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News Usage Practices of Pakistani University Students in the Networked News Environment.

Saadia Ishtiaq Nauman

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Abstract

This thesis aims to examine the News Usage practices of young Pakistani university students in the networked news media environment. The development of internet and its subsequent technologies have played a significant role in the transition from Mass Media towards Networked Media and this transition has directly influenced news usage practices. In Pakistan, almost 99% of the sample population of this research has mobile phones. The introduction of 3G and 4G mobile technologies in 2014 and recent ICT policy initiatives suggests that there are plans to subsidize smart phones in the country, which will further boost the digital environment. The news users in Pakistan now have more choices to follow news from multiple platforms and via multiple devices. There is a networked media ecosystem around users and it is continuously evolving and consequently transforming the news media institutions and the users' news usage experience. The practice of using news is changing and transforming the user's news usage experience but the available theoretical framework did not adequately address this, until the emergence of the 'Theory of Mediatization'. The four main contributors to mediatization theory have been Lundby (2014) Hepp (2009), Hjarvard, (2008), Couldry (2008) and Krotz (2007) .Building on their contribution, and including the valuable addition by Winfried Schulz (2004), I am applying the framework of mediatization to a cohort of university students in Pakistan to investigate their changing news usage practices in the networked media environment. I have adopted a mixed method approach, following the double sequential loops method.

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List of Abbreviations

ICT **Information and Communication Technologies**

PTV **Pakistan Television**

PEMRA **Pakistan Electronic Media Authority**

PTA **Pakistan Telecommunication Authority**

NUST **National Institute of Science and Technology**

IIUI **International Islamic University Islamabad**

BU **Bahria University**

NUML **National University of Modern Languages**

WIS **World international Statistics**

Author's declaration

This thesis contains the original work of Saadia Ishtiaq Nauman. This research thesis has been written under the Supervision of Dr. Adrian Hadland and Dr. Eddy Borges Rey during the period of November 2012 till February 2017. Parts of this work have been presented in the National and International conference and accepted for publication in Postgraduate journal mentioned below.

Conferences:

Presented a paper in the IAMCR 2016 Conference organized by the University of Leicester on July 27-30, 2016. The title of the research Paper is "Mediatization of News Usage Practices in Pakistan".

Presented a paper on 'Mediatization and News' in the Postgraduate Conference by MECCSA held by Media and Communication School in University of Leeds, UK in June 2016.

Presented a paper on 'Youth and Convergent News Media Environment in Pakistan' in the Postgraduate Conference by MECCSA held by Media and Communication School in University of Leeds, UK in August 2014.

Presented a paper on 'News Usage of Young University students and Communication Technologies' in the conference on 'New directions in Media Research 2014' held in Media and Communication School of Leicester University, UK in June 2014.

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1 Chapter 1: Introduction

News Usage Patterns of University Students in the Networked News Environment

“We shape our dwellings and afterwards our dwellings shape us.”

— Winston S. Churchill

1.1 Introduction

This thesis aims to understand the news usage practices of young Pakistani university students in the convergent news environment. To have a holistic approach, this study intends to examine the news usage practices of young university students across all available news media in Pakistan including newspapers, radio, television, and the internet. Furthermore, within the internet platform, social media sites like Facebook, Twitter, general news websites, regular e-papers sites, and dynamic official newspaper websites are also included.

Interpersonal human interaction is an important mode of communication and a significant source of news. This research has also included ‘word of mouth’ as a means of sourcing news. Moreover, this study examines the role played by devices used by young university students for news usage practices. By devices, this means that in addition to Television,

Radio, and Newspaper, news is also available now via desktop and laptop computers, portable devices like mobile phones, smart phones, and tablets. The integration of these devices has enriched the media landscape in Pakistan and has had multiple effects on the way in which young people interact with news.

The overall internet penetration in Pakistan is around 26%¹ but all the public sector and most of the private sector universities have free internet facilities available for students and the internet penetration for this age group is 100%². Almost 70% of the overall Pakistani population now have mobile phones and as per findings of this thesis, almost 99% of young university students have mobile or smart phones³.

This study is not focused on the issue of news literacy though some of my findings do suggest that the students improved their literacy skills by reading newspapers. I have not, however, carried out any empirical tests to determine the impact of readership on academic performance or general knowledge as this is beyond the scope of my study.

This thesis, instead, explores the participatory news culture in Pakistan. It does so by examining the role of media users and producers (sometimes knowingly and sometimes unknowingly) by producing and sharing news beyond their friends and family, giving rise to a broader participatory media environment. These new forms of media have enhanced the

¹ The internet penetration statistics are mentioned on the website and these numbers are retrieved in December 2016 from <http://www.internetworldstats.com/asia.htm#pk>

² All universities are linked with the Higher Education Commission of Pakistan's Online Digital Library. The library offers a vast range of research resources.

³ Teledensity of the country reached at 62.79% while the cellular mobile subscriber base stood at 114.7 million at the end of FY2014-15.

capacity of human action, extending human abilities in the way suggested by McLuhan (1964).

The concept of the emerging networked, convergent media environment has been used to avoid dual and confusing terms like ‘new media’, ‘digital media’, ‘digitized media’ and ‘convergent media’. The media is well networked with other media devices these days and even the traditional media is available on the internet. The word convergent provides sufficient evidence that devices and platforms have different technologies converged together. The word emerging has been used as I believe the use and diffusion of multiple technologies is in progress and still has not achieved saturation. The word emerging is there to justify this understanding.

This work also highlights the theoretical and methodological necessity for researching new media and young audience or users. Again, to acquire a larger picture of the situation, this study provides the detailed media usage of young university students by applying multiple methodologies at two levels i.e. group level via focus group discussions and at general level via surveys.

Like many developing countries, a substantial proportion of the Pakistani population is young. More than two thirds of the country’s 190 million people are under the age of 30 (Ministry of Information and Technology 2016)⁴. Pakistan is also urbanizing rapidly in South Asia, an area already renowned for extraordinary levels of domestic mobility. Pakistan has a

⁴ The information is retrieved from the official website of Ministry of Information http://moit.gov.pk/policies/National_IT_Policy_2016.pdf

complex linguistic environment with more than 69 languages and a history of regional language movements (Rahman, 2004). There is a significant absence of local scholarship reflecting news usage practices of youth in Pakistan and also a paucity of data around readership or audience activity generally in the media sector. This is something I hope to address, to some extent, in this thesis.

Readership surveys are not conducted by either media companies or advertising agencies on a regular basis in Pakistan. There is also no previous research on the news usage of university students, a critical source of intellectual labour particularly in the rapidly urbanizing, youthful country that is Pakistan. Anecdotal evidence suggests this group is the main driver of internet activity and are among the key users of web-based news. Their news usage patterns can provide important insights into the way the media ecology is changing.

The patterns which this dissertation addresses and analyses are of critical importance to the future of Pakistan's media. Though the traditional media has strong roots in Pakistan, it is the digital future that will most heavily impact on its evolution as we progress through the 21st Century. Of course, there are many blockages and obstacles to digital and technological development. These include the limited literacy rate, the current energy crisis in Pakistan (which sees frequent power cuts and outages), the complex language environment and the low levels of internet penetration. But the Pakistani government is showing commitment to supporting the sector and media companies are already investing heavily in technology adoption and upgrading. It is in the cities that internet reach is at its most effective in Pakistan, and the rapid urbanization rate indicates that while a third of Pakistanis now live in

cities, this will reach half by 2025 (Yousuf, 2013). This too has significant implications for the digital revolution in Pakistan.

As per the initiatives of the Information and Communication Technology policy of 2013 announced by the Pakistani government, the digital landscape of the country is showing significant development in the form of subsidized smart phones, the introduction of 3G and 4G services, increased availability of internet content in local languages through language transfer software technologies, the enhancement of internet provision and a range of incentives to accelerate ICT usage in the country's important economic sectors. The universities in Pakistan are given priority and all public-sector universities are equipped with ICT in the form of laboratories, resources and expertise.

It is worth noting that the nomenclature of digital media is shifting as fast as the technology itself. When I speak of 'multiple news media platforms' in this dissertation, it includes news disseminated through traditional newspapers, broadcast media, the internet, tablets and mobile phones. It also includes news distributed through e-papers, online newspaper websites, blogs and social media websites. However, the term 'new media' and 'old media' have been used quite often in this study. The term 'new media' has been redefined by Meikle & Young (2012) into 'convergent media', which includes internet and networking technologies while 'old media' refers to traditional newspapers, conventional television, radio broadcast and cable TV.

Similarly, the nomenclature is also changing in the context of media audiences. Multiple terms are in evidence in the scholarship including news audiences, users, and consumers.

Most of the recent journalism and especially news media studies have used the term ‘user’ (Schrøder & Steeg Larsen (2010); Almgren & Olsson (2015); Krumsvik & Krumsvik (2017). I too will be adopting the term ‘user’ in this study instead of audiences or consumers. The main reason is the multiple roles now associated with the subjects who are dealing with news. People produce news, edit it, share it, reshape it and filter it. The word ‘User’ would seem to fit better in this case. Other notions such as ‘audience’ or ‘consumer’ provide limited scope for representing this spectrum of activities. By this, I do not mean that the news consumption and news audience research literature is of any less relevance to this study. In fact, news audience literature has been extensively used in designing, understanding and conducting this research.

There is no question that media companies in Pakistan are undergoing a period of substantial transition. All these technological and media ecological changes have a direct influence on existing theoretical assumptions. The theory, if not fully changed, has undergone some considerable shifts and to me, is still in flux and it will remain in flux for years to come. In this study, I suggest the nature of theoretical change and subsequent theoretical modifications against a background of current news usage by university students in Pakistan.

In other words, the principal aim of this study is to understand the news consumption patterns and current news usage practice of Pakistani university students and to consider the importance of these patterns. At root is a fundamental, theory-based, question concerning what is happening to the various components of the digital ecology: Are existing news technologies being replaced for good? Are there possibilities for coexistence, competition, collaboration or a combination of these? Are we witnessing the emergence of an entirely new

media environment in Pakistan? What consequences will these changes have for the digital divide that has historically disadvantaged developing countries in their acquisition and application of new technologies?

All of these above mentioned questions have been considered to some extent by a range of scholars in recent years and I will return to these and reflect on them in the conceptual framework chapter a little later. This dissertation is, however, a unique contribution to understanding the news usage practices of university students. It will specifically grapple with the replacement and displacement phenomenon of news media and audiences. It will offer a critique of several theories around technology convergence, internet and social media. It will note the importance of the cultural differences between Pakistan and the West and examine the consequences of these differences when it comes to news consumption and dissemination.

Because of rapid technological development, media and communication theory faced a challenging phase. The convergence of multiple technologies and content unveiled a theoretical gap in the field of audience research. Existing ‘effects’ and ‘reception’ studies were not fully able to grasp users’ news consumption in the networked environment. I propose that Mediatization is a way forward to bridge this gap. So far, this theoretical concept has only been applied in the field of political communication (Landerer,2013; Klinger & Svensson, 2014). I believe, however, that it has value in Audience Research. Mediatization is not a technologically deterministic approach. Instead, it is a “concept used in order to carry out a critical analysis of the interrelation between the change of media and communication, on the one hand, and the change of culture and society on the other” (Lundby, 2014, p.15).

The results of this study indicate that socio-cultural change, because of technological development (i.e. networked media), is not contributing positively towards the acquisition of knowledge through news usage for young Pakistani university students. This is what I have demonstrated in this thesis.

In short, this thesis examines the news practices of young university students in Pakistan. The research was conducted in Islamabad, the capital city of Pakistan, where all universities have free internet facilities for students and staff. I analyzed the influence of mobile phones and the free availability of the internet on their news practices. I also investigated the change in their news practices before and after the emergence of 3G and 4G mobile networks in Pakistan.

I concluded that having lots of technology around is not supportive of students' news usage experience. Most of the time, students in my sample used social media websites such as Facebook for accessing news. They felt a sense of information overload and wanted to avoid news. Students also indicated they have very specialized interest in news when they go online. I have further explained the functioning and scope of mediatization across three chapters within this thesis.

In this chapter, I will undertake two key tasks. First, I will set out the aims and objectives of the study. This will include the delineation of the research questions and a general outline of the thesis. Second, I will present the development of the media environment in Pakistan.

1.2 Aims and Objectives

The principal aim of this research is to understand the news usage pattern of Pakistani university students. This will be achieved by examining the students' interests and preferences for certain news media platform and devices. The following objectives shall be achieved by conducting this study:

- To understand the news usage practices of Pakistani university students.
- To understand the news gratification needs of Pakistani university students.
- To identify the most used news platform by Pakistani university students.
- To identify the most used news media device by Pakistani university students.
- To understand the reasons for the preference for or rejection of convergent news media.
- To recognise the displacement shift in the news usage patterns of students from traditional to networked media technologies.
- To understand the role of technology in the social change regarding news usage practices in the networked media ecosystems.
- To produce an empirical evidence on Mediatization theory from Pakistan.

This dissertation poses two broad research questions, and a series of sub-questions:

RQ1. How have the news usage patterns of Pakistani university students changed in the new networked media environment?

Sub questions:

Q1.1 Which news category / news topics are students personally interested in?

Q1.2 What use do Pakistani students make of news and what gratifications do they derive from it?

Q1.3 What is the media usage rate (news media used per day) of Pakistani university students?

RQ2. How are Pakistani university students using convergent media and non-convergent devices and platforms for using the news?

1.3 The out line of the Thesis :

This thesis is composed of Seven Chapters. Chapter One has two sections. The first section is the introduction. This is followed, in the second section, with the context of news usage patterns of university students in Pakistan.

Chapter Two provides the literature review of the research. It is further divided into three sections. Section One concerns the coexistence of multiple media devices in the digital environment. Section Two outlines news gratification needs and how to measure them while Section three grapples with theoretical modifications and limitations.

Chapter Three of the dissertation presents the research methodology. This is further divided into three sections. The first describes the study's survey design. The survey is intended to

measure news usage patterns of university students in Pakistan. The second section deals with the establishment and objectives of focus groups. These are conducted to gather data surrounding the preferences of Pakistani university students for using convergent news media. Chapter Four presents my analysis of the ‘News Interest of Students’.

Chapter Five provides the analysis of the survey data concerning news usage patterns of Pakistani university students in the Non- Networked News Environment. Chapter Six presents the analysis of the survey data concerning news usage patterns of Pakistani university students in the Non-Networked News Environment

Chapter Seven is the dissertation’s conclusion. Now I present the introductory section on the Media Development and its structure in Pakistan in the second section of this chapter.

1.4 Section 2 : Media Development in Pakistan

1.5 Country Introduction :

This section explores the development of the media in Pakistan, which has been affected by significant political, economic, cultural and social change over the last two decades. This chapter provides a comprehensive overview of the media landscape. It begins with an introduction to Pakistan itself, including key demographics, population figures, history, languages, economic conditions and the political framework. The chapter presents media industry developments since 1947 (the year of independence). This is followed by an examination of the Pakistani press, its press laws and includes an overview of the development of its newspapers and magazines. The chapter provides an historical account of

the broadcasting sector in Pakistan, covering the role played by news agencies and the financial situation of the media especially over the last two decades. Furthermore, it provides an overview of the rise of social media in the country. It concludes by summarising the current problems, opportunities and challenges faced by the Pakistani media.

1.6 Geography :

The officially named “Islamic Republic of Pakistan” emerged on the world map in 1947. Pakistan is geographically located in South Asia. Its national language is Urdu, which along with English are the official languages. Pakistan is about three-and-a-half times the size of UK. It has four Provinces titled Baluchistan, the Khyber-Pakhtunkhwa (formerly North-West Frontier Province), Punjab and Sind, each with a unique ethno-linguistic identity. In addition to the four provinces, there are also the Federally Administered Tribal Areas (FATA), Gilgit-Baltistan formerly known as the Federally Administered Northern Areas (FANA), and the Islamabad Capital Territory. Pakistan-administered Kashmir is known in Pakistan as Azad Jammu and Kashmir (AJK). Pakistan is geographically located in South Asia. The country shares its eastern border with India, north eastern border with China, south western border with Iran and Afghanistan is along the western and northern sides.

