

Exploring News Media Usage among University Students of Pakistan: A Case Study of Islamabad

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Abstract

This study is primarily designed to explore the news media usage and its gratification among university students. It has theoretical grounds in of Uses and Gratification which seeks how people use media to gratify different needs. Respondents of this research were selected from four universities of Islamabad- two public sector universities and two private sector universities namely: National University of Modern Languages, National University of Science and Technology, Zulfiqar Ali Bhutto Institute of Science and Technology and Foundation University Islamabad. Major findings of this study show that mostly students (66%) rely on internet to access different types of news, and least number of (1.5%) students consume radio news. It was revealed that (71%) of the students spend only fifteen minutes in reading newspapers. The study revealed that most of the students (71%) are interested to know about political affairs of Pakistan. There was also other medium that gratify students need but their proportion is lesser than internet. Overall findings indicated that arrival of ICT replaced traditional mode of conventional media.

Keywords: *News media consumption, needs, gratification, students, social media, broadcasting.*

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Introduction

News is not just information and facts it's more than that and most importantly it has an impacts on our life. News affect our life in many ways like how we think about issues and happenings and how we perform our jobs how we live our lives how we perform our function as a student and many times how we make our decisions on basis of news. So, we decide when we go outside with umbrella or cancel our picnic party based on weather news. We consume news many times for sports updates, stock market reports and many times for entertainment happenings. Information we consume from news media basically affects our field of study and choice of University/ College. Most importantly we learn through media reports how to participate in political campaign, about political candidate and elections result and candidate position in election. Declarations about new business and new trades, new professions or, conversely, about tender opening date come to us through the news media (school videonews.com).

News is very significant for society as well mostly to tell the public regarding happenings around them and will have an influence on them. Frequently news is for enjoyment purpose too as it sometimes touches our feelings too. Public reports on a hazardous road or mishaps also counted as functions and dysfunctions of news as well. On the other hand, news about energy resources and crisis will have a deep impact on our personal lives and the global economies as well (Clearly explained.com). To conclude it can be well said that news is has deep connection with our societal and personal life and our lives have a greater dependence on news. *News Media*

Defining News

The American Heritage Dictionary (1996, 5th edition) define News media as,Media that is used for distribution of news and information to general public is called news media and it is comprised of: Broadcasting (Television, radio), Print media (newspapers, magazines), and social media. News-media (n..d)

News Media Consumption

For the purposes of this study, news media consumption is defined as vigorously looking for news on the Social media, television, and radio or in print, and the word of mouth and consuming news for more than 15 minutes on a normal day (Clork, F 2010).

Need

According to business dictionary (2019) need is defined as something required because of its vitality, importance and desire as well. It is an inspiring force that induces action for its gratification. Basically, needs differ from basic survival requirements (common among all species), to

social, intelligence and communal needs (varying from people and place to place).

Hierarchy of Needs Model (Maslow's)

Maslow (1943, 1954) present five type of basic needs in psychology. According to Maslow people have basic five types of needs e.g.; Physical, security, affection and belonging, admiration and self-actualization. People interested to attain needs and that a few needs outweigh others. First, we gratify our primary needs and then primary needs motivate secondary and so on.

These include need for personal development, self-fulfillment, looking for personal development and highest knowledge (Maslow, 1987, p. 64).



Maslow (1987, p. 69)

Gratifications

The dictionary of Merriam Webster (1828) offers the following definitions:

The action of giving satisfaction or fulfillment to the condition of being satisfied or pleased.

Or

Gratification is the emotional reaction that please or satisfied someone.

Gratification in media

According to Elihu k et al., (1973) media satisfy different needs of individual and people have many choices and pick specific medium for needs satisfaction. People consume media for knowledge, education social interaction and many people consume media for escape from

worries and for emotional support. Katz et al., 1973 stated that there are 35 basic needs that stimulate individuals to consume different media and arranged these basic categories in to five categories cognitive, emotional needs, individual's personal needs, social needs and need to escape from worries. According to Mc Quail (1983) people use media for four basic motives: Information, entertainment, social Interaction, and for personal identification.

