

Table 9 shows that how long participants had been using traditional media. The frequency of usage was measured in years. 47 (3.4%) participants have been using traditional media for less than 1 year and 58 (4.2%) indicated their usage within 2 years. 190 (13.7%) were using traditional media from 2-3 years. The highest number of respondents 833 (60.2%) showed that

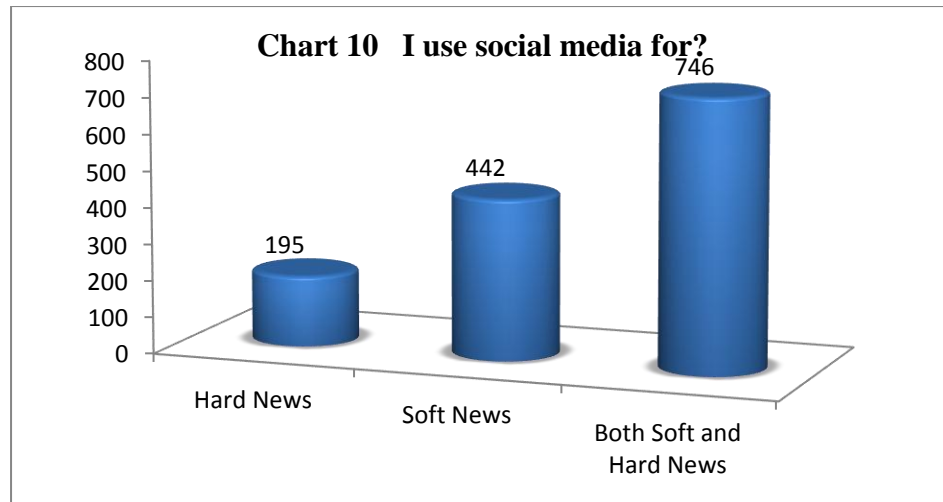
they have been using traditional media between 3- 4 years. Only 256 (18.5%) of respondents indicated their usage of traditional media in more than 4 years.



Hard News	195	14.1%
Soft News	442	32.0%
Both Soft and Hard News	746	53.9%
Total	1383	100%

Table10 I use social media for?

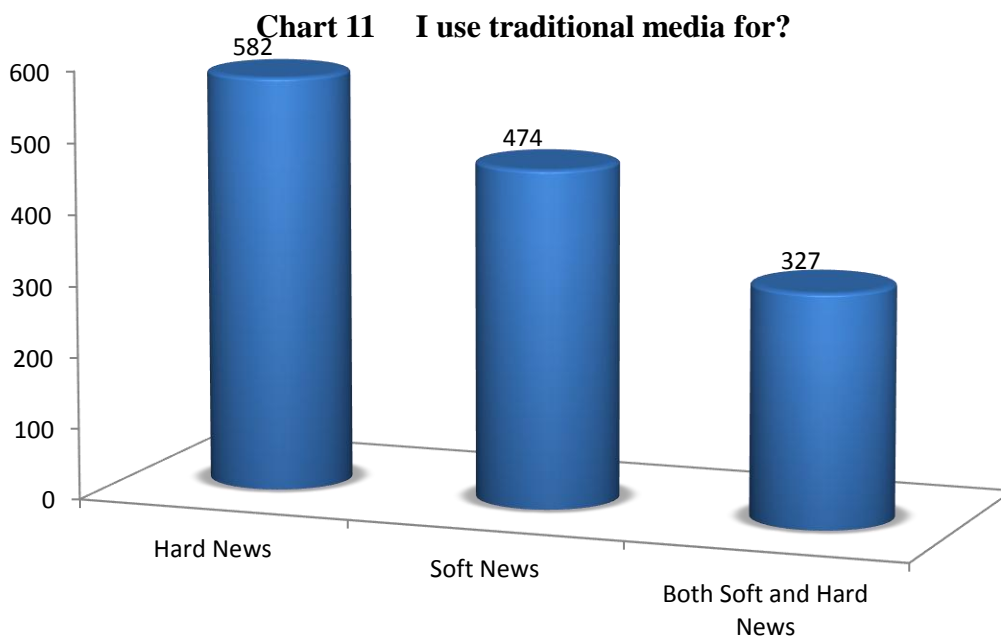
Table 10 shows the results of the usage of social media for different kind of news. The “hard news” was coded as 1, the “soft news” was coded as 2 and “both soft and hard news” was coded as 3. It is seen that respondent’s use social media for soft news were 442, for hard news 195 and for both soft and hard news are 746. The results indicate that most of the people use social media for soft news.