1.7 Population :

Pakistan has a very high population growth rate with the majority of its population i.e. approximately 67.5%, inhabiting the rural areas of the country (Pakistan, 1998)⁵ as per

⁵ AREA, POPULATION, DENSITY AND URBAN/RURAL PROPORTION BY ADMN. UNITS available at Pakistan Bureau of Statistics, Government of Pakistan and retrieved from

census conducted in 1998⁶. Pakistan has a total population of 190.23 million (2012)⁷, 67.1 percent of whom are below the age of 30. As per Pakistani government estimates, the population was approximately 152.8 million in December 2004, which does not include the 1.2 million war refugees from Afghanistan (as per estimate in 2002). The average population growth rate was estimated at around 4.7 per cent on an annual basis (Newma, Levy, & Nielsen, 2015).

A substantial portion of the Pakistani population is young. “Out of 180 million, 60 percent of Pakistan’s population comprises of youth”⁸. Out of 50 million people in the age group of 18-29 years, 55 percent is urban youth. After Yemen, Pakistan has second highest percentage of youth population.

As of 2012, literacy rate of Pakistan’s youth is 58 percent. The literacy rate of Pakistani Youth (15-24 years) is 79.1 percent for males and 61.5 percent for females” (Mahar, 2014). As per statistics of 2004, 40.2 per cent of the population was aged 14 or younger, 55.7 per cent was 15–64 years of age, and only 4.1 per cent of the population was 65 or older. Pakistan government statistics indicate that 52 per cent of the population are males (Government of Pakistan). Pakistan is urbanizing fast and countries such as “the Democratic Republic of Congo, Ethiopia, the United Republic of Tanzania, Bangladesh, Indonesia and

<http://www.pbs.gov.pk/sites/default/files/tables/AREA%20POPULATION%20DENSITY%20AND%20URBAN%20RURAL%20PROPORTION.pdf> on January 2017.

⁶ Last Census was conducted in 1998, these statistics will be different and much higher in the next census which is expected in 2018.

⁷ Central Intelligence Agency (CIA), The World Fact book: Pakistan, 2010, at <https://www.cia.gov/library/publications/the-world-factbook/geos/pk.html>

⁸ Pakistan youth statistics retrieved from <http://www.ipripak.org/pakistans-youth-bulge-human-resource-development-hrd-challenges/> on Jan2017

Pakistan, and the United States of America, are projected to contribute more than 50 million each to the urban increment and will constitute together another 20 per cent of the total increase in urban population” (World Urbanization Prospectus, 2014).

1.8 Languages :

Pakistan has a rich linguistic environment with seven main and more than 69 regional languages (Rahman, 2004).The following table shows the statistics of main spoken languages in Pakistan.

Table1.1: Languages in Pakistan

	Language	Percentage of Speakers	Number of Speakers
1	Punjabi	44.15	66,225,000
2	Pushto	15.42	23,130,000
3	Sindhi	14.10	21,150,000
4	Siraiki	10.53	15,795,000
5	Urdu	7.57	11,355,000
6	Balochi	3.57	5,355,000
7	Others	4.66	6,990,000

Source: Census 1998: Table 2.7. The population is assumed to be 150 million in 2003 as it was 132,352,000 in 1998 and the growth rate is 2.69 %.

At present, Urdu is the official language and one of the unifying symbols of the Pakistani freedom movement (Hague 1982)⁹. Both Urdu and English are the official languages of Pakistan, both being favored by the state at the expense of the others (Rahman, 2015). The Constitution of Pakistan is written in English and court proceedings are also conducted in English.

Urdu is not only one of the two national languages of Pakistan; it is also the language of most of the mainstream national print and electronic media. The most widely circulated major and influential newspapers are published in Urdu. Most Pakistani television channels are in Urdu. The country's state-owned television station, the Pakistan Television Corporation (PTV), also the first television station in Pakistan, broadcasts in Urdu. However, the regional stations of PTV do broadcast programmes in English and in regional languages. But the ratio of Urdu language programmes has always remained higher than programmes in other languages. It is assumed that this is the reason that though most Pakistani population cannot read Urdu, they can still understand it and feel more comfortable in Urdu than English (Rahman, 2015).

English also has the status of being one of the official languages and is often regarded as the language of the elite and of high Government officials. English was supposed to continue as the official language of Pakistan until such time that the national language(s) replaced it. However, now, English is as firmly entrenched in the domains of power in Pakistan as it was in 1947. The major reason for this is that “this is the stated policy but not the real policy of

⁹ Urdu language Newspapers played a significant role in the Pakistan freedom movement in 1947

the ruling elite in Pakistan. The real policy can be understood regarding the elite's patronage of English in the name of efficiency, modernisation and so on" (Rahman, 2015, p.3).

1.9 Political Framework in Pakistan :

Democracy has not had a smooth path in Pakistan (Rizvi, 2011). Pakistan has experienced four periods of military rule by army chiefs (October 1958-June 1962, March 1969-December 1971, July 1977-December 1985, October 1999-November 2002). At the time of writing this dissertation, the periods of civilian political rule in Pakistan included: August 1947-October 1958, December 1971-July 1977, December 1988-October 1999, and March 2008 (Saeed, 2009).

In total, there were four periods of democratic rule and four periods of direct military rule. In the middle, there were three phases of civilianised military rule when the military rulers changed to elected governments but there was no meaningful shift in power from the ruling generals and their major policies remained unchanged. A section of the political elite was co-opted into the system and agreed to work within the parameters set out by the generals (Rizvi, 2011).

These post-withdrawal civilianised rules were enacted by Ayub Khan (June 1962-March 1969), Zia-ul-Haq (March 1985-August 1988), and Pervez Musharraf (November 2002-March 2008). Of the 65 years of Pakistan's existence, the country has been under military rule, or civilian military rule, for 33 years, or almost half of the total since independence (Rizvi, 2011). Participatory political institutions and processes did not function long enough to develop strong roots in the society and become self-sustaining. The less stable democratic

process has affected the policy making environment in many ways especially in the lack of political stability (Saeed, 2009), rising inflation (Yousuf, 2013), and the lack of freedom of expression (Memon, 2012).

1.10 Economy :

The gross domestic product (GDP) is an important measure for knowing the value of any country's economy. Generally, GDP represents the size of any economy¹⁰. As per the World Bank (2016), 'Pakistan's economic growth accelerated in FY16 (Financial year 16), driven by consumption while investment remained low'. According to the Pakistan Economic Survey 2015, 'The GDP growth accelerates to 4.24 percent in 2014-15 against the growth of 4.03 percent recorded in the same period last year. The growth momentum is broad based, as all sectors namely agriculture, industry and services have supported economic growth (Ministry of Finance, 2016)¹¹.

Recently, 'China and Pakistan have made agreements to establish the China Pakistan Economic Corridor between the two countries. The corridor will serve as a driver for connectivity, trade in the world is expected to increase and Pakistan will take benefits

¹⁰ Usually, GDP is expressed as a comparison to the previous quarter or year. For example, if the year-to-year GDP is up 3%, this is thought to mean that the economy has grown by 3% over the last year. Definition retrieved from <http://www.investopedia.com/ask/answers/199.asp> on Jan 2017

¹¹ Government of Pakistan.

through multiple dimensions' (PES,2016)¹². The Telecom sector of Pakistan has also grown mainly due to trade and investment liberalisation, favourable policies and healthy competition. These developments are the main contributors to economic growth, to the high level of media consumption and to the exponential growth of telecommunication sector in Pakistan.

1.11 The Media in Pakistan :

The definition of 'media' is the same throughout the world which is 'to inform' but the media system in every country is different, it works differently and its performance is different depending on many factors like media history, linguistic structure and literacy rate, nature of media ownership (state-owned or private), status of democracy in the country, development and progress rate of the media industry in terms of new media developments and subsequent challenges.

1.12 Short Media History Profile :

Pakistan has a vibrant media landscape, one of the most dynamic in South Asia but it has its own challenges. In the latest 2016 index, Pakistan is listed as one of the countries in the world with the poorest extent of press freedom, ranked 147 out of 180 countries¹³.

Pakistani newspapers are the direct descendants of the Muslim press in the subcontinent. They derived their initial strength from their participation in the freedom movement (see

¹² Pakistan Economic Survey retrieved from http://www.finance.gov.pk/survey/chapters_15/Overview_of_the_Economy.pdf

¹³ Retrieved from <https://rsf.org/en/ranking?#> on Jan 2017.

Khursheed 1971, p.9). The press played a significant role in raising the awareness level of Muslims in the subcontinent during the freedom movement for the establishment of Pakistan and this is probably why it could establish a reputation based on trust and commitment among its readers in Pakistan.

1.13 Print Media in Pakistan:

Newspapers are more independent than any other media in Pakistan and generally adopt a critical stance towards the state authorities. Having already proved their capacity to challenge and critique authorities in the pre-partition years¹⁴ the Pakistani press remained independent for a long period after partition. Feldman (1956, p.6) wrote in his work on the Pakistani press that ‘Putting aside fundamental weaknesses attributable to shortage of money, the standard of production of the leading newspapers is not unsatisfactory and the quality of the writing as for example, in the editorials of the English dailies, is commendable. Overall, the newspapers are serious; they do their best (with occasional lapses) to avoid sensationalism and vulgarity’.

The print media is the oldest and most reliable medium of the country and all urban literates have access to newspapers (see Khurshid 1971).

1.13.1 Important Newspaper Statistics :

In Urdu language newspapers, **Jang** (English translation of this newspaper’s title is ‘War’) is the most widely read daily newspaper in Pakistan with a circulation of 850,000. **Nawa-e-Waqt** (English translation of this newspaper’s title is ‘Voice of Time’) holds second place with 500,000, followed by **Pakistan** 279,000, and **Khabrain** (English translation of this

¹⁴ The word partition refers to the time i.e. 1947. Pakistan and India were the one country and they were under British rule

newspaper's title is 'News') (232,000). In English language newspapers, **The News** has circulation of around 120,000, **DAWN** (109,000), and **Business Recorder** (22,000) (Joesef, 2015). The press generally operates free from overt censorship and has played an active role in national elections, but journalists often exercise self-censorship because of arrests and intimidation by government and societal actors.

1.13.2 Newspaper Readership Profile:

It is widely acclaimed that 'Pakistan's press is among the most outspoken in South Asia, but its influence is limited by a low level of literacy'¹⁵. Feldman also pointed out the traditional news seeking pattern of Pakistani citizens. He described newspaper readership in a cultural context. Unlike Europe and America, villages and rural areas are comparatively poorer than urban areas and usually fewer recreational activities are available. He argues that under such circumstances, it would be a mistake to underestimate the influence of newspapers on public opinion in Pakistan. A single newspaper is read by many people in Pakistan. "It is a common sight, in the evening when the day's work is over, to find a literate man reading the newspaper to his uneducated friends. These things are possible in a country where the climate is warm and where other diversions are lacking" (Khursheed 1971, p, 5).

1.13.3 Media Ownership:

Most of the early post-independence Pakistani newspapers were owned by Nationalist leaders (Mezzera & Sial, 2010) who played significant role in acquiring a politically independent

¹⁵ News Article from BBC retrieved from <http://www.bbc.com/news/world-south-asia-12965785> on January 2017.

country in 1947. Newspapers like ‘*Dawn*’ and ‘*Nawa-i-Waqt*’ are examples of this. The situation has started to change with time and media ownership nowadays is in the hands of the business community. Big media group owners are often big businessmen instead of experts in journalism or media (Mezzera & Sial, 2010). Three dominant media groups such as ‘Jang Group’, ‘Dawn’, and ‘Nawa-i-Waqt’ have captured a big portion of the media market and each has significant political affiliations due to their dominance in both the print and broadcast industries, all three media groups are very influential in politics and society.

The Jang Group of Newspapers: Pakistan’s largest media group, was established in 1942 in Delhi and later shifted to Karachi by Mir Khalil-ur-Rehman. Currently, the group is publishing its print publications in six major cities and publishes the second largest English language newspaper, *The News*, as well (Mezzera & Sial, 2010, p.7). The group tends towards a “moderate conservative perspective”.

The Dawn Group of newspapers is Pakistan’s second largest media group and produces an array of publications that include the *Star*, *Herald* and the newspaper *Dawn*, which is its flagship. *Dawn* is considered a liberal, secular paper with moderate views. The *Star* is Pakistan’s most popular evening newspaper, and the *Herald*, is a current affair monthly.

Nawa-i-Waqt is an Urdu language daily newspaper and has one of the largest readerships in the country. It belongs to the *Nawa-i-Waqt* group, which also publishes the English newspaper, *The Nation*. Like *The Nation*, the *Nawa-i- Waqt* is a right wing, conservative paper

Table 1.2 : Major News Groups

Print and Electronic Media Outputs	Jang Group	Dawn Group	Nawa-i-Waqt	Express Group	Daily Times Group
Dailies (Newspapers)	1. Daily Jang (Urdu) 2. Daily Awam (Urdu) 3. Daily Awaz (Urdu) 4. The News (English) 5. Daily Waqt (Urdu) 6. Pakistan Times (Eng) 7. Daily News (English evening)	Daily Dawn (English) 2. Star (English language evening)	1. Daily Nawa-i-Waqt (Urdu) 2. The Nation (English)	1. Daily Express (Urdu) 2. Express Tribune (English)	1. Daily Aaj Kal (Urdu) 2. Daily Times (English)
Weeklies (Magazines)	8. Akhbar-e-Jehan (Urdu) 9. Mag Weekly (English) [Fashion magazine] 10. The News on Sunday (English) 11. Jang Sunday Magazine		Nida-i-Millat (Urdu) [Sunday magazine] 4. Weekly Family (Urdu) 5. Sunday Plus (English) 6. Weekly Money Plus (English)	Express Sunday Magazine (Urdu)	Friday Times (English) 4. Weekly WikKid (English) [For kids] 5. Daily Times Sunday (English) 6. Aaj Kal Sunday Magazine (Urdu)
Monthlies (Magazines)		3. Herald23 (English) 4. Aurora (marketing and advertising based bi-monthly magazine)	Monthly Phool (Urdu) [For children]		
TV Channels	Geo Television Network includes 4 channels: Geo News (Urdu) Geo Entertainment (Urdu) Aag TV (Bilingual English and Urdu) [Music channel] Geo Super (Urdu) [Sports channel]	Dawn News (English)	Waqt TV (Urdu)	Express News (Urdu) 2. Express 24/7 (English)	Business Plus (English) [Current affairs and business news] 2. WikKid (Bilingual English and Urdu) [For kids]

Source: Media in Pakistan, Annual Report 2014, International Media Monitoring.

1.14 Press Freedom in Pakistan:

The Pakistani media has never enjoyed press freedom (Memon, 2012). The newspapers are the only news media which have shown resistance to the government and elite in the society. This ability to resist was inherited from the Pakistan movement in 1947 when Muslims in sub-continent claimed their separate homeland from British rulers. In doing so, they equally had to struggle against the majority Hindu leadership, which wanted a non-divided India. The electronic media started as government organisations and were the mouthpiece of the Pakistani Government until the private channels started transmissions.

1.15 Radio:

Radio is a vibrant media in Pakistan and the dominant media in many rural areas. This is because television does not penetrate due to the prohibitive transmission costs or simply because of a lack of electricity in rural households. In urban areas, radio is gaining in popularity, as people are too busy to watch television and often listen to the radio while driving to and from work (IMS, 2009)

Radio in Pakistan was a state monopoly until 2002 when the Army Chief Pervaiz Musharraf privatised the media and PEMRA (Pakistan Electronic Media Regularity Authority) liberalised the airwaves for private FM radio stations by selling licenses to the highest bidder. This led to the emergence of more than 40 FM stations that have reached millions of

Pakistanis both in rural and urban areas. In the first couple of years after liberalisation, radio licenses were cheap (Yousuf, 2013).