Literature Review and Theoretical Framework

The free stream of information is essential to an active public sphere and, for most people, media first newspaper, then television, and now the internet are the major sources of news information (Graber, 1984). This study explores news media consumption and needs gratification. Mainly this research focuses on the patterns of news media consumptions and needs gratification of university students. Patterns of news media consumption is related to information from different media platforms e.g. television news radio news are related with social interaction and patterns of consumption is related with amusement, distraction and destructive impact on commitment (Shah et al., 2001). Katz and Gurevitch (1974) stated that people consume news media for social relationships, amusement, identification and observation.

According to Zukin (2006) Now youth have so many platforms for news and "Dot Net" age group rising up because they have number of offline and online platforms for News. According to state of news media (2010) Young people have turn out to be news consumers, combining different platforms and numerous online news sources and selecting the bits of news they believe essential to satisfy their desires. This new direction towards news reflects careless way of life of the young generation combining education, jobs, social networking, hobbies, etc., within an incomplete time frame (cost era Meijer, 2007; Huang2009).

Even though young generation do believe it significant to remain up to date with existing proceedings, they have a propensity to find the traditions in which customary media present these events scarcely pleasing (Meijer et al.,2007).For Youth, news is not a conclusion in itself but a way for experience the humanity around them monitoring their surroundings, give sense to their life ,identifying individual principles for reality, being paid a sense of belonging for discussion and inspiration (Cost era Meijer,2007;Huang 2009).According to Althaus and Tewksburry online newspaper readers are not able to comprehend, remembrance, and have no idea how to place news items as enthusiastically as reader of paper version . Tewksburry and Althaus (2000) also consider variances in information accomplishment among person who reads paper

version and E newspaper in the United States. Also, they concluded in a huge transformation in the way in which print version and online version of newspaper give news. A person who read paper version have curiosity about in nationwide news. Tewksbury and Althaus (2000) have affirmed that online readers might be getting through and stay grasp of news in a dissimilar method as of the person who reads paper form of newspapers. Association between traditional and social media trends advice that internet so far-off has supplement quite than substituted traditional media for news make use of. (Dewaal et al., 2005) According to pew research center (2008) traditional media (Television, newspaper, radio) consumption going down than the social media consumption. Newspapers have misplaced a remarkable figure of readers, particularly young readers, more than the ten-year period (Bogart et al., 1982). The affinity of youthful nationals not overpowering the news has been continuing for quite a while. In 1965, percentage of students who read newspaper was 67 percent and in 2002 only 28 percent students read newspaper (Feldman, 2007).

Though, mostly traditional news media organization adapting new methods to assemble their viewer's demand and mostly traditional media organization have online web for social media consumers in this way they grab the attention of viewers in new way. According to report of pew research center (2008) mostly news consumer age was 52 but it doesn't mean young people have no interest in news consumption many news consumers has age 18 to 25. Based on uses and gratifications approach this research examines how university students consume news and how news media gratify their needs. According to Shields (2005) and Schwartz, (2006) young people consume news from newspaper and give importance of print version of newspaper and that newspapers are still the prime receivers of profitable dollars amongst main news media plat forms. Kellerman (1990) conducted a survey and have question that how many respondents having age" between" 18 to 35 read newspapers and how many respondents are regular viewer of Television programs. He found that readership of newspaper 67 percent then going downwards and now it's about 30 percent. Television viewership also decline due to many social networks and now its viewership graph 52 percent going downward. Researchers and business analysts question that, if the daily paper industry does not accomplish these youngsters now, it will be not able to discover them as peruses everlastingly (Cheever et al., 1999).

As of the improvement of the Internet and the progressive indication of present online media, the daily paper business has polished an imperative progression (Qayyum et al., 2010). Considering Palfrey and Gasser's (2008) work, Lee and Delli Carpini (2010) work on age bunch and effect of traditional media and stated that "Internet easily grasp attention of Child than Television and Radio".

