

A COMPARATIVE ANALYSIS OF MEDIA CONSUMPTION IN DELHI, INDIA

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Abstract A common assumption is that age is the chief determinant for media habits of people. However, new researches believe that habits are the function of mindset rather than age. We are living in an era of cage-free content, where all media whether text, audio or video based are distributed and consumed across a wide range of channels from which individuals can pick and choose. Social media has today made far-reaching changes to the way many of us consume media. It encourages people to create content. Anyone can write articles or blogs, create photographic content, video content, broadcast one's voice through the media, and so on. Social media has weaned off traditional media. For example, digital technologies are causing vast changes in the way we use media. Understanding the role of media in young people's lives is therefore of immense importance for those concerned about promoting the healthy development of children and teenagers, including parents, paediatricians, policymakers, children's advocates, educators, and public health groups. The survey for the same was done among teenagers (13-18 year olds) and young adults (19-25 year olds) and the results have been graphically represented here.

Keyword: Media, Mass Media, Media Usage, Types of Media

INTRODUCTION

Many people now read news on their mobile phones and tablets. It is always available, easy to use, and serves fresh content. Today, phones are also doubling up as music players. Social media makes the content timeless. Content is also not confined to anyone specifically. It is open for sharing with everyone or with a few select people as per the author's choice. There was a time when people could not imagine their lives without the television. However, one can see a lot of change in today's scenario. More and more video content is moving to the web (YouTube, on-demand movies etc.) Also, there are possibilities to buy specific content through the Internet. Applications like Hotstar which let you watch the latest movies, TV shows and live sports free of charge are making it possible to replace the television too.

In developed countries like the United States of America, large number of adolescents own at least one form of media (e.g., cell phone, computer) for Internet access, and they are using this technology with increasing frequency to text and instant message, e-mail, blog, and access social networking websites.

For the purpose of this research 'media' have been defined as follows:

Media are the storage and transmission channels used to deliver data or any information, content, buying and placement for advertising electronic media, communications delivered via electronic media used to store, transmit and receive digitized information. It is often referred to as synonymous with mass media or news media, but may also refer to any single medium which may be used to communicate data for any other purpose.

Mass media refer collectively to all media technologies, including the Internet, television, newspapers, film and radio, which are used for mass communications. In an article in the *Journal of Health Communication*, Liana Winett and Lawrence Wallack (1996) wrote "using the mass media to improve public health can be like navigating a vast network of roads without any street signs—if you are not sure *where* you are going and *why*, chances are you will not reach your destination" (Winett & Wallack, 1996, p. 173). The usage of mass media may also be harmful if the content is not audience appropriate, age appropriate or in case the message being delivered is controversial. Therefore, proper formative research and understanding the audience is important.

The various types of media are print media and electronic media. Printing is a process of reproducing text and image, usually with ink on paper using an electronic printing press. It is carried out as a large-scale industrial process. Examples

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of print media are newspapers and magazines. A publication that appears regularly and frequently carries news about a wide variety of current events. One of the most important functions of the newspaper—a crucial function in a democracy—is to provide citizens with information on government and politics. Electronic media are media that use electronics or electromechanical energy for the end-user (audience) to access the content. Examples of electronic media include radio & television. Radio is a wireless transmission of electromagnetic waves through space. Television is the transmission of visual images of moving and stationary objects, generally with accompanying sound.

Some Advantages and Disadvantages of Common Types of Media

Mass media has a strong influence on our modern-day life. It is a double-edged sword having both positive as well as negative influences on our society. It connects people together, brings about awareness and spreads information almost instantly. Its wide reach is phenomenal. The share market trading now happens within seconds. The invention of television and radio in the 1890s and 1920s respectively, led to a radical change in the perception of entertainment, information and news. Mass media brought about an entire new sector in the economy - the film industry. Bollywood, the Indian film industry, is the largest producer of films in the world. The advertising industry revenues too are dependent on the distribution of their message through media channels. The low cost and easy availability are the biggest advantages of print media. Newspapers and magazines do not have any of the adverse side effects like the broadcast media. High reader participation and comparatively low prices make the print media a more attractive destination for advertisers. Social media has quickly gained popularity due to the presence on internet. Social networking sites, media platforms like Twitter, YouTube, Facebook, Instagram, blogs are not only for personal usage but even used by companies and political parties for advertising and propaganda. The Internet is indeed a powerful tool.

While it has its advantages, its limitations cannot be ignored. Media is all around us and there is no way to escape it. There is an overload of information from various sources which confuses the consumers. One needs to tread carefully to avoid being cheated and derailed. Also, sensationalising news sometimes invades private space. The endless television commercials, advertisements on websites and e-mail advertising creates consumerism and invade ones private spaces. With information being easily available, the risk of inappropriate content being available has become large.