The state-owned Pakistan Broadcasting Corporation (PBC) still dominates radio in Pakistan and has the biggest audiences in the rural areas. PBC's Radio Pakistan and FM 101 have by far the largest outreach with 31 stations that cover 80% of Pakistan's territory, reaching 96.5% of the population with 95.5 million listeners (Yousuf, 2013).

1.16 Television:

The Pakistan Television Corporation (PTV) began broadcasting in 1964. Today, PTV has six channels, one of which, PTV Global, broadcasts in Europe, Asia and the US. PTV News is a dedicated news channel and PTV National broadcasts programmes in the many different languages of Pakistan.

PTV's state monopoly ended in 2003 when the market for broadcast media was liberalised (Yousuf, 2013). This led to a boom in new private TV channels that today transmit news, dramas, and talk shows to millions of viewers. The private channels have been issued licenses for cable or satellite only, which means that PTV is the only channel that provides terrestrial services to the population. This favours PTV, as most of the rural populations do not have access to the alternative channels that send via cable or satellite. It also indicates that the government still retains control over private TV channels, as cable connection and satellite transmission can be easily shut down. That the government not only sought to liberalise the electronic media on its own terms, but also wanted to control and use the media as a tool to strengthen national interests, is also evident from the way that the public

advisement budget is allocated. PTV receives 70 percent of the budget. The remainder is dealt out to independent TV stations that sympathise with government policies.

1.17 Digitisation of Pakistani Media:

The emergence of the internet has given a boost to the media industry in Pakistan with most of the rapid growth occurring between 2006 and 2008 (Yousuf, 2013). All big media industry groups like *Daily Jang* and *DAWN* now have websites and are offering e-newspapers. Almost all the electronic media channels have their websites and blogs, however, blogging is a new and growing rapidly common concept in Pakistani society. Electronic transactions are done in terms of money but e-government, e-shopping and e-business are not much developed concepts in the country. The rural areas are far behind in catching up with internet facilities. While good internet infrastructure is available in the urban areas of the country, even here issues like electricity shortages and low literacy rates hinder its use. The absence of websites in local languages is another big obstacle to the adoption of the internet in Pakistani society.

Pakistan at the moment is offering limited digital media services, although they have been given significant importance in the recent past and a fast growth rate has been recorded in the expansion of digital media (Yousuf, 2013). The government has plans to provide further subsidies on smart phones. The fast rising mobile sector now claims almost 70% of the population, both rural and urban, have mobile phones. (Ministry of Information and Technology, 2016).

Now, I present literature Review of this thesis.

2 Chapter 2: Literature Review and Theoretical Framework

This study at its widest perspective deals with understanding news usage patterns of university students in Pakistan. It touches on three sets of literature.

The first set of literature concerns the use of technology. This corpus of work considers the notion of technological development in media, the contest between different platforms and the critical role of technology both in the production and the consumption of news. This thesis is not about technological convergence. However, the current networked media environment is the outcome of technological convergence so it is important to discuss the concept of convergence in this consideration of the literature. The second set of literature focuses on audiences. This work includes recent studies concerning the reasons for media use, the level of satisfaction from media content quality and notes the emergence of various research traditions (Livingstone, 1999) that audience scholarship now frequently embodies. The third set of literature is specific to the theory of mediatization and news media in Pakistan. It is hoped that the combination of these three sets of literature – technology, audiences and mediatization with the specificities of Pakistan’s media – will enable a thorough conceptual analysis of the research questions and provide the background necessary to design appropriate methodological tools.

2.1 Technology :

Newspaper organizations are in transition because of technological and economic conditions, such as, with the entrance of multiple news reception devices and an increase in the number of news platforms, news users have a wide range of options available for accessing news both

locally and globally. Traditional newspaper readership is declining in most parts of the world, though the rate of decline is different in different parts (Siles & Boczkowski, 2012). Media audiences have become fragmented (Wimmer & Dominick, 2011) while online media usage is increasing and the use of traditional media is decreasing (Stempel, Hargrove & Bernt, 2000). The sale of newspapers is drastically decreasing especially in the US and the UK (Pavlik, 2013) and media futurists expect national newspapers to be extinct by 2040 (Harrell, 2010). The 'All Pakistani Newspaper Society' believes print will continue forever and indeed will thrive both in Asia but especially in Pakistan (Ali et al, 2013). There is a need to reconsider this claim in the fast-growing networked media environment.

It is important initially to consider the nomenclature of this subject. Before proceeding to the various literatures, I will define some of the key terms that I will be using in this dissertation. The notion of 'convergence', for example, while not the direct focus of this study, nevertheless is a vitally important concept to consideration of the key issues. It is therefore necessary to define the concept of convergence. Convergence can be defined as "the coming together or blending together of multiple technologies" (Kolodzy, 2006, p.4) and initially became evident in three fields, technology, content and services (Dominick 2010). Henry Jenkins (2001), a professor from MIT (Massachusetts Institute of Technology) later enhanced this simple definition by introducing the terms "interaction among media technologies, industries and audiences" and by adding the category of "audience". For Jenkins (2001), media convergence is "an ongoing process, occurring at various intersection of media technologies, industries, and audiences; it's not an end state" (2001, p. 93).

For some scholars, the complexity of the notion of convergence poses serious conceptual challenges. Communication scholar Roger Silverstone (1995) says that convergence is a “dangerous” term (p.11). He believes convergence is applicable to multiple settings ranging from communication technologies, organisational structure and media content as well as across different media types. He also suggests convergence concerning the changing relationship between the media and audiences. This is, I believe, the correct view. Convergence can rightly be understood as having a snow ball effect; it is not only happening and growing in its own domain, it is also changing the media landscape associated with this phenomenon.

Meikle and Young (2013) agree with Silverstone and propose the commonly-used notion of “new media” should be replaced with the more appropriate term of “convergent media” (p.2). They suggest that all media were new once and the history of online media tells us that it has its roots in the previous century when semiconductor-related technological developments started. Viewed from this perspective, it does indeed become difficult to agree on what is new and what is old. In this research, I will be using the word ‘convergent media’ instead of ‘new media’. The term ‘old media’ and ‘traditional media’ shall refer to the non-convergent media like TV, Radio, newspapers etc.

Meikle and Young (2013) also warn the term “digital media” should be used carefully as even the traditional media like newspapers use digital means for production and printing. They suggest the ability of digital media rests in its multilevel interaction with all media forms in real time and they should be termed “networked digital media” (p.3). Meikle and Young (2013) also recommend reconsidering the term “media users” and even “media

audiences” as, in the age of “convergent media” and “networked digital media”, the audience have become interactive and, in many cases, are producing media content. Meikle and Young (2013) suggest the term ‘creative audience’ instead of ‘media users’ or ‘media audience’. Figure 2.1 presents Kolodzy’s (2006) visualisation of Jenkins’ definition of convergence.

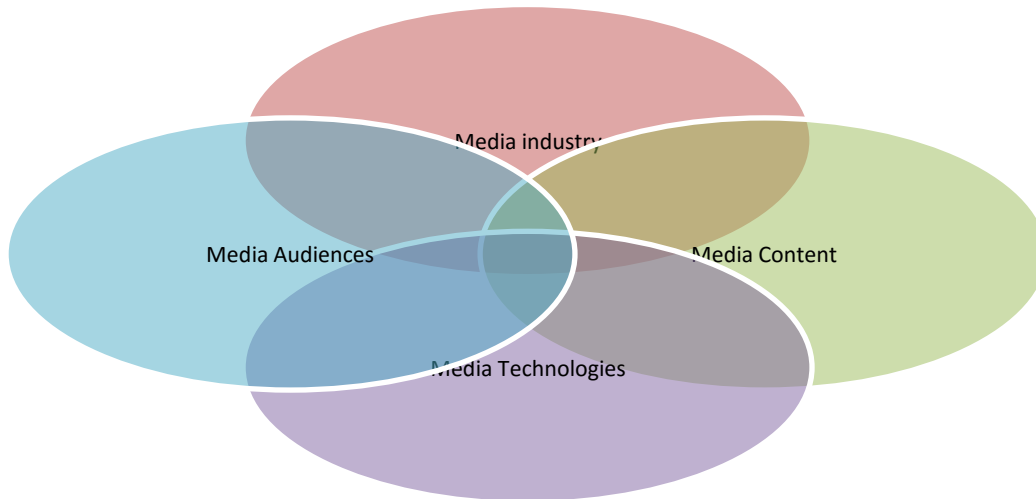


Fig 2.1 Source: Kolodzy (2006) summarised Jenkins’s (2001) definition in the pictorial form

As per Jenkins’s perspective and Figure 2.1, technological convergence is happening in all four dimensions of the media environment and is overlapping the boundaries of other domains. I suggest that it will be significant to consider these broad converging overlapping dimensions while analysing news audience and newspaper organisation challenges in Pakistan. By this, I mean, that just knowing about the audience and their news usage pattern will not be enough for the meaningful understanding of the issue under research. I will return to the topic of audiences later in the chapter.

In the meantime, let us return to the important question of technology and to the related issues of networked technologies, convergent media platforms, coexistence and competition

among them in media ecosystems. It is commonly understood that news is now available online along the traditional means of news distribution like newspapers, magazine, radio and television. Online news can be accessed via personal computers, laptops, tablets, e- readers, mobile phones from anywhere at just about any time. Social media has now entered the fray and now news is available from multiple online platforms. The following diagrams 2.3 and 2.4 demonstrate the fast growing news distribution possible options.

Table 2.1: Timeline of the Media Growth

Year	Media
1605	First Printed Newspaper
1906	Radio
1936	Television
1974	Online Newspapers
1990	Hundreds of Online Papers
1999	Interactive Newspapers

The Table 2.2 presents the time line of social media.

Critical to considering the impact of technologies is the degree and rapidity by which new technologies replace old ones. Are existing news media platforms being replaced gradually or permanently? Are there possibilities of coexistence between technologies, of competition or collaboration? Is the future trajectory a combination of some or these possibilities? And most importantly, what is the future of this continuously growing trend of new media emergence? The answers to these questions are important as this situation has produced a competitive environment for the consumer industry including newspaper owners and advertisers where multiple news networks and organizations are trying to attract maximum audiences through multiple electronic devices.

According to Dimmick et al. (2004) “the information environment is shifting and potentially forming new, perhaps unrealized biases” (p.25). Consumers increasingly want and expect continuous access to entertainment and news content regardless of their location and position. Dimmick et al. (2000) termed this fast-developing multiple media platform setting as ‘multidimensional resource media environment’.

2.2 Audience Research :

What is audience research? The field is about ‘how people use media?’, ‘how much they use?’ and what type of media they prefer? It is also about asking people the reasons for media use, satisfaction from media content quality and the selection criteria for the certain media use (Barrett & Newbold, 1995). Furthermore, it also deals with measuring the effects of media on the daily lives of its users (McQuail, 2013). The field of audience research is further connected with many disciplines like cultural and sociological studies (S. Livingstone, 1999). The field has experienced the convergence of various research traditions (S.

Livingstone, 1999) and now is looking for new theories and questioning the validity of old theories for the analysing the ‘convergent’ and ‘networked’ media audiences (Newhage &Rafaeli, 1996).

The next important understanding we need to have surrounds the question, ‘Can we still use the theories of traditional media for studying the ‘convergent’ media’? Researchers Livingstone (1999), Gunkel & Gunkel (1997) and Newhage &Rafaeli (1996) who have been working in the field of audience research for many years and who have witnessed the different developmental stages of audience research believe that the use of theories associated with traditional media should be applied carefully while studying the new or ‘convergent’ media.

The reason they suggest is that the networked media has ‘transformed’ the nature of audience participation. While, on the other hand, McQuail (2013) believes that the research questions asked in audience research after the technological shift are substantially similar to earlier traditional media audience research. Vengerfeldt (2013, p.17) also believes that “despite the continuous pressure to innovate, there are important elements of value in traditional audience research that needs to be kept, including methodological diversity and often repeated feel for the triangulation of audiences, producers and text”.

I agree with both these concerns shown by the audience research scholars. It is true that the questions about ‘audience research’ in the networked and convergent media environment are similar to those of traditional media audiences, but there are still many questions which are no longer applicable. And careful questioning techniques are required for designing

instruments for measuring the audience responses in the networked media environment. For example, a very common and important question ‘how much you use typical media’ is a tricky question. Most of the young people are online through their mobile and smart phones 24 hours of the day, they even don’t realise at times that they are online (Miller, 2012). It is hard to analyze the time spent on media unless asked specifically about certain media. Nass (2012) has reported the trend of ‘multitasking’, according to which young students are using different media simultaneously without realising that they are doing so.

The same was pointed out by Livingstone (2012) who argued that functions offered by new media are more interactive; they need to be researched as they are changing the definitions and social relations in our society. She was working on the definition of ‘friends’ on Facebook. There is a need to explore the functions offered by convergent and networked media to the creative audience of today. Another contribution of this research is that it will ask the Pakistani university students what functions and gratifications they seek and obtain from the networked media especially in the domain of news.

2.3 Mediatization and Communication Theory

This section elucidates the theoretical framework of this thesis. Establishing a theoretical or conceptual framework for this research project was a challenge. It was a challenge because available theories in the discipline of Media and Communication studies were not able to fully support empirical research in the fast-changing media landscape, especially because of the internet and its rapid development which triggered a transition from mass media towards social and networked media (Livingstone & Das, 2013).

This work comes under the broader umbrella of audience research. However, it is also concerned with technology and journalism. The following section will discuss theories touching these three substantial fields. I will discuss during this section that as the field of audience research is facing the challenge of a changing media landscape mainly because of technology and the changing audience because of modernity, this has consequences for theoretical frameworks in audience research. I will discuss a short media history to establish the fact that, theoretically, a new theory was much needed to understand news usage in the digital media network age and I will further argue that Mediatization theory is the way forward.

2.4 Short Media Theory History :

I have divided communication theories into the three main categories. The first category is 'Pre Internet Theory'. I will discuss the historical background of the effects and reception studies and their limitations in the networked media environment under the heading of Pre Internet Theory. The second category is 'Post Internet Theory' and, under this heading, I will discuss their contribution to gathering empirical evidence on news usage practices and also their shortcomings when it comes to supporting research in the networked media ecosystem. Finally, in the third category of 'Post Digital Networked Media theory', I will discuss their limitations and contribution to the Theory of Mediatization. I will argue here that theory, in the discipline of Media and Communication, has seen a challenging developmental phase and Mediatization is one possible opportunity to map and understand news usage practices in the networked media environment.

There has always been a prominent insecurity about the role of the media, as its power was questioned from the beginning. By beginning, here, I mean the start of the press somewhere back in the Thirteenth century¹⁶. Livingstone & Das (2013) have stated that audience research has a long past but a very short history. They believe, and I agree, that the history of audience research is as old as human communication, but the recorded history is much shorter as it mainly started when Stuart Hall's (1973) work on encoding and decoding captured the attention of social science researchers.

Influential actors in society, such as the government or the elite, or anyone who wants to hold power in society or propagate certain ideologies or the advertisers who want to sell their products, for them, the power of the media, its reach and influence and its potential has always been a topic and tool of great interest. This has been, and still is, a strong motivation for academic researchers to monitor and investigate the role and potential of the media, but it has never been an easy task (Livingstone & Das, 2013).

The theoretical gap is quite evident even in this short media history. Whenever a new media platform or device or a technology enters the communication and media system, insecurity about its impact and the need for new theory is strongly felt. One reason for this theoretical knowledge gap has been the continuous development of media technologies in the pre-internet era and the development of the internet and its subsequent technologies in the post internet age and the networked media age.

¹⁶ From the beginning, I meant here the start of mass media. With the start of newspapers in **1605**, the first printed weekly newspaper to be published in Antwerp was called Relation. Johann Carolus (1575-1634) was the publisher of the Relation aller Furnemmen und gedenckwürdigen Historien (Collection of all Distinguished and Commemorable News). Retrieved from <http://timesofindia.indiatimes.com/home/sunday-times/When-and-where-was-the-first-newspaper-published/articleshow/2477418.cms> on June 2016.