This study is founded on theory of uses and gratification approach. According to Ruggiero (2000) uses and gratification approach all time adopted to explain how people use media and how media gratify need of individuals in the time of foundation of every mass communication medium like radio, television newspaper and now internet. Uses and gratifications proponents have argued that populace has essential desires, shaped by communal and person distinctiveness that direct to motives for needs gratification. Uses and gratification approach basically traced back from 1942. In the early history of communication tactic developed to study media use and selection of media type and content and how media gratify need of individuals (Cantril, 1942).

According to Killing, Hennings and Langer (2012) Computerized open and Millennial are terms that suggest that youngsters' tendencies for utilizing the new media are essentially more widespread than the tendencies for old age people and different individuals utilize different types of media for various purposes. Castellón (2012), who recommends, that as daily papers never again are the main data sources accessible, there exists data plenitude, has additionally noticed a similar example. Therefore, youth in these days tend to use a blend of media for news and for latest information on what is happening around the world. Besides, a lot of previous print daily paper users express that they have stopped their membership of a customary daily paper as they have discovered comparable substance on the web (Purcell,2013). Concerning both data and diversion content, the Internet consider as medium of youngster. (Szekely and Nagy, 2011). The expanded utilization of online networking, including stages, for example, web journals, Facebook and YouTube, has made a totally better approach for devouring news coverage. Mitchelstein and Boczkowski (2010) stated that Newspapers are one of the eldest types of contemporary media. Now social media is challenging traditional news distribution approaches (Chung, 2008). Mostly people use social networking sites for news and also for social connectivity. Profiles on social media accounts allow consumers to know about their contacts interest, background education and taste and people easily connect with other people for sharing of ideas and also for friendship (Ellison and Boyd 2008, p.211). Consumers can also connect with each other through a diversity of tools (Raynes&Walker, 2008).

Objectives

Most important objective of this study is discovering news media consumption and needs gratification of institution of higher education students. The subsequent purposes that are going to be achieved by accompanying this research are given below.

1. To know about the different sources through which students consume news.
2. To explore that how students prioritize different news media for their news consumption.
3. To explore the reasons for news consumption among the respondents.
4. To know about the news media which gratifies most of the needs of the students.

Research Questions

The four basic research questions will dive deeper in the news media consumption and needs gratification behavior of young adults. The first research question will investigate

RQ1: What are the different sources through which students acquire news?

RQ2: Whether to what extent do students prioritize different types of news?

RQ3: Why do the students consume news?

RQ4: Which of the news medium does gratify most of the needs of students?

Limitations

Owing to constraints of limited time, finance and many other factors there are numerous probable limitations in this study which are mentioned below:

1. University students are sample of this study and mostly students use social media and have different views about different news than other cluster of audience.
2. Additional to this, sample of this study just limited to Computer Science department and Media Department. The conclusions will not be taking a broad view for the whole Pakistani community.
3. This study presents the reflections of a youthful and well-informed section only.
4. This study is confined to graduate students of Rawalpindi-Islamabad.
5. The last and most important limitation in this assignment is basically limited time limited funds availability. Information from all over Pakistan paint better image of news media consumption of students and for this purpose we need additional financial funds. This affects the real span and depth of the study. So, this research will not have as much wider scope comparatively.

Methodology

This quantitative research study is based on survey methodology. By applying Nonprobability sampling technique 200 students selected from two private and two public sectors universities of Islamabad Pakistan. Data collected from media

studies department and computer science department of Two public and two private sector universities of Islamabad by using self-administered questionnaire. Data was analyzed by applying percentage, frequency and cross tabulation by using SPSS (Statistical Package of Social Sciences).

Findings and Discussion

RQ 1: What are the different sources through which students acquire news?