Television is a type of media whose target audience is general public. It may also be tailored to specific target audiences. Wide reach, high perceived credibility, generating interest and awareness among public, audio-visual facility are some of its advantages. However, there is almost no room for interaction is its biggest disadvantage. Radio is a type of media whose target audience is general public. Wide reach, generating interest and awareness among public and the facility to provide simple messages and slogans are some of its advantages. It is relatively inexpensive compared to television. However, similar to television, there is almost no room for interaction in case of this type of media. Also, programmes are not always at a convenient time. Unlike television this type of media only has audio communication. The next type of media is newspapers/magazines. Its target audience is the literate public. It is seen as paid information and due to the requirement of literacy it does not have reach as deep as television and radio.

One of the newer types of media is Internet. Its target audience is the literate public. One of the biggest advantages it has is that global information can also be accessed easily. However, websites require someone to manage, provide content as well as technical assistance. Mobile phone is a type of media whose target audience is general public. It may also be tailored to specific target audiences. Growing reach, low cost for text messages, and its high popularity make it very advantageous type of media. The target audience of billboards is both the general and specific public. It is one of the best types of media for advertising about a main message or slogan. It has very high visibility and is fairly permanent depending on duration of post. However, it is very expensive and the public may stop noticing billboards after sometime.

Drama is another type of media whose target audience is general public. It may also be tailored to specific target audiences. This type of media can present sensitive issues in a humorous manner. It encourages creative brainstorming for solutions. It is highly interactive and uses local talent. Also, drama breaks down barriers between formal and informal expertise. One of the main disadvantages associated with this type of media is that it is not a permanent record unless recorded and played again. It requires a lot of preparation and focus. Cost is another deterrent in the use of this type of media.

Birth of Mass Media

Early forms of writing were first seen in the Middle East around 3500 BC and the writing evolved from simple pictographs to highly developed ideograms and the sound-based alphabet system, over the next 2,000 years. In medieval Western Europe early hand-copied books were written primarily by monks and other religious figures which were expensive due to their rarity.

Until Johannes Gutenberg's 15th-century invention of the movable printing press, books were handwritten. However, Gutenberg's movable printing press allowed publications to be produced in large number, leading to the rise of literacy. With the spread of literacy, improvements in printing technology made reading material readily available.

The Internet today has become an important marketplace for books. Online bookstores such as 'Amazon.com' make books available by selling them as digitally downloadable books. Now e-book readers and devices like Kindle are becoming increasingly popular too.

In the early 20th century, the first major non-print forms of mass media - film and radio - became hugely popular. Radios, which were less expensive and widely available by the 1920s, especially had the ability of allowing large number of people to listen to the same channel at the same time. The post-World War II era was marked by the introduction of the television. Broadcast television was the dominant form of mass media.

The inventions of Random Access Memory (RAM) chips and microprocessors in the 1970s were important for the now Internet age. As Briggs and Burke note, these advances meant "hundreds of thousands of components could be carried on a microprocessor."

REVIEW OF LITERATURE

'Generation M2: Media in the Lives of 8- to 18-Year-Olds' was a research conducted by Kaiser Family Foundation in January 2010.

Another research on the similar lines was done by The Nielsen Company in June 2009. The overall conclusion of this study is that when it comes to media usage, "... teens are unique, but they are not as bizarre and outlying as some might presume. Sure, they are the digital natives, super-communicators and multitaskers we hear so much about, but they are also the TV viewers, newspaper readers and radio listeners that some assume they are not. What we have found, across a variety of studies, is that teens embrace new media not at the cost of traditional media, but in supplement to it. Taken on whole, teens exhibit media habits that are more similar to the total population than not."

The study "Social Media & Mobile Internet Use among Teens and Young Adults" conducted by Amanda Lenhart, Kristen Purcell, Aaron Smith, and Kathryn Zickuhr under the Pew Internet & American Life Project in February 2010 showed that the cell phones and the Internet have become "near-ubiquitous" in the lives of teenagers: Three-fourth have cell phones and 93 percent go online. Almost two-third (63 percent) go online at least every day and 36 percent go online several times a day. "More so than for their elders, the

Internet is a central and indispensable element in the lives of American teens and young adults," the report notes.

The research on the similar lines titled 'A Study of Media Preferences and Media Consumption' was conducted by George H. Haines Jr. of Graduate School of Management, University of Rochester and David C. Efron of Graduate School of Management, University of Rochester.

RATIONALE

The purpose of this research is to foster the understanding about peoples' use of media: the media they use and own, the activities they engage in, the time spent on each medium, and finally how they differ from one another in the patterns of their media use.

Some of the questions addressed are:

1. Which media are young people using?
2. How much time do they spend with each medium on a typical day?
3. How have new media platforms changed the way children and teenagers consume media?
4. How big is the role of mobile and online media in young people's lives?
5. How are they using computers and the Internet?
6. How does media use vary across different age groups?

OBJECTIVES

Preliminary research found that the various media technologies have become a core part of everyday life for most users especially in the age group of 19-25 years. Growing level of device take-up is reflected in the ways in which people relate to media. A number of people are using the Internet to access audio and audio-visual content.