Hard News	582	42.0%
Soft News	474	34.2%
Both Soft and Hard News	327	23.66%
Total	1383	100%

Table 11 I use traditional media for?

Table 11 shows the results of the usage of traditional media for different kind of news. The “hard news” was coded as 1, the “soft news” was coded as 2 and “both soft and hard news” was coded as 3. It is seen that respondent’s use social media for soft news were 474, for hard news 582 and for both soft and hard news are 327. The results indicate that most of the people use traditional media for hard news.

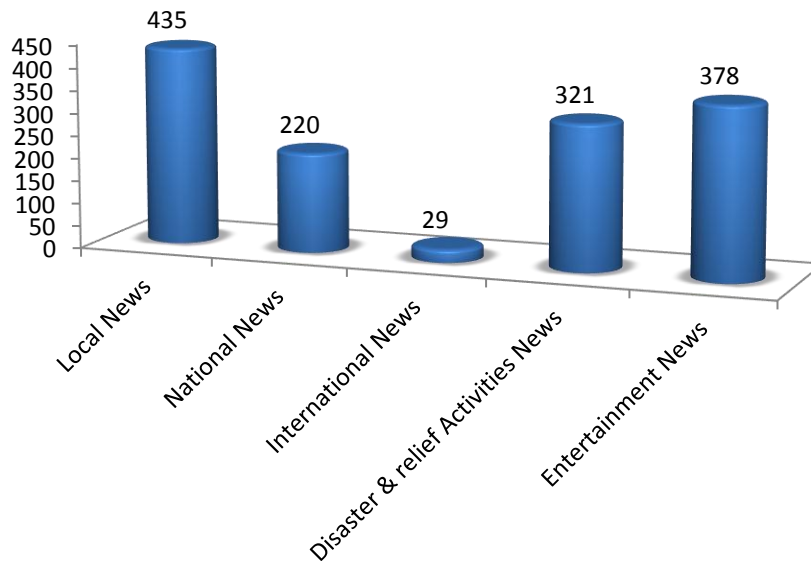


News Type	Local News	National News	International News	Disaster & relief Activities News	Entertainment News	Total
Frequency	435	220	29	321	378	1383
Percentage	31.40%	15.90%	2.09%	23.20%	27.33%	100%

Table 12 I use Media (Social & Traditional) for?

Table 12 shows the results of the usage of social media usage of different types of news. The “Local” was coded as 1, the “National news” was coded as 2, “International News” was coded as 3, “Disaster & relief Activities News” was coded as 4, “Entertainment News” was coded as 5 and “Entertainment News” was coded as 6. It is seen that respondents use social media for local news were 435, for National News were 20, for International News were 29, for Disaster & Relief Activities News were 321 and for Entertainment News were 378. The results indicate that most of the people use social media for Local News.

Chart 12 I use Media (Social & Traditional) for?