Table .1: *Gender* News media consumption*

	Interpersonal communication	Radio	Television	Newspaper	Internet	Total
Male	9	3	21	9	65	107
Female	6	0	19	2	66	93
Total	15(7.5%)	3(1.5%)	40(20.0%)	11(5.5%)	131(65.5%)	200

According to the results of Table 4.6 it was found that students use different sources to acquire news which are as under:

- i. Interpersonal Communication 15(7.5%)
- ii. Radio 3 (1.5%)
- iii. Television 40 (20.0%)
- iv. Newspapers 11(5.5%)
- v. Internet 131 (66%)

RQ2: Whether to what extent do students prioritize different types of news?

Table .2: *News categories*

Sr.no	News categories	%saying not imp	%saying slightly imp	%saying moderately imp	%saying very imp	Chi-square
1	Celebrity news	50%	71%	58%	21%	.024
2	Business & financial news	52%	57%	61%	28%	.001
3	Entertainment	29%	53%	58%	59%	.012
4	International political affairs news	40%	55%	36%	66%	.005
5	Pakistani political affairs news	28%	57%	41%	71%	.026
6	News about recent incidents in local area	25%	63%	54%	56%	.117
7	News about youth matters and activities	31%	40%	62%	66%	.004
8	Criminality news	35%	57%	50%	56%	.965
9	News about sports	53%	46%	52%	48%	.009
10	News about style of living and fashion	45%	44%	61%	56%	.008
11	News about Tourism and travel	50%	52%	52%	44%	.069
12	Weather news	54%	73%	44%	27%	.488
13	Environmental news	45%	75%	46%	32%	.046
14	Science news	51%	66%	45%	37%	.021
15	Education news	38%	60%	50%	50%	.040
16	Religious news	31%	49%	57%	59%	.001

Research question was investigated in this study and findings in table 2 revealed that majority of the students (71%) consume news to know about Pakistani political affairs and (66%) consume news International political affairs and same no(66%) of students consume news about youth matters and activities.

RQ3: Why do the students consume news?

Research question investigated about the reasons for the consumption of different news.

Table .3: Reason for News consumption
There were found different reasons for the news consumption and the

Sr.no	Reason for News consumption	%saying Strongly D Agree	% saying Disagre e	%sayin g Neutral	%sayi ng Agree	% saying Strong ly A	Chi- Square
1	News about issues & happenings across the country.	16%	10.5%	23.5%	28.0%	22.0%	.182
2.	News about issues & happenings across the world.	12.0%	11.0%	19.5%	34.5%	23.0%	.293
3.	To get information related to my education.	15.0%	8.5%	25.0%	30.5%	21.0%	.916
4.	To join in conversations with friends and family.	16.0%	14.0%	19.0%	31.0%	20.0%	.552
5.	By news consumption m able to form my own opinion about happenings and issues.	12.0%	11.0%	17.0%	40.0%	20.0%	.018
6	For personal interest.	9.5%	8.5%	22.0%	37.0%	23.0%	.658
7	For entertainment.	13.5%	11.5%	16.5%	41.0%	17.5%	.480
8	It is my habit.	18.0%	19.5%	25.5%	21.0%	16.0%	.234

findings of this research question revealed that (23.0%) students consume news to know what is going on in the world and (23.0%) students consume news for personal interest. There were mentioned other reasons that were even below 23 %.

RQ4: which news medium does gratify all-out needs of students?

About Information of favorite news media that gratify maximum number of student needs investigated.