The objectives of this research are the following;

- ✓ To identify the pattern of micro consumption.
- ✓ A comparative analysis of media has been done for teenagers in the age group of 13-18 year olds and adults in the age group of 19-25 year olds.
- ✓ To offer an insight into how the two age groups use the Internet and converged devices.
- ✓ To present findings of the various media usage habits of the two age groups.

METHODOLOGY

The primary data for this project has been collected through a survey. The survey was conducted using a questionnaire. Various school students were involved

and appropriate permissions from the schools was taken. Interviews (telephonic and in-person) were also held with the respondents. Respondents recorded their per day media consumption which includes the time they spent reading a newspaper, magazine or book, watching or listening to a video or audio, playing games on any electronic device, making calls or using a computer or mobile phone for any other reason.

The sample of the survey was of adults of the age groups - 19-25 year olds (40) and teenagers of the age group - 13-18 year olds (40). The respondents were only from New Delhi. The socio-economic background of the sample population was the middle class segment.

Percentages may not always add up to 100% due to rounding off, the acceptance of multiple answers from respondents, or because some answer categories such as “no response” or “don’t know” may not be shown in the graphs.

MEDIA USAGE BY ADOLESCENTS

This section talks about the average time teenagers and adults spend consuming various forms of media. It also examines the media that they claim they would miss the most, if they were to be deprived of it.

Fig. 1 examines the average time people spend on consuming various forms of media which includes print media, TV, Internet, computer, mobile phones etc. It shows that 5% of the adults and teenagers spend about 30 minutes daily consuming different forms of media, while, 10% of each spend 1 hour daily consuming media. Fig. 1 also shows that a significant 70% of the teenagers spend more than 120 minutes per day consuming different forms of media, while most of the adults’ i.e. 75% also spend more than 120 minutes consuming various forms of media.

GROWING IMPORTANCE OF TELEVISION

Watching television and using the mobile phone are the media activities most adults claim they would miss the most if they were deprived of it, with half of the population citing them as their most-missed medium. Among teenagers (13-18 year olds) the figure for watching television is close to 34% and for using the mobile phones is close to 65%.

Overall, access to the Internet stands as the second (45) most missed activity among adults and the teenagers. The Internet shares the same position as the mobile phone for teenagers i.e. 43%. Among 13-18 year-olds, reading newspaper/

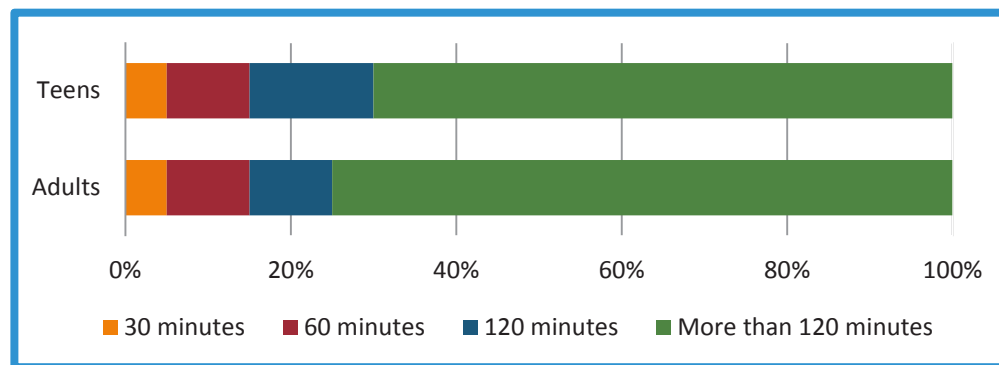


Fig. 1: Average minutes per day spent consuming various forms of media

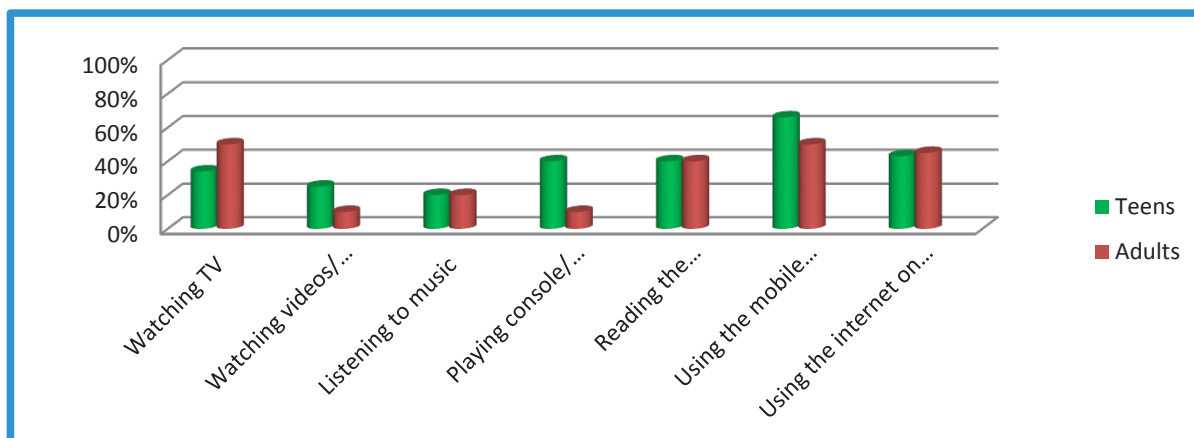


Fig. 2: Which media activity consumers would miss the most

magazines and playing games on the console remained the second most-missed medium, with 40% citing it, while one in ten adults claimed to miss playing games. However, reading the newspaper/magazines held the same importance for both adults and teenagers. In contrast, listening to music took a backseat among the younger adults and the adult population overall.