The transition from mass communication towards networked media has presented communication theory researchers with many challenges. The most developed form of media, which is the networked media, has only taken shape in the last two decades. The networked media though is still flourishing, but it has achieved a technological status which is helpful in theorising its status and functions (Livingstone & Das, 2013). It is not surprising that academic researchers have not been very confident about media effects, as media was in the midst of rapid technological development. That is why the debate over whether the media or the users have more power or control has remained current for quite some time. While I am not advocating technological determinism, I do suggest that Hepp's (2010) argument is correct that technology is material but at the same time is a cultural form. The change in media is not a mere change in the technology; it is also about broader change at a social and cultural level. I will discuss this in detail in the coming section.

2.5 Pre- Internet Theory :

Below is a short snapshot of mass communications' theoretical journey before the advent of the internet. Only prominent theories are discussed here. The reason for presenting the short history of the theoretical journey is not for the purpose of summarising, but to demonstrate how certain actors contributed to this journey and how Mediatization theory emerged as a paradigm that provides an overarching solution by substituting multiple theories.

The most prominent, initial and discredited theories are the hypodermic needle theory and cultivation theory. Users used to think they were immune to media manipulations (Kitzinger, 1997). These theories are also known as 'direct effect theories' (Williams, 2003). The

hypodermic needle theory stated that media injects uniform and direct messages into the minds of users (McQuail & Windahl, 2015).

Cultivation theory, by contrast, argues that the media enforces and strengthens people's beliefs (Gerbner, 1998). Both theories are media-centric theories and both have faced criticism for assuming the audience is passive which, in reality, they are not. They were also criticised on a number of other grounds, including the measurability and difficulty of proving media causality. I agree with most of the criticism but I do believe that both of these theories, though outdated, played a significant role in the development of communications theory. For the first time, they theorised the transforming power of the media, even if they underestimated the role of users, overestimated impact and ignored continuously changing technological developments and cultural contexts.

Katz & Lazarsfeld (1955) dismissed the concept of media power and proposed the 'two step flow model' by arguing the media itself is not powerful, certain important social actors called 'opinion leaders' absorb information from the mass media and pass it on to the people in the society who are relatively less active. The 'two step flow' model advocated the role of opinion leaders especially in influencing the voting behaviours of people and undermined the role of media. The 'two-way flow model' is still relevant in the networked age and opinion leaders now also have many more ways to access and distribute information. There is a need to conduct more studies to investigate what kind of role opinion leaders are playing in the networked media environment. Song (2015) has proposed the use of algorithms to identify opinion leaders in the networked media age. The identification of opinion leaders is an

element I have investigated during my data gathering and is something I will return to later in the dissertation.

Another theory which endorses the active role of users is uses and gratification theory (Katz et al, 1973). This theory advocates the cognitive needs of users. How users use media is the main standpoint of the theory rather than what media does to the users. The theory suggests that users use media for five main reasons; information and education, entertainment, identity, integration and socialisation and the last one is escapism. The strong point of this theory is its ability to place individuals in the larger setting of 'making sense of media', which previous researchers have ignored (Williams, 2003,p.172).

This theory is also not sufficient when it comes to the networked media sphere. The theory is not able to support empirical research in the rapid technologically changing media ecosystem. Most of the time users use media keeping in mind their daily routine and the social context instead of only gratification (Hasebrink & Domeyer, 2012). Morley (2006) also suggests that users' media usage in everyday life should be studied. Although, credit goes to uses and gratification theory for emphasising the individual needs of users (Williams, 2003).

Theoretical work, developed later, started taking into consideration the role of the audience and, in this regard, the reception theory of Stuart Hall (1973) with his encoding and decoding hypothesis gave communication theory a new angle. Hall argued that audiences and users adopted an active role rather than a passive one. He suggested that the audience not only consumed media, but at the same time produced it as well. As per reception theory, audiences or users interpreted media messages according to the decoding they themselves assigned to

the message. And in doing so, cultural associations of the audience played an important role. David Morley (1993) also advocated the active role of the audience.

‘Agenda Setting’ is another theory in which the media plays a central role and its core argument is “because of newspapers, television and other news media, people are aware or not aware, pay attention to or neglect, play up or downgrade specific features of the public scene” (Shaw, 1979, p.103). McCombs & Shaw (1993, p. 62) believed the “media tells us what to think about”; media also tells us how to think about news and consequently what to think”. According to them, the powerful roles of agenda setters are the ‘object of attention’ and ‘selection of frame’ for news items. This is a media-centric approach.

Rogers et al. (1993) state that the eventual role of agenda setting research is to explore the explanation for socio-cultural change in society. Many researchers have carried out surveys to understand the user’s agenda and content analysis to verify or compare their survey findings, but it is rare that any researcher has focused more on social and cultural change using this framework.

Shaw (1979, p.101) also believes that “people’s understanding of much of social reality is copied from the media”. Noelle-Neumann (1973, p102) categorised ‘Ubiquity’, ‘Consonance’ and ‘Cumulation’ under the umbrella of agenda setting. Ubiquity refers to the widespread presence of media and its accessibility to everyone in the modern times. Cumulation refers to the concept that when media repeats the news again and again, it gets more attention. While the third one which is ‘Consonance’ refers to the professional abilities of the professionals in the field of news media to report the news. According to Noelle-

Neumann (1973), the ability of professionals in the news media lie somewhere between the two extremes ranging from “unsubstantiated collusion – and – conspiracy charges to the scientifically unsupported claims of professional activity” (Noelle-Neumann 1973, p.97).

Most of the claims of agenda setting theory are very much still valid in the age of networked media. However, McCombs (2005) has indicated that many social scientists fear that because of the internet, agenda theory research is no longer possible. This is because the audience has fragmented and people have developed their individual and specific online agendas. He further states that the digital divide is a factor that opposes the agenda setting framework, especially in the so call developing countries where internet facilities are not available to everyone. I agree in general with McCombs that this is worth noting, but in the case of this research, the particular issue of the digital divide is not directly relevant.

The users selected for this study are from a section of society that is internet affluent, as they are all university students with easily accessible internet facilities and all have mobile phones. It is possible that if the sample population was spread across different age groups, the issue of digital divide would be relevant. However, in this study, the cohort are all drawn from the same age group.

McCombs (2005) further notices that though users are using multiple platforms for accessing news, the actual generator of the news is still the mainstream media with most of the electronic platforms repeating and recirculating the same material with slight changes. This is very much what Noelle-Neumann refers to as ‘Cumulation’. In this case, the comparison of the public agenda with the media’s agenda is still a possibility in the networked age.

The agenda setting research framework presented by Noelle-Neumann(1973) is still very relevant to understanding the user agenda, but this current research attempts to understand the practices of users in a networked media ecosystem. The users' agenda is only one aspect of their usage. I am not trying to investigate the 'Agenda', as per agenda setting theory, of university students in Pakistan, but this is a natural out come from the analysing the student responses. A more focused theoretical approach would be required to map users' news practices in a networked media system.

2.6 Post Internet Theory :

The recorded history of internet interaction started in 1962 with the start of electronic communication in the early form of email (Tronco, 2010). The internet as a subject can be traced back to 1978 when the book 'The Network Nation' by Hiltz (1978) was published. Theoretical developments regarding the use of the internet as a means of mass communications started in the 1990s. It was during this decade that the interaction between the internet and users was examined more closely by scholars in the social sciences and humanities, after its diffusion through the larger population (Newhagen & Rafaeli, 2006). Researchers began to realise the potential of the internet at this time (Morris & Ogan, 1996).

From 1996 onwards, much has been written in theoretical terms about the internet. The definition of many long established concepts in the media such as the "end of the mass audience" (Livingstone & Das, 2013,p. 12) have been challenged and redefined. Traditional fixed boundary media categories, such as newspapers, radio and TV, have converged and become wrapped up in the web (Meikle & Young, 2012). Scholars have examined the competition between the so called old and new media (Ramirez, Dimmick, Feaster, & Lin,

2008) they have reconsidered theory around replacement and displacement (John Dimmick, Chen, & Li, 2009a), and they have debated the reach and potential of media and its impact (John Dimmick, Chen, & Li, 2009b). The rapid development of technology continues to raise provocative questions around the scope and potential of the internet as a tool of mass communication in the 21st century.

The academic history of 'how people use media' takes us back to Habermas (1984) where the concept of the public sphere emerged. Habermas (1984, p.49) states that 'By 'the public sphere' we mean first of all a realm of our social life in which something approaching public opinion can be formed. Access is guaranteed to all citizens'. The word 'public' here, used by Habermas, indicates the presence of people engaged in discussion. It is used in a very broad sense and is contestable in today's digital environment on the basis of lack of context.

Furthermore, Livingstone (2005) also guides us by comparing traditional terms such as 'public' and 'audience'. She informs us that in later modern societies the distinction between the two terms is hard to define as they closely overlap. The term 'public' can be defined as *'the people comprising the public could gather in a single space within sight of each other (in Greek: agora, in Roman: forum). It was here that free citizens argued, legislated and adjudicated, both in their own interests and on behalf of others who were not free – slaves, women, foreigners, children. With the growth of politics to many times the size of these classical antecedents, the public as 'abstracted' or visualized – it was either an imagined community or could gather together only by representative means'* (Hartley, 2002, p.189). There are other similar terms such as 'fans', 'crowd' and 'masses. All these terms reflect the

collection of public under specific categories. The term public can be divided in to multiple general categories. This kind of term is too general for the scope of this research work.

The term ‘audience’ is defined as *‘the collectivity which is formed either in response to media (channels and content) or out of independently existing social forces (when it corresponds to an existing social group or category or the result of activities by a social group to provide itself with its own channels of communication media).’*(McQuail,1987,p.215)

Hartley (2002,p.11) provides a similar definition: *‘The term audience is used to describe a larger number of unidentified people usually united by their participation in the media use’*. Both these terms clearly indicate the presence of media, which is not always there in the case of term ‘Public’. The term audience is, therefore, more suitable compared to public as the presence of media is a critical dimension of this thesis.

There is another compelling term that can cause confusion, ‘consumers’. While the term ‘media consumers’ is not much in use now, media organizations such as newspapers, radio, television and even social media work for profit and people consume their content via advertisements. However, the consumer does not sufficiently reflect the activities of media users in the fast changing technological environment. This is the reason I have avoided this term in this thesis.

A range of scholars have also argued that news audiences are changing because of the convergence of technologies (Meikle & Young 2012, Livingstone 2013, McQuail 2013; Das, 2013; Pavlíčková 2013). They argue that ‘convergent’ and ‘networked’ media platforms and

media devices are offering more interactive and participation options to news users (Livingstone, 1999 & 2013). Alvin Toffler (1981) coined the concept of 'prosumers' and predicted the role of producers and consumers would blur in the advanced information age. With the change in the nature of the audience, there has been a tussle regarding the nomenclature. Jenkins (2001) has suggested the term 'users'. Meikle & Young (2012, p.12) believe the term 'audience' is not justified in this convergent media environment and they have proposed the term "creative audience". Livingstone (2013.p7) refers to this phenomenon as "interactive communication" between users and media.

Das (2013, p.5) believes this "semantic tussle" depends on the methodology and the communication setting in which it is applied. This dissertation will adopt the term 'users' as it is a more general term. It is also the case that while new media has provided a facility for interaction; some users may not want to participate in a national or domestic media debate. Their level of interaction will depend upon their engagement with the issue. But news content is widely shared, commented on, altered and even produced and reproduced. The term users reflects the whole participatory culture in which users are producing new meanings and interactions and not just producing, reproducing and consuming the content. The term 'user' has been widely applied in practice when it comes to analysing news usage practices (Yuan, 2011 & 2015, Papathanassopoulos et al., 2013, Hasebrink & Domeyer, 2012). I too have adopted the term 'user' within this thesis.

Along with the audience, media texts have taken new forms with the development of digital technologies, text has become interactive (Manovich, 2001). The traditional rather non-

convergent media like newspapers has its limitations to embrace such features. In order to benefit from these, they have to rely on online news production tools.

Medium Theory provides another angle with which to study media ecology (Meyrowitz, 1997). The theory is principally based on the concept presented by McLuhan (1964) in his book 'Understanding Media'. McLuhan's (1964) work is widely cited even today and scholars such as Meyrowitz (1997, 2001) continue to advocate its relevance. McLuhan's theory puts the emphasis on the characteristics of technology and the nature of media best encapsulated by his famous dictum, 'the medium is the message'. Meyrowitz (1997) has argued that equal emphasis should be placed on both the medium and the content of the message. How do characteristics of a medium make it physically, psychologically, and socially different from other media and from face-to face interaction, regardless of the particular messages that are communicated through it (Meyrowitz, 1997). Altheide, (1985. p.28) has proposed a similar concept and he suggests the word "formats" explains that each media has a certain capacity to change the format of the message.

The criticism of Medium theory is that it is focused on a single medium. Current studies about user practices (Yuan, 2011 & 2015, Papathanassopoulos et al., 2013, Hasebrink & Domeyer, 2012) suggest that users mix and match different media to construct their media repertoire. Medium theory is still relevant if one is interested in studying one particular media and its formats and its ability to influence the message, but it's not an ideal perspective for understanding cross-platform user practices.

Text is important. History tells us that the change in the nature of publication technology had made it harder for the monarch to change the text of important documents, such as The Bible, as more copies were available following the invention of the printing press (Hjarvard, 2012). I strongly agree that the text or media content is very important and should be studied. In this particular project, I investigate how the students in my sample use text or news content.

But I will not be conducting any textual or discourse analysis in this work. My concern is more about how students are currently using news and how their usage practices are changing due to technology. I will explain the change in technology in more detail in the coming sections.

In this current, converged environment, effects studies, reception studies and medium theory are simply not able to facilitate adequate empirical analysis (Andreas Hepp, Hjarvard, & Lundby, 2010b) and new theories were needed to fill the theoretical hiatus.

2.7 Contemporary Internet Theories and News :

Theories around displacement, replacement and the theory of niche have become common tools in considering the impact of the internet on human communication. Researchers such as Nguyen (2006), Dimmick, Chen, & Li, (2009) and Dimmick with Feaster, & Hoplamazian (2010) have all carried out online and traditional mass media comparison studies and have come up with a range of results.

2.8 Theoretical Support for the Relationship between Old and New media:

In this section, I propose three main perspectives that will support the selection of theory I have chosen for the framework of this dissertation. These perspectives are: a) The no displacement effect perspective, b) the increase-decrease perspective, and c) the increase-increase perspective. I will explain each one of these perspectives in turn.

2.8.1 *The No Displacement Effect perspective*

According to this first paradigm, researchers believe that new media technologies are not going to have any major change in the media landscape (Coffey & Stipp 1997; Lin 1999; Stempel et al. 2000; Yelsma & Kayany 2000). By this they mean that the new media will not displace or replace significantly, rather they will coexist. I propose the name for the studies falling into this position should be called ‘The No Displacement Effect’ studies.

It is important, however, to know the collective outcome of the studies on the above - mentioned relationship. They are grouped on the basis of their findings. These researchers used theories like ‘uses and gratification theory’, the ‘information seeking model’, ‘niche theory’ and ‘displacement theory’ within this perspective. I will return to a consideration of these theories later in the chapter. First, however, let us consider the ‘No displacement’ school in more detail.

In their work, Coffey and Stipp (1997) wanted to test the prediction by media futurists that new digital media use would dominate the traditional media, especially television viewing. They conducted a survey analysis using the PC meter services of around 10,076 American

households. Their findings indicated that “instead of replacement, the data show interactions between the media in which TV often impacts PC activity and Internet use. These findings suggest that speculations about the disappearance of TV should be dismissed and that content providers and advertisers should further explore the evolving interactions between the media” (p.61).

Working on similar lines, three years later, Stempel et, al. (2000) presented their work entitled ‘Relation of the growth of use of the internet to changes in the media use from 1995 to 1999’. They compared internet users and non- users and concluded that “Internet users are more likely than non-users to be newspaper readers and radio news listeners” (p. 71). They interviewed 805 adults randomly selected from national sample of adults and used the ‘Information seeking model’ as a theoretical framework. They concluded that “for both local and network television news viewing, there is no significant difference between users and non-users of the Internet” (p.71). Clearly, they believed the Internet was not the cause of the decline in use of the other media.