Table .4: *News Consumption via Newspapers*

Sr. no	News Consumption via Newspapers	%saying Strongly Agree	% saying Disagree	%saying Neutral	%saying Agree	%saying Strongly A	Chi-square
1	Paper is most loved media for students.	28%	28.5%	20.5%	16.5%	6.5%	.010
2	Increasingly genuine and exciting.	18.5%	23.5%	33.5%	20.0%	4.5%	.357
3	Effectively accessible for students.	22.5%	22.5%	21.0%	20.0%	14.0%	.300
4	Paper gives more data than TV to students.	19.0%	23.0%	30.0%	19.0%	9.0%	.035
5	Paper gives restricted data to students.	16.5%	26.5%	25.5%	21.5%	10.0%	.295
6	Information provided on newspaper is more reliable.	14.5%	14.0%	34.5%	29.5%	7.5%	.098
7	Newspaper reading improves my vocabulary.	10.0%	10.5%	23.5%	32.5%	16.5%	.108
8	Newspapers are cheaper to afford.	11.5%	12.0%	14.5%	39.5%	22.5%	.256
9	I can read them on my convenience.	17.0%	10.5%	23.5%	32.5%	16.5%	.325
10	Their supportiveness during electricity issues	14.0%	14.5%	17.5%	34.5%	19.5%	.000
11	Acknowledged papers because of their minimal effort	13.0%	14.5%	31.5%	25.0%	16.0%	.023

Table .5: News Consumption via Radio

Sr.no	News Consumption via Radio	%saying Strongly disagree	% saying disagree	%saying Neutral	%saying Agree	% saying Strongly Agree	Chi-square
1	Morning news notices on Radio gives me most of the data I am searching for	27.0%	24.0%	22.0%	21.0%	5.5%	.310
2	News on radio is to the point and focused	17.0%	17.0%	30.0%	25.0%	10.0%	.972
3	With backup facility radio is good source during electricity issues.	15.5%	17.5%	27.5%	30.0%	9.5%	.536
4	Consume radio news on my phone.	21.0%	21.0%	20.0%	30.0%	7.5%	.325
5	Radio News on radio are reliable	14.5%	22.5%	35.0%	20.5%	7.5%	.208
6	I am regular listener of radio news	30.5%	22.5%	31.5%	11.5%	4.0%	.148
7	It gives me the assortment of stories	21.0%	25.0%	34.5%	14.5%	5.5%	.201
8	My hobby is to listen radio	27.5%	31.0%	20.0%	15.0%	6.5%	.403
9	News on radio don't fit in my day by day plan	21.0%	16.0%	21.0%	25.5%	16.5%	.148

Table .5 shows reasons of radio news utilization for the mostly students agree that in his or routine there is no time for radio listening (16.5% students agreed with this).Radio news is short and to the point (10.0% students agreed with this).Due to backup facility students listen radio news during electricity issues (9.5% students agreed with this).Less significant practices were Morning news releases on Radio gives me the majority of the data I am looking for(27% students strongly agreed with this).

Table .6: Consumption of News via Television

Table 6 shows reasons of news consumption from Television. Students

Sr.no	News consumption via TV	% saying Strongly disagree	% saying Disagree	% saying Neutral	% saying Agree	% saying strongly A	Chi - square
1	News on Television provide updates about news stories	18.0%	6.5%	15.5%	37.5%	22.5%	.015
2	We mostly use TV at home for news	13.5%	8.5%	18.5%	34.0%	25.5%	.051
3	It fits in my day by day plan effectively	15.0%	9.5%	28.5%	31.5%	15.5%	.042
4	It gives me the exact data about the issues/occasions	11.5%	16.0%	29.0%	34.5%	9.0%	.926
5	For me TV is the most ideal approach to kill the time	13.5%	12.0%	30.0%	32.5%	12.0%	.801
6	Television furnishes me the opportunity to sit with the family	11.0%	15.5%	20.0%	39.0%	14.5%	.602
7	It gives me the assortment of stories	15.5%	8.0%	20.5%	37.5%	18.5%	.466
8	Load shedding issues when I when I want to watch TV	18.0%	23.0%	29.5%	21.0%	8.5%	.055
9	In my room I have my personal TV	20.5%	26.0%	18.0%	22.0%	13.5%	.096

appreciated Television news because we mostly use TV at home for news (25.5% students agreed with this) and secondly News on Television provide updates about news stories (22.5% students agreed with this). It gives me the assortment of stories (18.5%) It fits in my day by day plan effectively (15.5%) Television furnishes me the opportunity to sit with the family (14.5%). In my room I have my personal TV (13.5%). For me TV is the most ideal approach to kill the time (12.0%). It gives me the exact data about the issues/occasions (9.0%). Load shedding issues when I when I want to watch TV.