The growing availability of services offers consumers a number of ways in which they can access media. This section provides a brief overview of the respondents' media and communications consumption for ten days. It explores patterns of usage of media throughout the day, where it happens, which media and devices are used most frequently. It also includes which all social networking sites the respective categories follow.

People have more flexibility and choice today, in terms of what and how they access media content. This is due to the expansion in the range of devices that are now capable of supporting a wide variety of media content.

Table 1 shows a list of all the media categories used in the report. In addition to the main activity categories (e.g. video, audio), some categories have also been divided into subcategories (e.g. video is comprised of television on a TV set, and other video).

TAKE-UP OF DIGITAL COMMUNICATION DEVICES

Younger people are more likely to adopt new technology.

These technologies are not uniformly adopted across all audience groups.

Younger people have greater access to a wide range of new communication technologies (Fig. 3).

OVERALL MEDIA CONSUMPTION

It has been seen that the time spent by people using media content and communications services would take two hours on an average if it were all consumed one by one, although simultaneous media consumption fits this into fewer minutes per day. Using telephones and mobile phones, dominated total media consumption time of adults. This was followed by using the Internet. A further 45 minutes were spent by adults listening to any audio and using the computer. Teenagers spent an equal amount of time on the telephone/ mobile phone and the Internet i.e. about 40 minutes. Adults spent around 30 minutes per day on print media while teenagers spent 20 minutes on the same (Fig. 4).

Table 1: Media Consumption Activities

Activity type	Activity type of subcategories	Activities
Video	Television- TV	Live TV, recorded TV.
	Other video	DVDs or videos (rented or bought), Video clips on computer, mobile phone or tablet.
Audio	Radio	Fixed or portable
	Other Audio	Streamed or downloaded music; other audio music on a stereo or portable device.
Text Communications		Social networking, e-mailing or instant messaging on a computer or mobile phone and texting or video messaging on a mobile phone.
Voice or video Communications		Making or receiving phone calls on a landline, mobile phone or a computer; Video calling on mobile phone or computer.
Games		Playing games on a TV, computer or other portable devices.

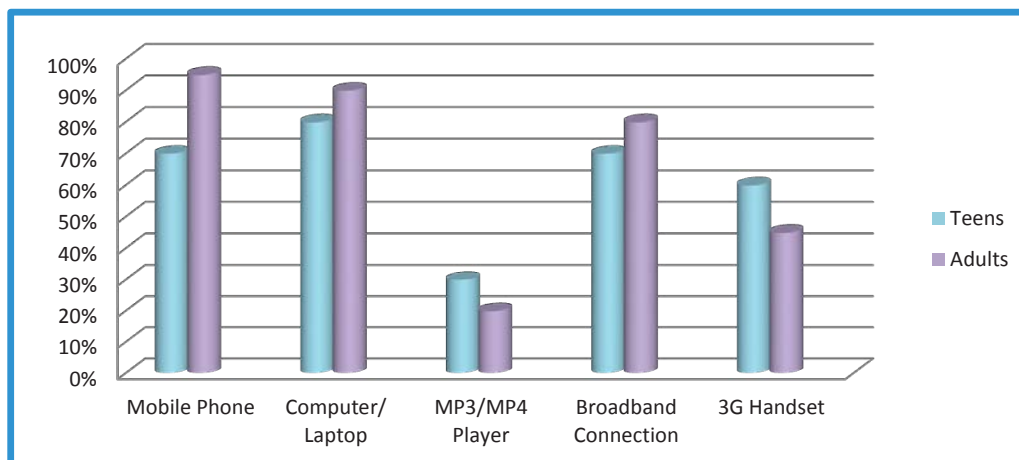


Fig. 3: Adoption of new technologies

The research shows that a large percentage of adults and teenagers spend greater than 30 minutes but less than 1 hour using two or more forms of media simultaneously. 20% of the adults spend more than 2 hours using two or more media simultaneously whereas teenagers spend 15% of their waking hours for the same (Fig. 5).

PATTERNS OF MEDIA AND COMMUNICATIONS CONSUMPTION

As new functions have been introduced into digital communications devices, the range of purposes for using the devices has diversified.

TV is now predominantly used for watching scheduled television by the adults whereas 13-18 year olds were most likely to use the TV set for playing video games (Fig. 6).