Interestingly, in work done by Yelsma & Kayany (2000) the data pointed at a different conclusion and did show a significant decrease in television viewing, radio listening and family communication and routine activities because of internet use but no significant displacement effect was calculated for newspaper reading. Their sample was a smaller one, of 185 people from 84 households. Yelsma & Kayany (2000) also based their work on the theory of niche and on displacement theory as their theoretical framework.

Both studies by Coffey and Stipp (1997) and Stempel et, al. (2000) are dated now and the Internet has, of course, undergone a massive period of development. For example there were 95.1 million internet users in America in year 2000, now they are more than 239.2 million. That is a relative growth rate of 152% with more growth anticipated (Pingdom, 2010). Further, if we keep the Figure 2.3 (showing the timeline of newspapers) in mind, we will recall that internet features were not as developed in 2000 as they are today. The newspapers were online but the interactive newspaper boom started only after 2000.

Hence, it could be said that research done before 2000 was not able to record significant displacement effects because of lower internet penetration rates and less developed internet features in comparison with the current situation. One would expect quite different results if the research was repeated in 2017. In the case of Pakistan, this is an important observation. While recording displacement effects, the internet penetration rate and quality of internet service provision must be considered while interpreting research results.

Researchers have explored displacement by looking at earlier technologies. Lin (1999), for example, investigated the displacement of traditional television by the television with built in online services (PC-TV or early stages of smart TV). She applied uses and gratification theory as her conceptual foundation, also something to which I will return later in the chapter. Lin surveyed 348 randomly selected U.S adults and found out that “TV-use motives are mainly insignificant predictors of potential online service adoption” (p.23). She was probably unable to find a prominent displacement effect as PC-TV technology was in its early stages and was not very interactive as it is today. This research might have completely different results if applied on the present smart television technology instead of PC-TV one.

What can we learn from this perspective? By now we know that newspaper sales are drastically reducing (Salter & Jones, 2013) and online revenue models are in their experimental stages worldwide (Pavlik, 2013). Successful revenue models, while promising, have not yet been developed (Piccard, 2011). British newspaper The Guardian's Former CEO Andrew Miller says his newspaper cannot survive in the UK with the dominance of the BBC as a news source¹⁷. Kent University journalism professor Stewart Luckhurst (2011, p.3) quotes Scottish newspaper editor Stewart Kirkpatrick that "Scottish newspapers are dying, soon they will be gone"¹⁸. This situation suggests that 'No Displacement effect' studies might be missing some technological and economic convergence factor and had mainly relied on the current economic, social and technical circumstances of their time period.

2.8.2 The Increase-Decrease perspective:

The second perspective suggests that emergence of new media decreases the use of an already existing one. A wide range of media scholars (Lazarsfeld, 1940; Belson 1961; Mendelsohn 1964; Williams, 1986; Kaplan, 1978; Spark,1983; Harvey & Rothe, 1985; Henke & Donohue,1989) have favoured and presented this perspective. All these researchers have predicted the displacement effect of media forms before the emergence of convergent media technologies, such as the impact of newspapers on books radio on newspapers, TV on newspapers, TV on Radio etc.

¹⁷ <http://blogs.spectator.co.uk/2013/09/guardian-ceo-the-newspaper-cant-survive-in-the-uk/> retrieved on August 2014

¹⁸ <http://www.independent.co.uk/news/media/press/scottish-newspapers-in-crisis-just-when-they-are-needed-most-2296356.html> retrieved on Nov 2014

A recent group of scholars (Nguyen & Western, 2006; Robinson et al., 2000; Dutta-Bergman, 2004, Dimmick & Chen, 2004; Livingstone & Markham, 2008) who support this Increase-Decrease perspective have tried recording the displacement effect using different theories and media contexts. The key argument of work in this perspective is the concern regarding the effects of new media on the already existing ones. Scholars have raised questions whether the emergence of new media will affect the function and use of old media and ask if there is there any possibility that new media will displace or partially replace the existing one? Most of their concerns are about the internet.

Soon after its emergence, the internet became a vibrant communication tool that started providing similar services to television, radio and newspapers and with minimum cost to users (Dimmick et al, 2000). Dimmick, Chen & Li (2004) later argued they had calculated a clear competitive displacement effect of the internet on traditional media in the daily news domain with the largest displacement occurring with televisions and newspapers. They further argued that the internet has a high level similarity with the functions and use of traditional media. These scholars have used a combination of theories instead of using a single one. For example, Dimmick's work – considered to be pioneering in this field (Okazaki 2009) – combined the theory of displacement, the theory of niche and uses and gratification theory. The limitations of one theory were countered by the value of others.

2.8.3 The Increase-Increase Perspective :

There are studies with evidence that indicate that new media often complements old technologies. Kayany & Yelsma, (2000) call this the Increase–Increase perspective.

Researchers have utilised theories like selective perception theory, the theory of involvement, displacement theory and the theory of niche to support their work. Grotta & Newsom (1982) believe that new media in fact enhances the performance of already existing medias, just as cable-TV increased television viewing in general. The same thing was confirmed by Dutta-Bergman (2004) when he found that people consulted both new and old media in order to enhance their information and entertainment needs. Many studies have found a positive correlation between new and long established media, in particular where the internet has been utilised by news organisations (Althaus & Tewksbury, 2000). Willnat (2006) found that the consumption of news through the internet had positive effects on the news consumed by traditional media.

Kawamoto (2003) believes there is a symbiotic relationship between traditional newspapers and digital news media; they support each other for survival. He believes that both the internet and traditional media support each other and the audience uses them according to their needs and wishes. Althaus & Tewksbury (2000) investigated news usage in a large public university and found that people who used the internet as a news medium also tended to read traditional newspapers. They further argued that despite the tremendous growth of the internet as a news medium, it was highly unlikely that it would decrease people's use of traditional news media. This was also suggestive of another important notion, that of the 'individual's news interest'.

According to Bergman (2004), a person with a higher interest in news will try every possible news platform to satisfy their particular interest. The same supposition is supported by another study (Gandy & Omachonu, 1987) in which it was found that a 'news topic interest'

usually pushes the media news user to consider different news platforms. For instance, if a student is interested in sports news or is a regular follower of sports news, s/he will be more likely than others to follow news from all available news platforms.

In the light of the above three perspectives on the relationship between old and new media, it is evident that media users make use of different media according to their own needs and desires. It is also evident that a set of theory has been marshalled to investigate the relationship between old media and new media, and it is to these theories that I now turn. Foremost in the literature have been the theories of Displacement and the Theory of Niche. I will consider both of these in an attempt to evaluate whether I too will be able to make use of them to understand the Pakistani media consumption context.

2.9 Displacement Theory:

Nass (2012) believes that media displacement theory is one of the most important recent theories. The theory explains that whenever a new media joins in the media ecosystem, it steals time from the other media. Lee & Leung (2008 , p. 146) developed the notion of “time and functional displacement” in their work on the impact of new media technology on the old. The term ‘time displacement’ depicts that people have limited amount of time in their daily routine that can be allocated to different activities. If the time allocated to one media has increased, then it is logical to think that time spent on other activities has decreased (Kayany & Yelsma, 2000) Whereas, the term ‘functional displacement’ suggests that new media can replace or displace old media if they have similar functions.

2.9.1 Time Displacement :

Time displacement is a logical process. There are total of 24 hours in a day. People have many roles and jobs to perform during one day. If they are spending more time on one media or any activity, it means that they are spending less time on other media or activities (Nie & Hillguys, 2002, p. 2). Previous research (Belson1961; Robinson 1981; S.B. Neuman 1988; Kayany and Yelsma 2000; Kuo and Lee 2000) tells us that time displacement is a possibility when a new media enters the media environment in competition with an already established media. Likewise, Fergusons & Perse (2000) confirm through their work that there is a possibility that more time spent on internet surfing and on the use of new media technologies may gradually displace television viewing.

Similarly, the longitudinal research by Lee and Kuo (2000) informs us about the same trend in time reduction of television viewing because of more time spent on the internet. There is no literature available from Pakistan on the time displacement effect, although some uses and gratification studies have indirectly measured it. Zia (2001), for instance, studied the impact of cable TV viewing on Pakistani women. She states that “It is confirmed that heavy viewing of cable TV affected household and other activities of the women like newspaper reading, going to the cinema, cooking meals and serving them on time schedules, their domestic or personal expenditure and interaction with friends or and relatives” (Zia 2001, p.4).

Another study by Yousaf (2012) on ‘The usage of Internet by youngsters of Gujarat City (Pakistan)’ gathered data on the Internet-using behaviour of 250 university students. He reported that “students both male and females are addicted to internet, they do not watch TV,

they do not go for exercises, they don't read newspapers” (p.17). Chachhar et al. (2013) also found that Pakistani students are spending lots of their time surfing the Internet. According to the concept of time displacement, this means these students are cutting their time spent on other activities like exercise, using conventional media and socialisation. It is worth noting the sample both studies used were very small. There remains little evidence available on time displacement in Pakistan, though the concept itself is as compelling in Pakistan as it is anywhere else in the world. This is because, people all over the world have the same 24 hours to perform their daily activities and if a new media platform is introduced and they spend more time on it, it is likely they are spending less time on others.

In an earlier, classic study, Lazarsfeld (1940) did not find any time displacement of newspaper readership because of more time spent on radio. Robinson et al. (1997) also reported that more time on internet usage did not replace any time spent listening to the radio, watching TV or on socialisation activities. At best, there is disagreement in the literature. According to Ha and Fang, (2013) a different kind of displacement is taking place. They call this “functional displacement” and it causes media platform displacement or replacement instead of ‘time displacement’.

2.9.2 Functional Displacement :

Functional displacement suggests that a new medium will displace an old one, provided that the new medium has a better way of performing the same functions than the old one and they are ‘functional alternatives’ of each other (DeFleur and Ball – Rokeach, 1982; Dimmick et al, 2004). There are relatively few studies that have looked at the media in terms of functional

displacement. Researchers like Irkwon & Zhan (2003) suggest that it makes more sense to study media displacement in terms of functions rather than the media platform itself.

The whole idea of functional displacement is, generally, that each media performs multiple functions and offers different gratifications, as the audience is active they select media according to their own 'needs' and 'desires'. The media audience selects or rejects a certain media depending on the function it performs, if a new media is a better performer of the function, the chances are, it will replace or displace the already existing media platform (Kayany & Yelsma, 2000; Gunter, 2010; Ha & Fang, 2012). For example, Himmelweit et al. (1958) inform us that television has shown displacement effects for traditional media like radio and the cinema, because they all have many common functions like 'escapism' and entertainment.

The research by Himmelweit et al. (1958) also suggests that television has replaced some of the functions of radio listening and watching movies, though the radio and the movies are still very much alive. Elareshi et al. (2014) believes "it is not necessary that one medium replaces the whole gratifications expected from another medium, it might replace some of them instead of all" (p.5). Similarly, according to Neuman et al. (1992), people with a higher level of political knowledge prefer newspapers to television, as they believe TV is a poor source of information in comparison with newspapers. In this case, the poor performing function of television news was replaced by the better news provision function of newspapers. According to Leung & Lee (2008) the 'interactivity', 'multifarious information sources', 'hyper links' and 'instantaneity' are features of the internet but the 'internet's displacement effects on the news and information functions of traditional media are mediated

by other factors' (p.7). In support of their argument, they referred to the work done by Althaus & Tewksbury (2000) on 'patterns of internet and traditional news media use in a networked community'. According to Althaus & Tewksbury (2000), people with more political knowledge preferred the internet and newspapers over television for news and information. In this case, use of the internet supplements newspaper reading (Leung & Lee 2008) and replaces news viewing only instead of all television functions.

2.10 Media-Centered Approach and User-Centered Approach :

The studies related to the examination of this replacement effect can be further divided into two main approaches: one is medium-centered and supports the displacement and replacement hypothesis while the other focuses on user's needs and suggests the complementary effect of the new on the old media (Lee & Leung 2004). The problem with a media-centered approach is that it assumes that different media serve the same function for users making it easy for the new medium to drive the old one out of existence (McComb, 1972).

However, this is not the case. No medium should be seen as a complete functional substitute for another. Each medium has its unique attributes to offer and people use them in different contexts to satisfy their diverse media-related needs. Therefore, the user-centered approach offers an important perspective. Even if people use new media, this does not necessarily mean that they have abandoned the earlier version (Nguyen & Western, 2006). Keeping this in mind, this study adopts the user-centered approach and will examine student perceptions

about current media usage to calculate the positions of different media in a multisource environment.

However, there is much research that contests this view. In their study John Dimmick and colleagues (Dimmick et al., 2009) argued that the internet had displaced newspaper readership. In order to know the exact circumstances or conditions of replacement or displacement, the theory of niche is helpful.

2.11 The Theory of Niche:

In order to get a clear picture of media exposure and its relationship with consumer behaviour, media researchers have attempted to develop other theories. One of them is niche theory. This theory originally belongs to the field of Biology. It was first applied to media studies by Dimmick and Rothenbuhler (1984). They proposed that “similar to plants and animals, communication media and media firms depend on the resources for survival and must compete to occupy a niche in a relevant resource domain such as news industry” (Dimmick et al, 2011, p.1268). In general, niche theory can be used to examine the competition between new and older forms, and it has been used by media researchers because of its ability to explain the consequences of a new medium on the old one (Dimmick, Kline, & Stafford, 2000).

The niche of a medium tells us about the position of a certain medium in the multidimensional resource space environment. Ramirez et al. (2008, p.531) describes it as follows: the “niche of a medium is derived from its pattern of resource use, represents its

strategy for survival and growth and ultimately determines its position in the multidimensional resource space”. To explain the relationship among different media, the theory proposes three key concepts: niche breadth, niche overlap and competition superiority.

The niche breadth “refers to the diversity and degree to which a medium can provide gratification to principle users through its use. The niche breadth can be interpreted as relative specialism or relative generalism” (Ramirez et al., 2008, p.532). This means that specialists seek gratification for a narrow set of needs while the generalists seek to satisfy a broader spectrum of media related needs. e.g. a person who follows news regularly is more likely to follow news across multiple news networks and devices.

Whereas, the *niche overlap* is the extent to which different media are considered similar in their functions. Niche overlap is an “index of substitutability or complementarity of two media” (Dimmick et, al. 2011, p.21). If a high overlap exists, it means that media are substituting each other and are performing a similar function while, if there is low overlap, then this means the media under consideration are performing different functions and they are catering for different needs (Dimmick et, al. 2011).

Finally, *competitive superiority* “refers to the degree to which one or the other of a pair of media provides the greater gratification. The arithmetic mean can be measured to find the answer of the superiority for gratification. The difference between two means on a dimension can be tested for significance by using a t- test. If the t-test shows a significant result, it means that a medium with higher superiority score is better at gratifying consumers than the other medium” (Dimmick et, al. 2011, p.22). On similar lines, the medium which does not

differ significantly also do not differ in their ability to provide the gratification. The mathematical formulas for the calculation of niche breadth, niche overlap and competitive superiority have been devised by Dimmick et, al. (2011).

Most of these theories are about the competition between and among different factors and they all have valid results even in the networked media environment but none of these studies have revealed the complete extinction of any news media. Mediums as old as newspapers are still in use and available in the market. The media is in a state of continuous change, including the newspapers which have been around since the last century. The internet in 1990 is totally different to what we have now, in terms of its scope and functions. Television formats, technology and even the physical appearance of television sets have changed considerably. New improved versions have displaced old ones. In this sense, displacement within a medium is a reality.

I will further discuss these theories in the light of the responses of users to news usage practices. All these theories are related to the importance and position of media in the new news ecosystems but are of less value when it comes to investigate the users' practices.