Table 7: News Consumption via Internet Cross Tabulation

Sr.no	News consumption Via Internet	%saying Strongly D Agree	% saying Dis agree	%sayin g Neutral	%saying Agree	%saying Strongly A	Chi-square
1	News on internet is not expensive	8.0%	12.0%	16.5%	35.5%	28.0	.183
2	I can utilize internet whenever I need	3.0%	8.0%	11.0%	43.0%	35.0	.151
3	It is all the simpler to get to my advantage zones online	4.0%	4.0%	14.5%	39.5%	38.0	.335
4	News consumption is easy on internet	1.0%	3.5%	14.0%	44.5%	37.0	.268
5	Access available for multiple news media online	2.0%	3.5%	11.0%	36.0%	47.5	.922
6	Up to date news stories available on internet	1.0%	6.0%	21.5%	33.5%	38.0	.572
7	Due to interactive nature I like online news	2.5%	6.0%	23.0%	34.0%	34.5%	.272
8	It furnishes me with the assortment of stories	1.0%	3.0%	15.5%	44.5%	36.0%	.044
9	It's simple to get to worldwide news on the web	2.0%	5.5%	10.0%	37.5%	45.0%	.041
10	I want to peruse, watch or tune in or read news on workstation/cell phones and so on.	2.5%	5.5%	15.5%	33.0%	43.5%	.437

Table 7 show that students mostly consume news from Internet because Access available for multiple news media online (47.5% students agreed with this). 45.0% students mentioned that it's simple to get to worldwide news on the web .43.5% students mentioned that I Table 4.17 shows that Internet gratify maximum number of students needs like (47.5%) students consume news on social media because access available for multiple news media online(45.0%)students mentioned that It's simple to get to worldwide news on the web .(43.5%) students mentioned that I want to peruse, watch or tune in or read news on workstation/cell phones and so on(38.0%) believe It is all the more simple to get to my advantage zones on line(38.0%) students believe that up to date news stories available on internet 37.0 %students mentioned that news consumption is easy on internet.36.0% students agree with this statement that Internet furnishes me with the assortment of stories. Due to interactive nature I like online news (34.5%) I can utilize internet whenever I need (35.0% students agreed with this)

Comparisons of table 4,5,6,7 revealed that social media are most favorite media among university students and gratify maximum number of student's needs.

Results and Discussion

Demographic data of this study revealed that total respondents of this study was 200 out of which 107(53.5%) were male and 93(46.5%) were female.

Majority of respondents of this study fall in the age limit 25 to 30 years and very low number of respondents fall in the age of 31 to 35.62(30.5%) Respondents belong to high income (above 60,000) category and only 9(4.5%) respondents fall in the category of (20,000 to 30,000)

No of respondents are same from all public and private sector universities of Islamabad and the ratio was (25.0%) from each university.

Respondents selected from media studies department were (50.0%) and same number of respondents (50.0%) selected from computer science department. Respondents from these two departments have knowledge about all news media so the response rate also 100%

After analyzing Demographic data Research Question one were investigated and the response of the students indicated that all of quantities of respondents are 200 and out of which 107 were male and 93 were female and 131 students consume news from social media the 40 consume news from television 11 read newspaper for news 15 students consume news from interpersonal communication and very less number of respondents listen radio news.

Response toward question about time spend reading newspaper and response of university student indicated that 117(58.5%) respondent just give 15 min to newspaper reading and only 19(9.5%) read newspaper up to three hours.

Response toward radio news listening indicated that 142(71.0%) respondents listen radio new up to 15 min and only 23(11.5) give three hours to radio news and 2 (1.0) not listen radio news.