The study found that the computer too is used for a wide variety of activities; however, the pattern of use differs amongst the teenagers and adults. For all age groups, Internet makes up a large proportion of activity done on a computer. 35% of the teenagers' computer activity is playing games and 10% is creating or editing documents. For adults, almost 30% of their computer time is spent watching movies. Playing games offline is a less engaging activity among this age group, making up 10% of their computer activity (Fig.7).

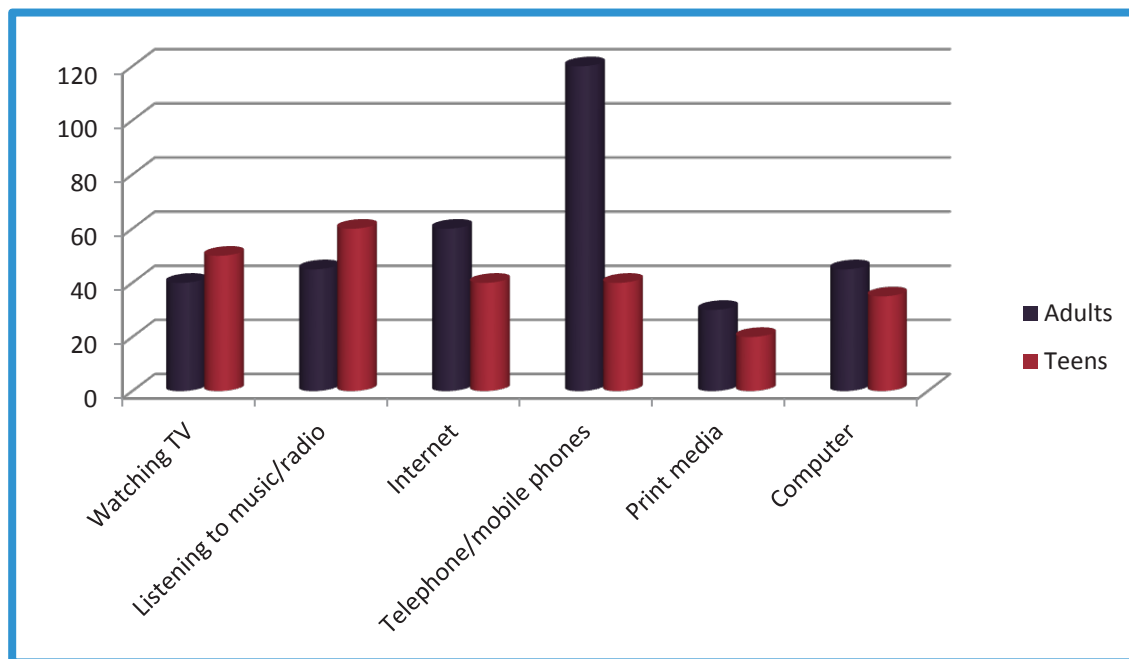


Fig.4: Average amount of time spent on the following media per day. (In minutes)

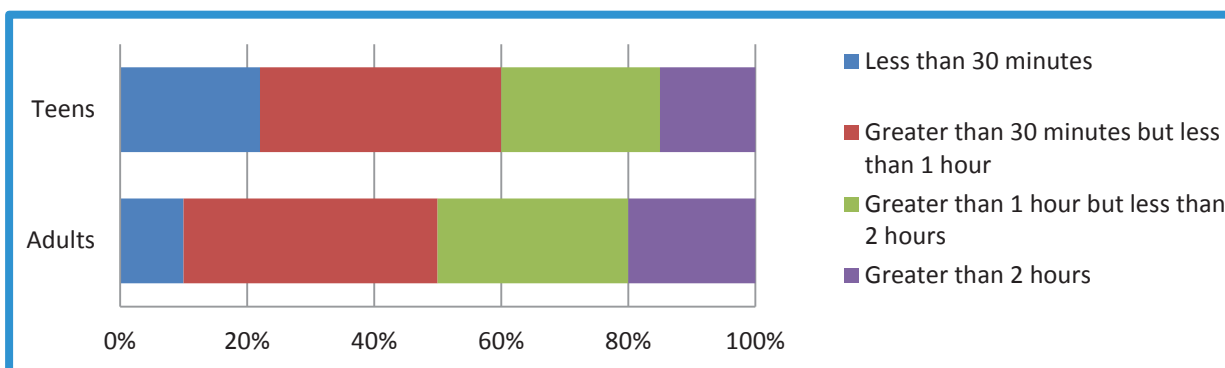


Fig.5: Actual time spent using 2 or more forms of media simultaneously

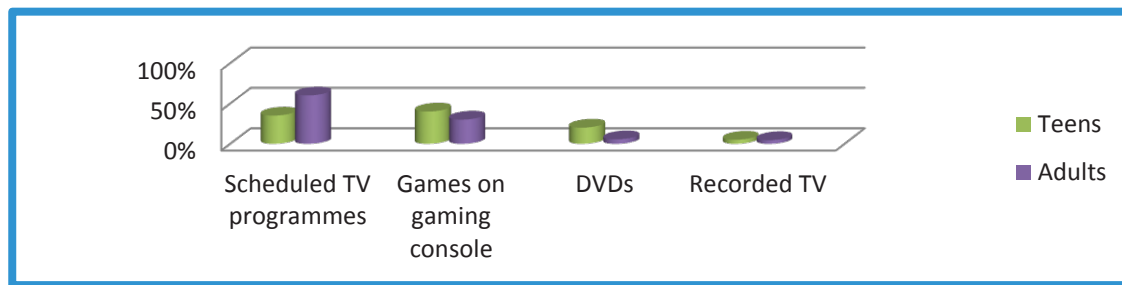


Fig.6: Proportion of TV set use

People use their mobile phone predominantly for communicating via voice or text. Patterns differ by age; only 16% of the total time that 13-18 year olds spend on the phone is on instant messaging, compared with 21% for