2.12 News Usage Habits of University Students :

There are lot of studies conducted on the news usage practices of young students. Saaid & Wahab (2014) informs that the digital revolution has changed the news reading habits of young university students and they are shifting toward the digital media to consult news. Huang (2009) informs us that the young students follow news for knowing what is happening at National and international level. Wei, Lo, Xu, Chen, & Zhang, (2013) informs that use of

mobile phones for the news access is on the rise in the Asian countries. In the age of social media giant conglomerate are taking the news markets and feeding the users with news from produced by main stream media organization such as Facebook, you tube etc. (Lee & Chyi, 2015).

Audience Fragmentation:

The internet provided its users with the facility to access information beyond the limitations of time and space. Those who have the access to the internet can use it anytime for their specific needs. This facility has a side effect. It is turning users into specialists i.e. they go to the internet for only a specific topic and may miss a variety of information which could be useful to them. In the case of traditional media, while looking for specific information, users also scanned the content for other important information. This may not be the case anymore as users are constrained within narrow fields of interest. This trend is called audience fragmentation.

There is a common belief among scholars that the internet is the cause of audience fragmentation (Tewksbury, 2005). Tewksbury (2005, p.332) argues: ‘The internet exhibits ample signs of outlet specialization’. The literature shows some interesting results when it comes to the audience fragmentation in the case of news usage.

Audience fragmentation may lead to less informed citizens who know little about the broader subject, according to Davis (1999, p. 55.). Online communities are rapidly growing on the internet. Sunstein (2001) states that the prominent presence and growing trend of internet based communities on the web informs us that people have specialized online interests. This means that people may only go online for their specific interest and, in doing so, might miss

the broader picture. This may weaken the public consensus regarding different policies or social problems (Havick, 2000). Are we going to witness the age of social movements and struggles carried out virtually on the internet? Is audience fragmentation pushing us towards isolation? And, is this networked media weakening our physical networks? It is time to address such important questions.

Online communities are ‘virtual’ communities whose members interact with each other over the internet. The communities can be of any type such as the environment protection community, online learning communities, etc. This does not necessarily mean audience fragmentation. The audience fragmentation and media fragmentation takes place when users develop specialized online interests. The results of this thesis also confirms audience fragmentation, which I will explain in detail in Chapter 4.

Advance Internet era and Post Network theories, Mediatization Theory:

Conventionally the media has been considered as a separate entity in society. This is no longer the case. “Contemporary society is permeated by the media” according to Hjarvard (2008, p. 105). The media has achieved the status of an independent institution in society and has become part of most of other social institutions too (Hjarvard, 2008, Hepp & Krotz, 2014).

The main definition of mediatization is that ‘It is a concept used to carry out a critical analysis of the interrelation processes between the change of media and communication, on the one hand and social and cultural change on the other’ (Hepp et.al, 2014)

What is meant by media change? Change in media is marked by the important fact that there has been an increase in the number of media, in terms of devices and platforms. This is what Hepp (2010, p.39) calls the “quantitative aspect” of mediatization. Hepp (2010, p.40) suggests three dimensions of this quantitative aspect, the ‘Temporal’, ‘Spatial’ and ‘Social’ dimensions.

The temporal dimension refers to the continuous availability of media technologies to everyone regardless of time. The best example is media content available on the internet continuously. The internet is never closed or off-air, as radio and the television broadcasts once used to be. The ‘Spatial’ dimension deals with the availability of media from multiple locations; it is usage of media on the move, the mobile phone compared to the fixed line telephone. In the networked age, the usage of Skype, 3G and 4G for personal and public interaction is an example of the spatial dimension.

The ‘Social’ dimension deals with the increasing involvement of media in everyday life and the ‘changing context’ of media use. For example, mobile phones initially had a call function only but now, with the passage of time, they have become an important tool for entertainment and the social interaction. The context of usage has changed from individual communication to group communication.

The other main aspect of the mediatization definition is ‘Social and Cultural Change’. Change, either social or cultural, is a complex concept to understand. Change itself is an undeniable, enduring fact of human life (Joseph, 2003). But is it possible to empirically access the social change? Katz (1974) has provided four categories to assess social change.

According to Katz (1974, p.9), these four categories are individual change, incremental change, radical change and cultural change. “The individual change happens at the personality level. While the incremental change causes continuous modifications in the social structure. The radical change causes the major structural changes in the society and finally the cultural change is about the wider change in the attitude, belief system and behavioral change”.

However, few attempts have been made to develop the analytical framework of mediatization to conceptualise media change. Schulz (2004) attempted to do this by providing a framework for analysing media change. His perspective of mediatization is based upon four elements: extension (of human communication), substitution (of social activities and social institutions that assume media form), amalgamation (of mediated and non-mediated activities) and accommodation (when media induces the social change).

The extension of human communication beyond the limits of “space, time and expressiveness” (Schulz, 2004, p88) has become possible with the emergence of networked media. However, Schulz (2004) has mainly expressed the extension in terms of the development of radio, television and telephone when he mentions that “Advances (In technology) usually increase the transmission capacity and/or enhance the encoding quality by improving the fidelity, vividness, sensory complexity and aesthetic appeal of the message” (Schulz, 2004, p.88).

He further quotes McLuhan, (1964) and states the media such as television and newspapers are the extension of human senses. For example, the news from far away can be seen via

television. However, the internet and networked media has proved this right and this extension is very much visible now. I suggest that the concept of extension, initially proposed by Schulz, now requires revision in the age of networked media.

The second concept describing media change is 'Substitution'. Schulz, (2004) explains that substitution occurs when the "media completely substitute social activities and social institutions and thus change their character" (Schulz, 2004, p.88). An example might be a child substituting a friend with an online video game or online banking that can now be done without human interaction. Non-media activities are taking media forms (Schulz, 2004). He merges the concept of media shift with substitution, for instance, writing a letter is substituted by SMS and email. While writing a letter is not a non-media activity, it is media shift from a non-technical media activity to a technical media activity.

The third concept of media change is 'Amalgamation'. This deals with the fact that media has become an integral part of the routine of our daily lives. In the networked age, a good example would be people carrying mobile phones all the time, just as TV created the need for a special room in the house called the TV lounge. "The media's definition of reality amalgamates with the social definition of reality" (Schulz, 2004,p.89).

The fourth and final concept is 'Accommodation'. Accommodation implies media institutions and users of media submit to the logic of media. An example of this might be politicians who depend on media and behave in a certain way to gain the attention of the media.

I believe the Schulz framework is still applicable and can be applied to study user practices.

Hepp (2010) further distinguishes between ‘medium theory’ and ‘Mediatization’ by stating that medium theory says that ‘media change’ and ‘cultural change’ are interrelated, whereas mediatization takes it a step further and introduces the qualitative aspect of mediatization. The qualitative aspect marks the fact that researchers should consider that the expansion and proliferation of certain media devices and platforms are related to the specific cultural changes. Hepp (2010, p 40) states “the qualitative aspect of mediatization focuses on the crucial question of how the technological media ‘structure’ the way we communicate, how the way we communicate via media is reflected in technological change”.

So mediatization is about the transformation of media at the technological level and as well as the social and cultural change that takes place as a consequence. Mediatization, currently and recently, has achieved important status as a theory which can capture and explain the influence of media on the social and cultural institutions and processes in the networked media environment. Technology has played an important role in transforming social and cultural practices but, as Lundby (2014, p.6) cautions: “mediatization is not just about ‘the media’, defined here as a technology or tool in communication. Overtime, communication patterns may change the social and cultural context where these processes take place” (Lundby, 2014). He asserts, furthermore, that media are the tools of social change and stresses that the core of mediatization is the socio-cultural transformation and not the technical aspect. He rejects any deterministic perspective on mediatization.

I support the assumption that media has the power to transform without advocating technological determinism. Media has the potential and the capability to transform individual lives. The social relations as well the functional roles of the organisations/media institutions are transforming because of technological developments, and these transformations, consequently, are causing micro and macro level changes in the society and culture. The framework of mediatization is an effective tool to analyse the practices of young news users and this forms the principle argument of this chapter.

I am not undermining the role of the user, as mediatization theory has the potential to fully justify the active and passive roles of users. I will discuss this later in this chapter in the section about mediatization theory and news users. Mediatization theory has provided an overarching solution by substituting multiple theories. I agree with Sonia Livingstone (2016, p.3) where she refers to Kuhn's (1970) work on the 'The structure of Scientific Revolution' and states: "*Does the concept of mediatization embrace a wider array of empirical phenomena in a more parsimonious manner than competing concepts or theories? If it does not, one would certainly hesitate to use it*". I will argue that the concept of mediatization provides a way forward and facilitates theorising news usage practices in the networked media age. And, on the basis of these arguments, I am incorporating the theory of mediatization as the principal theoretical concept of this thesis.

According to Livingstone & Lunt (2016), if mediatization does not provide an overarching theoretical role then there is no advantage to using it. When I started working on news usage practices and started exploring the available theoretical support, I realised that communication theory, when it comes to the audience and media relationship had stalled and

was not adequately supporting the current communication ecosystem which is defined by so called new media comprised of networked media platforms and devices. Here, I do not mean that overall communication theory has stalled nor do I intend to fully reject the reception and audience studies done so far. Both reception and audience studies have value but they have vital limitations when it comes to the ‘user and media’ relationship in the networked media age. The audience paradigm is ‘user-centred’ and the effect paradigm is ‘media-centered’, whereas I have found that Mediatization functions has a preferred, ‘interaction-centred’ approach. The interaction-centred alignment of mediatization theory enables the paradigm to grapple both with active users but also with users confronted by an environment over which they have serious issues of control.

I particularly appreciate that this theory has the potential to explain change, i.e. transformation in the digital environment. Many other theories do not grapple with this important aspect. Many theories have tried to explain social relations in society but, like actor network theory (Latour, 2010), accept they have limitations when it comes to the networked media environment. Furthermore, actor network theory is about the interplay of multiple actors which is indeed a useful concept but cannot be applied to understand the practices of individuals in network media systems. In this thesis, I intend to apply the framework as proposed by Schulz (2004) and will incorporate the elements he suggests.

Mediatization theory, therefore, provides us with a way forward in this research. It offers two main arguments. First, that working on a single media is not an option for research exploring change. Second, it considers the institutional perspective. When the media attains the status of an institution in society, at the same time it becomes a major contributor in shaping and

structuring other institutions. These two main arguments open a new way to investigate media and communication research and this is why Hepp (2013) calls this a new paradigm.

That is why Lunt & Livingstone (2015) argue that the trend of mediatization is worth exploring and reject all criticism offered by Satnyer and Decon (2014). They also don't agree with Hepp that mediatization is a new paradigm, preferring to think of it as a news research discipline.

Mediatization is mainly a theoretical concept and so far much of the work has been done in developing the theory while the empirical work has only recently started to emerge (Lundby, 2014; Hepp, Hjarvard, & Lundby, 2015). There is evidently a need to conduct further empirical analysis in order to further develop the theory.

2.13 Mediatization: Application of theory in this Research:

Mediatization is a theory which has been mostly developed by European researchers, though American and Chinese researchers have also made contributions. The four main contributors to mediatization theory are Andreas Hepp, Nick Couldry, Stig Hjarvard and Kunt Lundby with a valuable addition by Winfried Schulz (2004). In the wider Asian context, few contributions to mediatization theory are evident, and almost nothing has been sourced from Pakistan.

Hepp (2010) informs us that the process of Mediatization is a long term process and not possible to conduct in one empirical setting. The long term processes are meta processes that prevail over centuries, he states: "A meta process is not an empirical process in the sense that

we can investigate it, like – for example – a certain discourse or a person crossing the street. Meta processes are superior theoretical approaches to describing long-term processes of change. So a ‘meta process’ cannot be researched empirically as a single transformation phenomenon. Only the formulation of theories that account for such ‘meta processes’ allows us to structure the complexity of different empirical data in order to gain a deeper understanding of ongoing (long-term) processes of change” Hepp (2010, p.38).

In this thesis, I will be applying the framework of mediatization to investigate how university students in Pakistan engage in news usage practices within a networked media environment.

There are guidelines about how to apply mediatization research framework. Nick Couldry (2014) says that mediatization sets a different path for media research which has three distinct features. The first feature deals with media content and its circulation, the second deals with the social aspect of media such as how media content influences certain domains and causes social transformations. The third and last feature concerns the interpretation of social change and its relationship with the media. Based on these three postulates, Couldry considers mediatization to be a distinctive approach to contemporary media transformation. In this thesis, I have applied Mediatization theory to understand the characteristics of news content consumed by students in my sample. Moreover, I intend to analyse the nature of student interactions with multiple news media, both traditional and convergent.

The renowned scholar Andreas Hepp (2014) states that it is not possible to study mediatization empirically as it is a meta process comprised of long term transformations prevailing over centuries. I agree with this, but he also argues that mediatization is not

context free and can be studied in the form of a meta process occurring at some specific point of time. In Pakistan, 3G and 4G technology were introduced in 2015. I have taken this particular instant as a process which is part of a bigger meta process and have applied the above mentioned framework to analyse news usage practices.

2.14 Media Logics:

Another closely related concept to mediatization is the concept of Media Logic (Altheide, 2013). Initially, David L. Altheide and Robert P. Snow presented this concept in 1979 and then refined their concept in 2013. The concept of 'Media logic' is an entirely different one, which can firmly stand alone, if applied as a separate theoretical framework (Klinger & Svensson, 2014). However, mediatization needs the concept of media logic for an in-depth understanding of transformation. Media logic, as defined by Altheide and Snow (1978) is that as media is a form of communication, the medium is as important as its content. This sounds very much like McLuhan (1964) who proposed that the medium is the message and that the media is the social extension of human beings. A similar concept has been suggested by Altheide and Snow in (1978), except with a media-centric emphasis. The similarity is derived from the fact that both put an emphasis on the medium and text instead of text only. Their principal concern back in 1978 was about television formats.

However, the latest work by Klinger & Svensson (2014) has more clearly defined and operationalised media logic. They have distributed Media Logic into two main categories, mass media logic and networked media logic. They further categorise these logics across three main domains, Production, Distribution and Usage. Though they have provided a

general categorisation, it is beneficial to think along these lines to further dig out the current understanding of media logic.

I suggest that mediatization theory provides enough room to enable media logic theory to be applied within it. 'Mediatization' is not 'Media Logic' but Media logic paves the way to understand mediatization in depth. I am suggesting that looking at the potential capacity and ability to convey a message, of any media, it is preferable to study all relevant media and their association with each other rather than just studying the single media or studying the impact of one media on the other. This is what I have tried to undertake in this thesis.

In mediatization theory, the question of whether the audience is active or passive or partially active or partially passive is not categorically expressed. This gives the impression that mediatization is a media-centric theory. But we can assume that when mediatization refers to media logics and transformations, it does take the audience into consideration.

2.15 Justification for Mediatization and Media Logics as a Theoretical Framework :

One point raised by Hjarvard (2015) was that the mediatization happens when society is fully saturated with communication tools and technologies. In the case of Pakistan, I noticed that, though overall internet penetration is only 26 %, the penetration of internet in this sample, i.e. university students in Islamabad, is 100%. University students have free internet access while on campus and initial surveys showed that almost 97% used smart phones to access media. Now the question is, can mediatization take place in certain social groups instead of throughout a whole society? My answer, as per my understanding, is 'yes'.

The reason is that sociologists inform us that countries have geographical boundaries but some parts of society in developing countries have all the social and economic facilities that are available in the West. On the basis of this argument, I would like to add to the contributions of Hepp, Hjarvard, & Lundby, (2015). They suggest that the mediatization process can only happen in technologically saturated countries. To this, I add that mediatization is a meta process free from any geographical limitation and also is not dependent on the level of internet saturation or penetration of communication technologies in overall societies. Instead, it is a meta process which occurs wherever people are using media technologies for interaction with each other and for dealing with different organisations.