Response towards Television news indicated that 97(48.5%) respondents watch Television news for 15 min and 43(21.5%) watch Television news up to one hour and 27(13.5%) watch Television news for three hours.

Findings about attitude towards radio news indicated that only limited no of female and male listen radio news attentively and mostly listen news halfheartedly.

Attitude towards television investigated and response indicated that out of 93 female respondents only 43 watch Television news attentively and from 107 male respondents 61 watch Television news attentively.

Response towards different news interest categories indicated that there are wide range of news categories available for Pakistani university students and

mostly (71%) university students ranked news and information about Pakistani political affairs as the most important news and the other highest response news item were international political affairs news (66%) and same response towards youth matters and activities news (66%) and very low response rate towards news about Fashion and way of living ,Travel and tourism and news about sports. This data indicated that both public and private sector university students have different interest in different news categories and has special interest on serious news categories.

There are varieties of reasons for news consumption according to Haung(2009) young audience is basically consume news media to know about their general surroundings, recognize their own qualities for truth, and to increase fundamental learning to allude to in discussions. Reason of news consumption investigated in this study and findings revealed that majority of university students consume news media for personal interest and to know what is going on in this world and also know what is going across the country. Few students consume news media to acquire knowledge about studies and very few people consume news media because news consumption is his or her habit.

Literature regarding reasons of news consumption of students suggest that mostly students consume news to know about what is going on in country latest happening around the country and around the world news According to Marghalania (1998), Raeymaeckers (2004) Lewis (2008) Huang (2009) and, Qayyum et al. (2010) all work on news consumption of students and the findings of all studies confirm that students first priority to access different news media was to know about latest happenings in the country and also what's going on around the globe so the findings of this study also suggest that students from media department and computer science department and both public and private sector universities consume news media to know about Pakistan political affairs and also international political affairs other major motive of news media consumption seen among students was to consume news about youth activities and events with overall percentage (71%),(66%) and (66%).

Newspaper is favorite media for mostly people and news consumption via newspaper were investigated in this study and finding of the survey revealed that due to its positive characteristics like newspaper is effectively accessible for students and also information available on newspaper is reliable and every person read them on convenience but one the highest ranked response of the student was that mostly students read newspaper due to its low cost and also become favorite media due to its supportiveness during electricity issues .According to Qayyum et al.,(2010) that in today's world young people still attached with newspaper reading and give importance in his or her life.

New consumption via radio news investigated and findings revealed that radio is least utilized media for getting to the news among university

students. Only few students agree with the reason that radio news are to the point and with backup facility radio is good source during electricity issues.

Television is one of the most popular news media among students mostly students consume Television news due to its interactive property. News consumption via Television and findings revealed that mostly students consume Television news because Television give chance to sit with family and watch news bulletin and another important reason of watching television news was television provide updates about news stories.

Information about news consumption via internet investigated and finding revealed that social media is most favorite media for news among university students there are many reason for news consumption via internet but one of the most important reason of consumption of news on social media was that access available for multiple news media online and students also consume news on social media because it's simple to get to worldwide news on the web and many other like social media for news consumption because mostly student using social media for listening radio by web streaming, watch different Television channels across the world and read online newspaper on internet. Some students believe that up to date news stories available on internet and some student consider its simple and to consume social media for news and up to date information available for any topic.

Conclusion

From the findings it can be concluded that mostly students (66%) rely on internet to access different types of news. And very few (1.5%) students consume radio news. It was also explored that students spend very less time in listening radio news, and it was revealed that (71%) of the students spend only fifteen minutes in reading newspapers. The study revealed that most of the students (71%) are interested to know about political affairs of Pakistan. It was revealed that (48%) students are of the view that internet gratify their different needs in connection with media usage. There was also other media that gratify students need but their proportion is lesser than internet. Overall findings indicated that arrival of ICT replaced traditional mode of conventional media.

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