people aged 19-25. Text messaging accounts for 16% of the mobile phone's usage among 13-18 year olds' mobile phone use, and mobile Internet for a further 17%. Text messaging is less common among those aged 19-25 years. For adults,

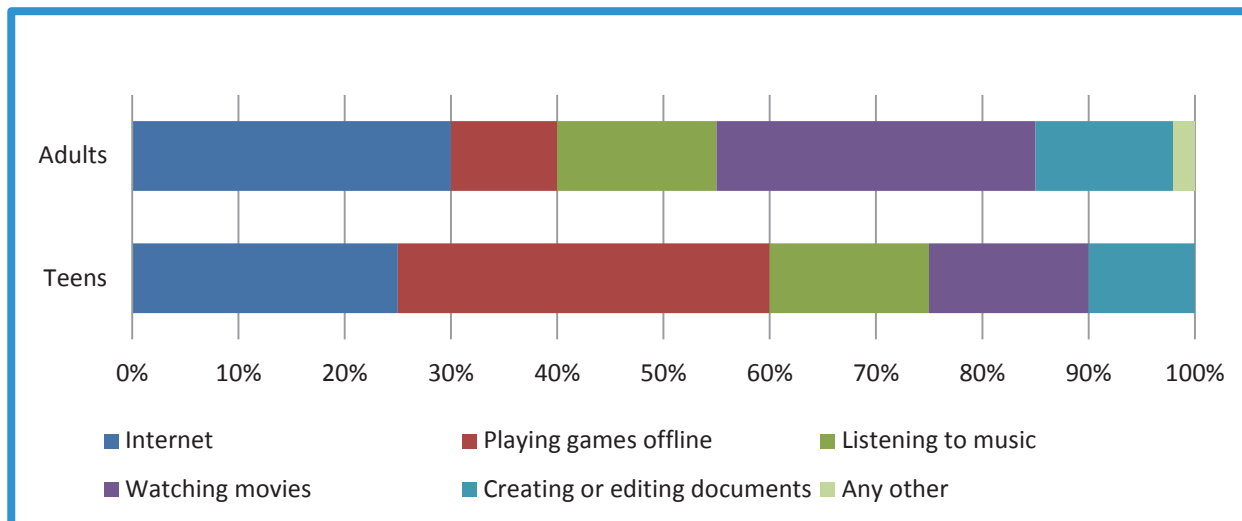


Fig.7: Proportion of Computer Use

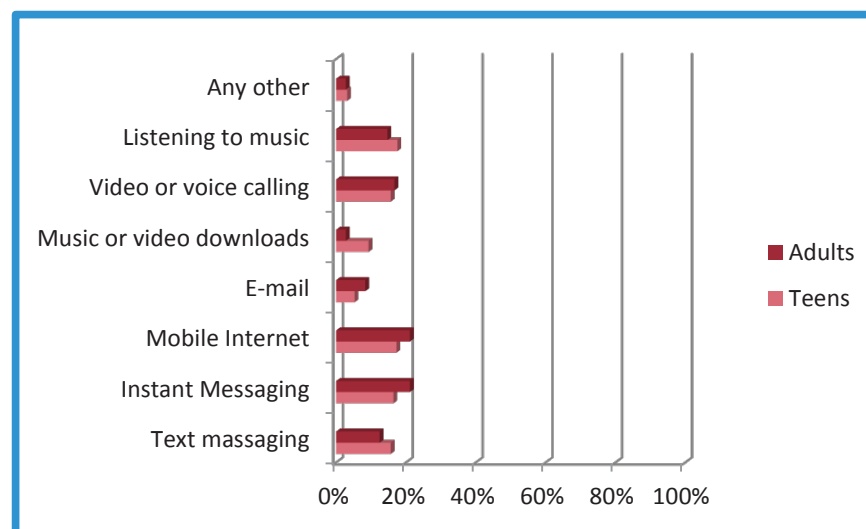


Fig.8: Proportion of Mobile Phone Use

listening to music accounts for 15% of the time spent on the mobile phone (Fig. 8).

USAGE AND IMPORTANCE PAID TO MEDIA

Alongside analysing patterns of media consumption use, levels of usage and importance that people paid to each media activity has been analysed on a scale of 1 to 5, to rate the usage of that activity by the sample population.