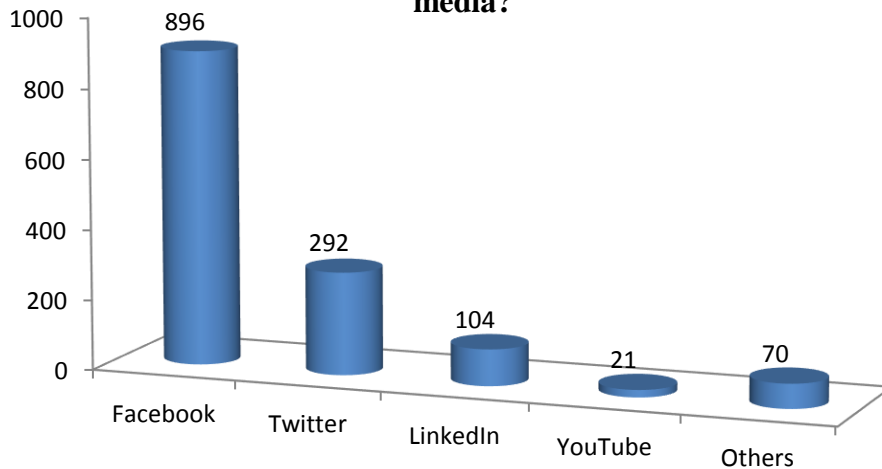


	Facebook	Twitter	LinkedIn	YouTube	others	Total
Frequency	896	292	104	21	70	1383
Percent	64.8	21.1	7.5	1.5	5.1	100

Table 13: Which is your primary source of news in social media?

Table 13 shows the primary frequency source of social media of the respondents. Total five categories of online sources were made. Out of 1383 respondents 896 answered Facebook, 292 said Twitter, according to 104 LinkedIn is the main source of news, 21 said YouTube and 70 answered others. According to 64.8 % of respondents the main sources of online news is Facebook.

Chart 13 Which is your primary source of news in social media?

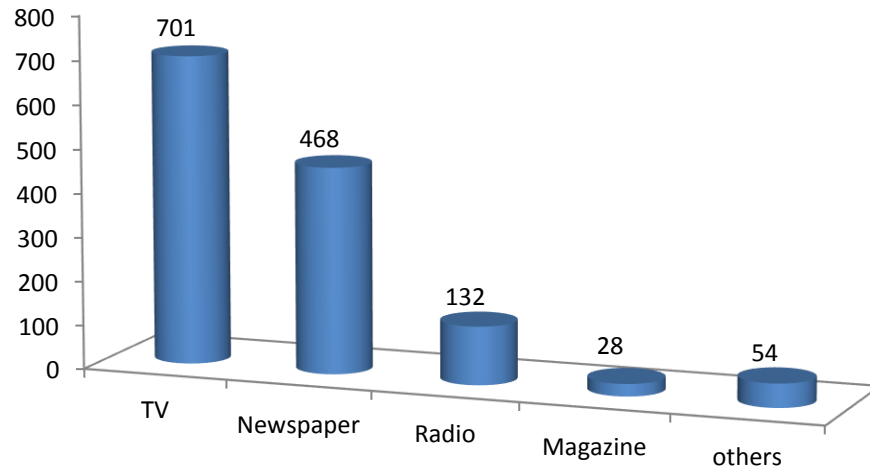


	TV	Newspaper	Radio	Magazine	others	Total
Frequency	701	468	132	28	54	1383
Percent	50.7	33.8	9.5	2	3.9	100

Table 14 which is your primary source of news in traditional media?

Table 14 shows the primary frequency source of Traditional media of the respondents. Total five categories of traditional sources were made. Out of 1383 respondents 701 said TV, 468 answered Newspaper, according to 132 Radio is the main source of news, 28 respond Magazine and 54 said others. 50.7 % of respondents answered that TV is the main sources of news in traditional media.

Chart 14 Which is your primary source of news in Traditional media?



Conclusion

The aim of this study was to find out the facts about the media user's background including age, gender, qualification, area, media usage patterns, time spent on media and their news seeking interests in soft or hard core areas. The findings showed that Out of 1383, majority of the media users 40.6% were in the age group of 21-25. 37.8% preferred Social media to seek information however traditional media users were 34.9%. The frequency of usage was measured in years. 44.9 per cent users had been using soft media more than three years while the highest numbers of respondents in traditional media were 60.2%. The usage of the social media were seen highest for both soft and hard news 53.9% and 32 % for only soft news however the usage of traditional media is highly significant for the hard news 42.0%. The result also shows that users of social or traditional media are more concerned to know about what is happening in their vicinity as 31.4% however after that 27.33% users like entertainment news followed by 23.2% in Disaster & Relief Activities News. In addition to that the findings indicated that within the social media Facebook is utmost priority of the users as 64.8 % while only 21.1 % are having twitter as their

primary source for news. On the other side, traditional media users, 50.7 % users chosen TV as their primary source of news followed by 33.8 % for newspaper and then only 9.5 % radio.

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