Another concept which is very similar to the mediatization is mediation. Often scholars such as Silverstone (2005) and Couldry (2008) have used the word mediation in the context of mediatization. The distinction between mediation and mediatization is important. Many scholars have tried explaining the difference but the distinction between the concepts is challenging and debatable. Lundby (2014) states that mediation refers to the use of any media, for example using Skype to chat. It is simply the transfer of information between two parties, while mediatization is a much broader term. Mediatization refers to the social transformations caused by the technological development of media. I concur with Lundby's (2014) distinction between the two terms.

2.16 Pakistan: Theory on Local Specificities :

In Pakistan, research under the auspices of mediatization theory is still very much in its infancy. Uses and gratification theory is more widely used but it has not been combined with

niche theory to date. This research, for the first time, will use the combination of these theories to evaluate the position of certain news platforms in Pakistan's multisource media environment. Another interesting combination of theories that might assist in answering the research questions posed in this thesis could be the use of the diffusion of innovation theory (Rogers, 1995) and niche theory. This would help explain not only the change in media adoption rates (Early adopter, later adopter and laggards) for certain news platforms among three groups of university students in Pakistan but also the motives and reasons for their usage and preferences.

Research using displacement and news platform niche theory is also in its early stages in Pakistan. It is important to consider the reasons for the lack of attention by Pakistani researchers in this field. Perhaps the most obvious reason is the lack of an interdisciplinary studies culture in Pakistan. It was only at the beginning of the last decade when a few universities started introducing interdisciplinary masters degrees and interdisciplinary courses under certain master's degree programs. Before that, the media was studied as a subject with only some content geared at related fields such as advertising, economics, public relations etc. This all happened quite late in Pakistan and is still in its exploratory stages. Another possible explanation could be that these theories (combination of the uses and gratification theory and niche theory) is simply that they are insufficiently known in the Pakistani academic field.

Due to the lack of Pakistani literature on these above mentioned theories, the current study is forced to depend heavily on literature developed in Western countries. Cross cultural comparison should, of course, be done with care. Mediatization is a theory intended for

technologically saturated societies. I am applying it to a society which has different population groups with different levels of mediatization. For example, the level of mobile phone usage, presence of television and smart phone access of my research cohort is around 99%. But the society in which my cohort are located is far from technologically saturated. The students in my study often live with their parents who do not use electronic devices for carrying out their routine tasks. They do not use the internet for selling or buying. Many students have a limited amount of money and are only in the initial stages of using electronic money and internet shopping. Some students started to use these devices for the first time when they entered university as they could now access fast, free internet for the first time.

In this situation, calling Pakistan a technologically saturated country would be an exaggeration. I will use the suggestion of Knut Lundby (Lundby, 2014) that portions of societies are saturated and that mediatization starts with the introduction of media technology in society. While applying theory one should also be careful when evaluating the social segment or group whose social and cultural changes are under investigation to consider the level of technological saturation and the status of access due to electricity shortages and cuts (called 'load-shedding') and the availability of the internet.

The field of audience research has grown considerably in the meantime, as this digital transition has been in progress. Fortunately, this development in audience research has supported mediatization's theoretical assumptions. Applying mediatization theory is also a challenge as the theory is still relatively new, and scholars are still pondering its usefulness in understanding media change and social change as a consequence of the media. Still, there is evidently value in the theory and the extent to which it applies to a cohort of media savvy

students in a developing context can only add to the evidence supporting or contesting the parameters of the theory. The media is a tool of social change rather than just a mere influential institution influencing users around or vice versa. This is the heart of mediatization theory and I believe the theory is vindicated by my research, with certain modifications.

2.17 History of the Mediatization and Future of Mediatization Research:

The concept of mediatization is not entirely new as many earlier scholars have hinted at it in their work especially Roger Silverstone (2005) and Altheida and Snow (1978). Raymond Williams (1980) argues that media has both a material and a cultural (or symbolic) dimension. This is reminiscent of McLuhan's (1964) famous dictum that the medium is the message.

2.18 Summary

Older theories of media from the area of audience research are applicable to new media studies only to a limited extent, but they still provide a way forward. Uses and gratification theory is a useful paradigm when it comes to measuring news usage patterns. The theory of niche can help us understand the position of newspapers in the multi-resource rich media environment. The theory of selected exposure and involvement is instructive when considering the individual's interest and involvement in certain news types and in news devices. However, they have limitations when it comes to the audience in the networked media environment and most of them are considered dated.

Mediatization is a wide concept and it is very important to draw boundaries in the field. The boundaries must be drawn in way that they do not affect or limit the analysis but rather allow it to develop for the better understanding of the concept. The debate that theories are fully discarded is facing a paradoxical situation here. Some of the theories which are not valid and are unable to support empirical research in the networked media environment have at least facilitated further theoretical developments and Mediatization theory is the proof of that. Certain theoretical concepts such as ‘Opinion leaders’ and ‘Agenda’ setting are still very much relevant and applicable in the networked media ecosystems. The literature discussed so far, before the emergence of mediatization theory, can be well summarised as Mattoni & Trer, (2014,p. 254) said that the literature on media studies has two main biases, ‘first is the one-medium bias and the second is the technological fascination bias’.

In the above discussed categories, in both the pre-internet and the post-internet era, these biases, are very clear. I believe that situation was also the outcome of the lack of theoretical capacity for describing the interactions of multiple actors (such as users, groups and organisations) with multiple platforms and devices as the new media ecosystem was expanding. Another factor was that so far researchers have been viewing media as a separate entity, outside the society , influencing the social change. Hepp, Hjarvard, & Lundby, (2010) stress on viewing media as an entity within society. They pressed the need for a non-media-centric media theory to study media and communication in order to understand the nature of interactions happening in networked ecosystems (Hepp, Hjarvard, & Lundby, 2010a). The nature of these interactions can be further used to understand the social and cultural change in a particular society. The technological development of media itself is a big social change

(Hepp & Krotz, 2014). Couldry (2014) recommends that mediatization researchers should consult Bourdieu's (2015) work on field theory.

This study is a unique contribution to the field of Pakistani journalism scholarship because for the first time, the phenomenon of replacement and displacement in the Pakistani news industry will be examined. While most of the literature utilised by this study has been developed in the West, there are clearly cultural differences between Pakistani and western culture and, consequently, the results obtained by employing them could be different from this study's findings.

Secondly, no previous study in Pakistan has examined students' news usage patterns and preferences regarding both news networks and news devices. There is research work available which does not give strong insights into the issue and which only relies on one theory, that of uses and gratification (Khan, Bhatti, & Khan, 2011; Yousaf, 2012). Thirdly, this study is not only limited to student preferences concerning news usage networks and devices, but proposes to take research a step further by analysing the framework of mediatization theory.

3 Chapter : Methodology

3.1 Introduction :

As discussed in previous chapters, the news environment in Pakistan has recently undergone significant developments and the role of news users and the topography of the media ecology has changed rapidly. However, research on news usage practices in the emerging, digitalised Pakistani media environment is quite limited. The aim of this thesis is to design a research method that can help to generate credible data to explore, observe and analyse the main arguments and main actors - such as most used media - involved in news usage practices by the university students in my sample. The focus of this thesis is to contribute theoretically and empirically towards the emerging news usage practices among young university students in the networked news environment in Pakistan.

This chapter is concerned with the research methodology that I have chosen for this thesis. To generate comprehensive, reliable data, this research has used self-completion questionnaire surveys and focus group discussions as the principal methods for data collection. The objective is to look for media usage practices with a focus on 'news' across multiple media such as 'newspapers', 'radio', 'television' and 'the internet', to explore the reasons and motives behind news usage through certain digital and traditional platforms and devices. In the following sections I will explain in detail my choice of research philosophy, research approach, design of this research and will outline the methods employed during this research to achieve my research objectives.

Before explaining the research design and methodology for this research, I will briefly touch on the guidance available in terms of philosophies, approaches and research paradigms.

3.2 Research Philosophies:

Research paradigms and philosophies are significant elements of the research methodology chapters. Research Philosophies refer to the “*development of knowledge and the nature of that knowledge*” (Saunders et al., 2009, p:101) The principle concern of these philosophies is the idea that social sciences and natural sciences are two distinct fields and to what extent the natural sciences principles are applicable in social sciences (Silverman, 2006). The research philosophies facilitate the choice of research strategy. They inform us about ontological assumptions, epistemological assumptions and about the axiology.

The ontological assumptions refer to the “study of being” (Crotty, 1998). They are concerned with knowing what is out there in the natural world that could be researched and how the researcher perceives that nature of reality.

Epistemological assumptions inform us about the researcher’s position regarding the generation of knowledge. They indicate “how we know, what we know?” (Crotty, 1998). They also suggest how researchers believe that knowledge should be developed (Saunders et al, 2009) and what makes certain knowledge acceptable in a field of study. Epistemology concerns the idea that knowledge can be produced as a tangible product like hard facts but can also be generated as a consequence of human experience or human feelings and attitudes.

Whereas, Axiology is a branch of philosophy that describes how important it is for a researcher to stay unbiased and let the research process evolve itself without interference in order to have credible and reliable results.

3.3 Research Approaches:

Guidance about research design is available from two key approaches, the inductive and deductive approaches. The deductive approach refers to the testing of theory. Hypotheses are usually formulated and data is collected via a structured methodology to test the hypothesis. Usually this approach helps either in the confirmation of the theory or it directs towards the need for the modification in the theory. The concept to be measured is operationalised and measured using quantitative methods involving a sample of reasonable size which are then generalisable (Saunders et al, 2009). A research design following the deductive approach takes less time to complete, as it is mostly conducted using questionnaires, but then there are risks such as the non-return of questionnaires (Maxcy, 2003) or partially filled questionnaires that can cause delays or the production of insufficient data.

On the other hand, the inductive approach is referred to as the theory building approach. The data is collected through qualitative means following a flexible structure to understand the nature of the problem, keeping in mind the research context. This approach is less concerned with the need to generalise the research results (Saunders et al, 2009). The research design offered by an inductive approach can be time consuming as detecting themes within data is a comparatively slow process (Creswell, 2014).

It is quite possible to combine both approaches in accordance with the nature of the research. Marshall (1996) and Creswell (2014) inform us that the most important element in the research process is the topic or research question. In this research, which investigates news usage practices of young university students in Pakistan, I have decided to use both inductive and deductive approaches. My main objective is to design a holistic approach for data collection and analysis so I can propose and suggest a new theoretical framework based on my empirical analysis. Furthermore, I am trying to examine the usage patterns from a broader perspective by testing the existing, modern and emerging theories as well. I find it better to use both approaches, side by side, for the identification of valid research questions, for the selection of research methods, for the design of instruments and for realising the potential strengths and weaknesses of the existing theoretical knowledge related to convergent news and young news audiences.

3.4 Research Design:

A comprehensive research design is very important for any research. The guidance on research design starts with three broad categories i.e. the quantitative research, the qualitative research and mixed method research.

Quantitative research is mostly associated with any data collection technique or analysis procedures which generate or use numerical data (Saunders et al, 2009). Surveys are the most common form of this data collection technique. Quantitative research design represents a positivist paradigm. It is a deterministic and generalisable research design. On the other hand, qualitative research deals with data collection using techniques which generate non-

numerical data. Interviews and focus group discussions are common examples of this research design. In the social sciences, both these research designs have their respective advantages and limitations.

Denzin & Lincoln (1994) suggest that both research designs can be combined to overcome the shortcomings of each method. Although, Denzin (1978) also believes that in fact both methodologies can never complement each other completely and will still have their limitations even if combined. These methods still face criticism regarding validity and reliability.

As stated earlier, Creswell (2014) asserts that in order to get an holistic picture of the problem under investigation, research can combine different research designs. Combined research designs are increasingly popular and are termed a multiple method design or a mixed method research design. Cheek, Lipschitz, Abrams, Vago, & Nakamura, (2015, p. 753) distinguish between mixed method research and multiple method research. According to them “Multiple research methods refer to two or more complete research projects, the research questions for each study are separate but complementary to the overall aim”. while the mixed method research design uses multiple methods for data collection and analysis and is not comprehensive enough to stand alone (Cheek et al., 2015). I have adopted a mixed method research design for this study which I will explain after brief discussion about research paradigms.

3.5 Research Paradigms:

Along with the guidance offered by research philosophies, some help is also available from research paradigms. The research paradigm in the social sciences refers to the process used for examining various phenomena. The main research paradigms are positivism, interpretivism, realism and pragmatism.

Positivism is the most commonly used in the natural sciences and is based on a highly structured methodology. The main idea is to acquire quantifiable findings using statistical methods that can be generalised. The positivist paradigm helps researchers in collecting large number of facts and figures through general resources. It is a critical, objective, deterministic and nomothetic method. The positivist paradigm is intended to be an objective approach which is independent of social actors.

On the other hand, the interpretivist paradigm refers to a subjective approach to the world in which multiple meanings exist (Denzin, N.K. & Lincoln, 1994). According to the interpretive paradigm, humans beings experience the world around them in different ways and give their own meaning to their understandings. That is why it is understood that reality is socially constructed.

The third paradigm is realism which advocates that there is a reality independent of the human mind but this reality is interpreted through social conditioning (Lincoln & Guba, 1985).

The pragmatic paradigm suggests the combination of different approaches. According to Creswell (2014), it is highly unrealistic to choose from either positivism or interpretivism. The selection of philosophies and paradigms should be done keeping in mind the research question and hence it is possible to work under the combination of philosophies. This approach suggests that the most significant element in the research processes is the proposed research question. I am using a mixed methods research approach which falls into the pragmatic paradigm. I will explain the mixed research method design in a separate section later in this chapter.

3.6 Mixed Method Research Design:

Mixed Method research design has gained attention as a valuable approach in recent years. Previously, researchers have tried to trace the history of mixed methods through multiple eras. Hesse-Biber (2015) informs that this mixed method research design can be seen in the work done by social scientists such as like Frederic Le Play (1855), Charles Booth (1892-1897) and Bohm Rowntree (1901). However, the research terminology of the mixed method approach was not mentioned by these researchers. Later, Lazarsfeld (1931) used different methods in a single research work without calling this design a mixed method.

Bryman (2012) has summarised the history of the approach by presenting five developmental stages of mixed method research. The first stage marks the period from 1950 to the early 1970s when the foundation of mixed research methods was laid (Bryman 2012). The second stage was between 1970 and 1980 when researchers like Creswell, Bryman himself, Plano Clark and others started raising the idea that mixed methods investigation could provide

superior findings. The third stage, which Bryman (2012) named the procedural development period, started in the late 1980s and carried through to the early Twenty First century. During this time, the design of mixed method research was addressed by a range of different researchers such as Sieber, S. (1973). The fourth stage, as Bryman (2012) calls it, is the advocacy and expansion stage. It was during this time that a handbook on ‘Mixed Methods’ emerged in 2003 and a ‘Journal of Mixed Method Research’ which emerged in 2010. The fifth and last stage, according to Bryman (2012) is the reflective stage in which multiple authors assessed the mixed methods research and have improved on it by providing a valuable critique for this method.

Johnson et al. (2007) has provided a detailed history on the evolution of the mixed methods approach and confirms that while the component parts of the method are not new, the approach as a whole represents a significant advance for research.

“It is a new movement, or discourse, or research paradigm (with the growing number of members) that has arisen in the response to the currents of quantitative and qualitative research. Mixed research is a synthesis that includes ideas from qualitative and quantitative research”

Johnson et al. (2007)

The term Mixed Method Research is used as a simple shorthand to stand for research that integrates quantitative and qualitative research within a single project.

Bryman, A (2012)

Emma & Allen (2007) suggest that both methods can be used in any order to facilitate the research process; quantitative research can facilitate the qualitative part of research and vice

versa. Or they can work on a parallel basis. The mixed method approach, a combination of both qualitative and quantitative data collection techniques, is used to enhance the data and method triangulation. It was Campbell and Fiske (1959) who first suggested the idea of triangulation when they put forward the idea that multiple methods should be used to ensure the validation process. Data triangulation means data collected from multiple and different sources and method triangulation means the use of different methods to collect the data (Denzin, 1978).