At the end of the survey respondents rated on a scale of 1 to 10 the significance of these activities. This section attempts to study the relationship between usage and importance, by media consumption activity.

Mobiles and Internet Attract the Highest Levels of Usage

Mobiles were important for both the age groups. Watching television attracted lowest usage levels among adults than most activities, while for teenagers, social networking sites were least important. Computer was the most important media activity for teenagers.

Fig. 10 exhibits the average importance score given by people to the different media activities. Instant messaging is considered the most important activity.

Video and audio activities such as watching television, movies or listening to music are considered important for both age groups. Playing games was the most important activity for teenagers, whereas it was not important for adults.

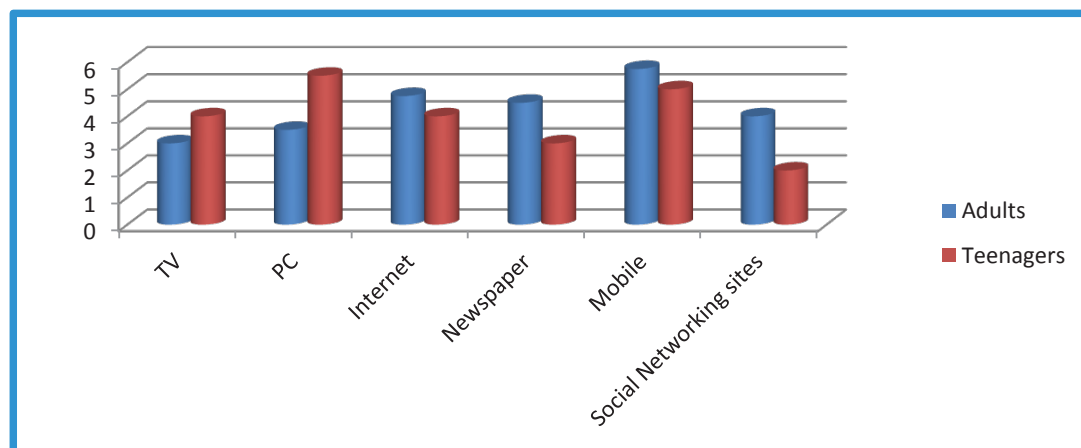


Fig.9: Usage, based on mean scores (1= not important and 6= very important)

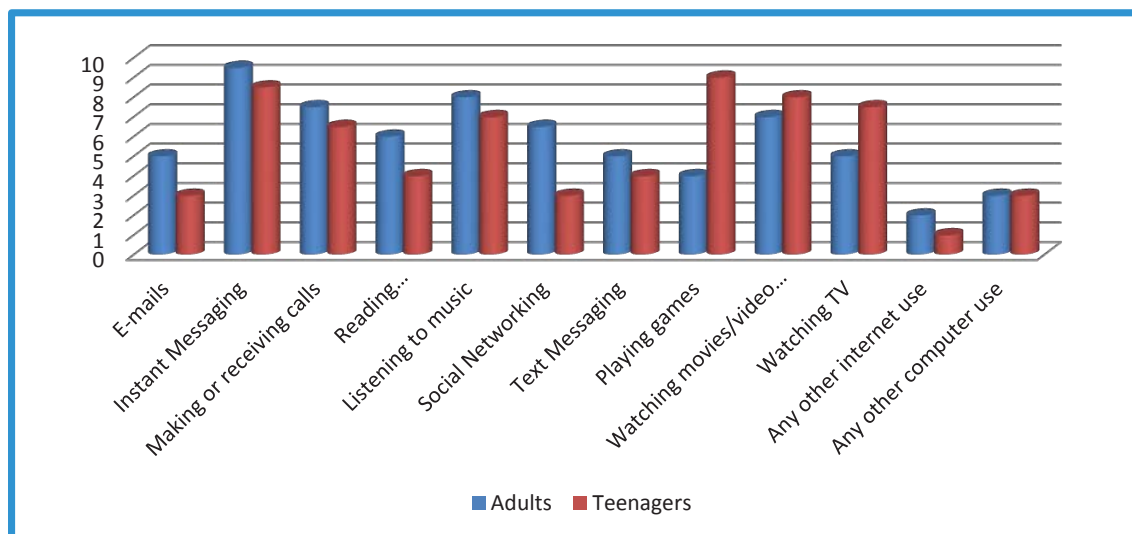


Fig.10: Importance of activities, based on mean score (1= not important and 10= very important)

PATTERNS OF READING NEWSPAPERS AND MAGAZINES

Adults preferred reading The Times of India, whereas teenagers preferred Hindustan Times over The Times of India. Mint and Indian Express were other newspapers read by the age groups.

40% of the adults read India Today, in contrast to 10% of the teenagers who read the same. The study also shows Reader's Digest as a popular magazine among the age groups. Brunch, Geo- The Week, Frontline, Seventeen, Autocar, Overdrive were some of the other popular magazines.

HOW ADOLESCENTS USE SOCIAL MEDIA?

It is indeed important to understand the role of media in the life of adolescents but it is also imperative to see how and what all they use in this media. From the survey, it was also seen that amongst the Facebook users, Messenger was used the maximum by the adults. The main reason of using Facebook was the ease of figuring the person's identity. However, as to what these adolescents love the most was Instagram which is a social network, with people carrying on conversations in the comments and using hash tags to find content. Twitter was popular more so for the adults than

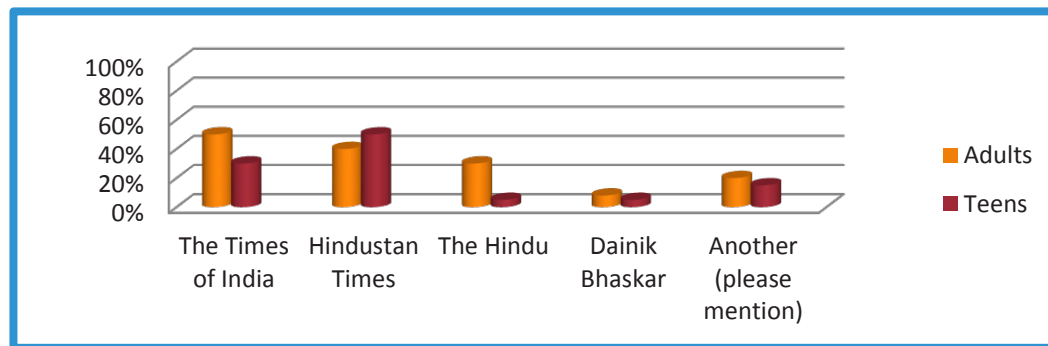


Fig. 11: Most Read Newspapers

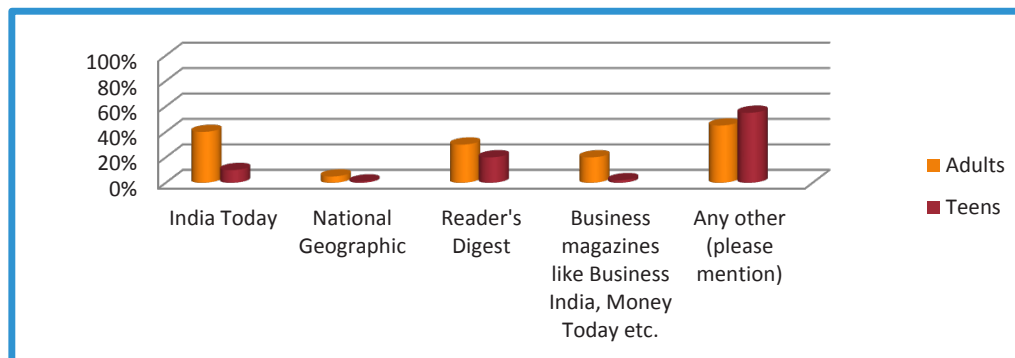


Fig. 12: Most Read Magazines

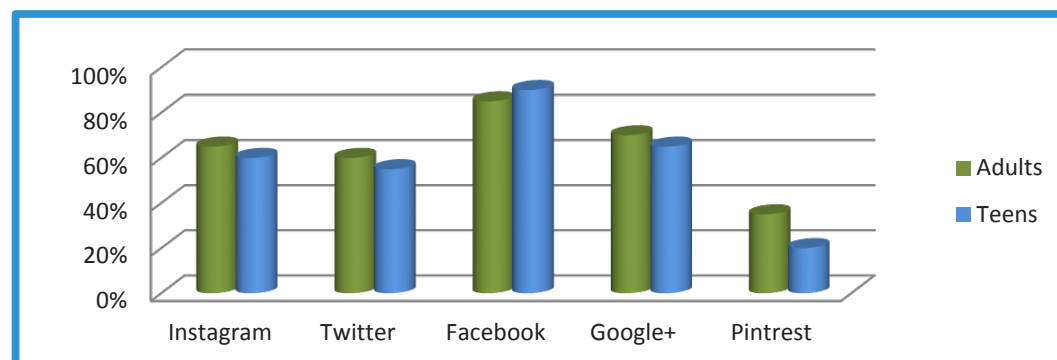


Fig. 13: Social Networking Sites Followed

the teenagers. Figure 13 shows the social networking sites teenagers and adults follow.

It was seen that the teenagers and adults likewise used social media commonly to post pictures, post status updates, connect with friends and to keep up-to-date with their friends and family.

CONCLUSION

The research reflects the pattern of media usage amongst the teenagers and young adults. A significant percentage of teenagers and adults use media for more than 2 hours daily. The use of mobile phones is maximum amongst teenagers. Even though there have been multiple studies which reflect the adverse effects of using 2 forms of media simultaneously, it has been seen in the course of this study that both teenagers and adults tend to use two forms of media simultaneously. From the research one can hence, conclude that we are today using more media than ever before. Therefore, it would not be incorrect to say that media has started to dominate our life and is slowly occupying the central stage of our life. This makes it a prospective effective catalyst to bring about change in our life.

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