However, Denzin (1978) was the first scholar to articulate triangulation in terms of method, sources and theories. He also distinguished between '*within-method triangulations*' and '*between methods triangulations*'. The 'within method triangulation' is either use of multiple qualitative or multiple quantitative approaches, while 'between-method triangulation' refers to the mix of both qualitative and quantitative approaches (Denzin, 1978).

Cheek et al., (2015) emphasized that if a research design was based on mixed method research, the study must clearly indicate the exact stages where methods are mixed and why they are mixed and how the objective is better achieved by mixing different methods.

The triangulation in this study has been done keeping in mind the nature of the research inquiry. This research particularly deals with exploring the news usage patterns of young university students in Pakistan. The 'news usage practices' by university students can happen via all available news distribution and production platforms and devices. Further to this, 'news usage practices' vary from person to person according to that person's need, interest, the availability of resources, geographical location and experience with certain platforms and

devices. To measure ‘news usage practices’, multiple options are available from the literature such as:

- a). Ask the students directly and individually (via survey or in-depth interview).
- b). Ask the students indirectly and individually (via survey or in-depth interview).
- c). Ask the students directly in small groups (focus group discussions).
- d). Carefully and systematically observe the daily routine of the university students (systematic interviews, ethnographic study and media diaries).

I believe that using only qualitative methods, i.e. following purposive sampling for focus groups, interviews and media diaries could have been one possible way to inquire into news usage practices. The possible combination of all or any two of them can help generate data which can offer potential observations regarding emerging news usage patterns. But the broader picture of news usage would remain missing as, for instance, the most used news media device and most used news media platform would remain undiscovered. The news usage trend among conventional and new devices would also stay untraced. Moreover, combining methods can overcome this gap and as (Jick, 1979,p. 606) informs us, “survey research may also contribute to greater confidence in the generalisability of results”.

Hence, I have incorporated focus group discussions and surveys to ensure I capture the broader picture of news usage practices, which makes this thesis a mixed methods research approach. During this study, I conducted surveys and focus group discussions twice. The same survey and focus group discussions process was repeated after a year to see the change in news usage practices. This was because new technology, namely 3G and 4G broadband, was introduced in the country, simultaneously.

The first phase of field work was carried out in April 2014 and the second phase was carried out in April 2015. The first phase included a comprehensive survey and focus group discussion before the introduction of 3G and 4G in the country. Finally, two rounds of focus group discussions and two surveys were selected for the data collection, which also provided me the opportunity to achieve the methods triangulation and methodological innovation.

The survey has ensured I have been able to assess the broad picture while the lack of individual inquiry has been controlled by the focus group discussions. The details of how each method is applied in detail will follow in the next section. This study has used multiple sources for achieving triangulation of sources by involving students from two different faculties, Computer sciences and Media Students, across five different universities. The details for selecting two faculties and five universities are explained in the sampling section below.

3.7 Survey Research as a part of Mixed Method Research:

As mentioned earlier, I selected to conduct surveys to understand the news usage pattern of students, under the umbrella of mixed methods research.

3.7.1 Population and Sample:

Young people in Pakistan make up almost 60% of the whole population. Selecting the population and later a sample out of this large actual population is a challenge. Another challenge was to decide a population and later a sample out of it which is achievable in a

certain time, the project duration for which was three to four years. The third challenge was to finish this study within the available research grant allocated for the research.

To generate reliable results, a representative sample is required. Daniel (2012) states that the population for the research project must clearly indicate the characteristics of population like size of population, reason for selecting/ not selecting certain population, the homogeneity/ heterogeneity of the population and accessibility of the population.

To achieve a representative sample, I narrowed down the young Pakistani population to the category of university students only. There are almost 170 higher education institutes which are approved by Higher Education Commission in Pakistan. There was the possibility to include a whole province but only one city is selected because of three already discussed limitations such as lack of financial resources and time constraints. The idea was not only to come up with the representative sample but the actual task was to test the arguments, presented in this thesis, on a reasonably representative sample. The final focus emphasised only one city, Islamabad. The reason for selecting Islamabad is its advanced position in terms of education rate, which is the highest in Pakistan, and the internet facilities, which are state of the art.

If I had more time, more data collection support and more financial resources, I would have gathered data in more cities or across a full province. By doing that, a greater diversity of results would have been expected. Another consideration had to be given while selecting the students from a vast range of disciplines. To make the best use of time and available resources, I selected those disciplines/departments who have computer labs and which also

have some contact with both technology and news. Following these criteria, I finalised both computer science and media department students. This provided me with a good mixture of students' perspectives from science and humanities disciplines.

The next stage was to select universities. In the city of Islamabad, there are around 25 Higher Education approved universities and institutions. I narrowed this down by selecting universities that had media and computer science departments. All universities do not necessarily have these two departments; some universities are only Science and Technology universities and some are only Textile and Arts based universities. Media and Computer sciences departments were preferred for two reasons. First, I needed to reasonable limit the study. Second, these two departments have more interaction with digital technologies in comparison with others departments as digital technologies are taught as a subject or are used as a study aid by the students enrolled in these departments. In comparison with other departments, these students have enhanced technological support. The third and last reason was to achieve source triangulation, which I achieved by selecting students from Humanities & Arts as well as those from a Science & Technology background. This provided me with variety and balance in the study by involving students from different disciplinary perspectives. Universities which housed both departments were selected for the final study. These were Bahria University, the National University of Science and Technology, the National University of Modern Languages and the Islamic International University.

The population of students in this research is around 3000. Using stratified and random sampling, a sample of 700 students was generated to measure news usage across multiple media platforms. There is guidance available about sampling by Wimmer & Dominick

(2011), Gorard (2003), Blumler (1979), Beaudoin & Thorson (2004), Elareshi, Ziani, & Gunter (2014). Furthermore, I consulted the Head of the Statistics Division at the University of Stirling, Dr. Kate Howie, to discuss the sample guidelines.

Wimmer & Dominick (2011) guides us by providing following statistical division per size of sample: “0-50 = very poor; 100 = poor; 200 = fair; 300 = good; 500 = very good; 1,000 = excellent” (Wimmer & Dominick, 2011, p. 103). Gorard (2003) suggests that in case of a very big population, either in thousands or millions, a sample of 100 participants is enough.

Marshall (1996, p.523) informs us that “The size of the sample is determined by the optimum number necessary to enable valid inferences to be made about the population”. He further says that a larger size is better to reduce the sampling error but as the sampling error is proportional to the size of the sample, a larger sample size is not much more beneficial for reducing the sampling error (Marshall,1996) .However, the larger sample size produces a good amount of qualitative data via open ended questions.

This study identified different universities and planned to recruit students from across these universities with the aim of achieving a broad representation of the total student body. Around 1000 undergraduates (final year or fifth and seventh semester¹⁹) students was initially

¹⁹ Some universities have all the semester ‘ON’ all the year round and some have the odd semester ON like first, third , fifth, seventh or second , fourth , sixth and eighth. I started my field work when it was the spring semester and semester first, third, fifth, and seventh were present.

thought to be the thought a reasonable sample size in this study. However, the number was reduced to 800 after conducting the first pilot study. The main reason for reducing the number was the slow response rate and the lack of technical facilities in most of the universities. Load shedding (power supply outages) was another issue hindering the data collection process.

To illustrate the sampling process, for example, if the total number of students at a university is 2,000. This number was divided by the total number of university students (10,000) to compute its percentage contribution to the total university population. In this case, it represented 17.60% of all students at the university. This percentage figure was set as the quota for recruitment from this faculty, by dividing it by the target sample figure of 100 respondents. In this case, this figure comes to 20 students. This process was repeated across all universities. The guideline map is given below:

Sr. No	Name of Institution	Place	Total strength	Sample
1	University 1	Islamabad	2,000	$2000/10,000*100= 20$
2	University 2	Islamabad	2,000	20
3	University 3	Islamabad	6,000	60
4	Total Population	Islamabad	10,000	100

3.7.2 The Sampling Tables:

	Institute	Media Students	Computer Sciences	Population	Total
1	Islamic International University Islamabad (IIUI)	385	540	925	411
2	National University of Science and Technology (NUST)	174	296	470	208

3	National university of Modern Languages (NUML)	210	196	406	181
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3.7.3 International Islamic University Islamabad (IIUI).

	IIUI	Total Population of Male Students	Total Population of Female Students	Total Population	Required Sample Males	Required Sample Females
1	Computer Sc.	269	271	540	119	120
2	Media Studies	220	165	385	98	74

3.7.4 National University of Science and Technology (NUST):

	NUST	Total Population of Male Students	Total Population of Female Students	Total Population	Required Sample Males	Required Sample Females
1	Computer Sc.	249	47	296	108	22
2	Media Studies	100	74	174	45	33

3.7.5 National University of Modern Languages (NUML):

	NUML	Total Population of Male Students	Total Population of Female Students	Total Population	Required Sample Males	Required Sample Females
1	Computer Sc.	144	52	196	64	23
2	Media Studies	107	103	210	48	46

3.8 Preparation of the Research Instruments:

Research carried out by Blumler (1979), Beaudoin & Thorson (2004), Elareshi, Ziani, & Gunter (2014); Perse, (1990); Dimmick & Li (2009); John Dimmick, Chen, & Li, (2009); M. H. Elareshi, (2011); Ha & Fang (2012); (Chyi & Lee, 2013); (J. Dimmick, Feaster, & Ramirez, 2011);(Östlund, et al., 2011); J. Dimmick, Feaster, & Hoplamazian, (2010);(J. Dimmick et al., 2011) was consulted for the purposes of designing the research methodology and data collection instruments.

The demographic information criteria of studies by Dimmick et al (2010), Dimmick & Li (2009), Ramirez et al, (2008) and Fang & Ha (2012) were also considered for selection of the demographic information for the survey with modification. Each modification has been described in detail in the respective section.

This research aims to measure the news usage pattern of Pakistani university students. To analyse their responses about their ‘news interests’, the survey questions and possible answer options were built following the work done by Elashari & Gunter (2013), who investigated television news usage by students in Libya. The studies conducted by Blumler (1979) on ‘The role of theory in Uses and gratification studies’, Perse’s (1990) work on ‘Audience selectivity and involvement in the newer media environment’ and Gunter & Elashari (2013) are considered important in the news gratification domain and investigating news practices in everyday life. The study by Blumler (1979) is a dated piece of work in comparison with Fang & Ha (2012) and Elashari & Gunter’s (2013) research, but it still offered useful news

gratification categories. I combined the old and new studies to provide the maximum gratification options already available from previous studies.

As discussed above, the use of studies and theories about traditional media should be applied with care; this research will also directly ask respondents to provide the gratifications they obtain from news, both from the traditional and convergent media. A similar procedure was adopted by Dimmick & Li (2009), Ramirez et al, (2008) and Fang & Ha's (2012) studies on 'Competition between the Internet and the Traditional News Media: The gratification opportunities niche dimensions' and 'Revisiting Interpersonal Media Competition: The gratification Niches of Instant messaging, E-mail, and the Telephone' and 'Internet experience and time displacement of traditional news media use: An application of the theory of the niche' respectively. All, these studies investigate the gratifications of new media and in both these cases, researchers asked users directly to provide the gratifications they obtain from new media. This was done by providing students the option of 'Others' at the end of question categories. The main theoretical framework of 'Mediatization' was applied and guidelines for formulating everyday news usage practices was taken from the Hasebrink & Domeyer (2012).

Research by Dimmick et al (2010), Dimmick & Li (2009), Ramirez et al, (2008), Hasebrink & Domeyer (2012), Fang & Ha (2012) have been consulted for the purposes of designing the focus group discussion questions. The survey shall provide the details of news definition, gratifications and most used news platform and news devices used by Pakistani university students. However, focus group discussion shall provide the in-depth reasons for using or not using the convergent media for accessing the news.

3.9 Reasons for Adopting the Survey Methods :

The overall aim of the survey was to collect data from a large population on the news usage practices of Pakistani university students, their current interests, reasons and attitudes, particularly in the context of extensive and rapidly occurring changes to the overall shape of the news landscape in Pakistan.

I further decided to conduct two, comparatively similar surveys with a time interval of one year. The first survey was conducted in April 2014 and the second survey was conducted in April 2015. Reason for conducting two similar surveys with one-year time interval was the introduction of 3G and 4G technology for the first time in the country in May 2014. I have explained the similarities and differences between the surveys in the coming section. I decided to opt for the survey method keeping in mind following reasons.

To generate the empirical evidence, which is generalisable to the whole population, a comprehensive survey was needed. I am dealing with human behaviour, that is considering news usage practices of young students and knowing the way they report it across all available media to them, therefore it was important to conduct the survey to understand the ground realities and emerging trends. I decided to conduct quantitative surveys to have the systematic analysis of reported news usage by university students, which was not possible by only selecting qualitative methods (Berger, 2000).

The cost and available time were the two most important and decisive factors for the selection of the survey as a data collection method.

3.10 Disadvantages of the Survey :

There are certain disadvantages of using a survey as a data collection method. Surveys are mostly appropriate for literate respondents. In the case of this research, this was not a barrier as all of the respondents are students in universities where the medium of instruction is English. Other barriers included concerns over the response rate and return of survey forms as well as the possibility of non-completion of survey instruments (Gunter, 2012). Both concerns were controlled by self-administering the survey to minimise these barriers. IN addition, Gunter (2012) argues that the ‘standardised’ questionnaire can restrict the diverse and enriched response from respondents. In response to this situation, I took two measures. First, I did pilot studies to ensure the questionnaire had all the categories to retrieve the most needed information. Second, I added at least one open ended question in each section to maintain response diversity.

3.11 Questionnaire Design

The questionnaire has been designed to investigate the news usage practices of young students at university in Pakistan. My survey questionnaire instrument had two main sections with multiple subsections. The first section focused on ‘News definition and purpose of News’. The second section concerned the ‘News platform and frequency of their usage and practices via available news platforms, devices and news experiences.’

3.11.1 Section (I): News Categories and Student’s News Interest :

The purpose of this section is to seek news users’ interest in news and news genres. Two questions were asked under this section. The survey asked students ‘what types of news are

they personally interested in?’ Students were given statements covering a wide range of area or issues as news options. The answer choices were given in a Likert-scale ranging from ‘very important’, ‘quite important’ and ‘not very important’ to ‘not at all important’. Responses to these questions will help in examining how and why users access news along with the range and level of interest in certain news topics.

The work of Elareshi et al. (2014) was consulted for designing this question. Special permission was acquired from the Elareshi, a former PhD student at the University of Leicester, for using this question from his work. Elareshi granted permission and his work has been fully referenced where it has been mentioned or where other scholars’ work has been utilised in this thesis.

The categories of ‘Celebrity News’, ‘City, Business and Financial News’, ‘Entertainment’, ‘Human Interest stories’, ‘International Politics and Current Affairs’, ‘Pakistani Politics and Current Affairs’, ‘Current local affairs where I live’, ‘Youth Issues and Activities’, ‘Crime News’, ‘Sports News’, ‘Travel News’, ‘Environmental News’ and ‘Education News’ were taken from Elareshi’s questionnaire (Elareshi, 2013).

However, a brain storming session with PhD colleagues in the postgraduate office of the University of Stirling resulted in the addition of few more categories or in the modification of some of the questions. The additions included categories such as ‘Fashion and Lifestyle’, ‘Religious News’ and ‘Science News’. The final form of the questions is given below.

Q. Which of the following news categories are you personally interested in? Rank the following options according to the provided scale?

Sr. No	News Categories	Very Imp	Quite Imp	Not V. Imp	Not at all Imp	Total
1	Celebrity Behavior					100
2	City, Business & financial issues					100
3	Entertainment					100
4	Human interest stories					100
5	International politics & current affairs					100
6	Pakistani politics & current affairs					100
7	Current local events where I live					100
8	Youth issues and activities					100
9	Crime news					100
10	Sports news					100
11	Fashion and lifestyle News					100
12	Travel news					100
13	Weather news					100
14	Environmental news					100
15	Science news					100
16	Education news					100
17	Religious News					100

3.11.2 Section (2): Purpose of News

The aim of this section is to know why students use news media and what gratifications they obtain from this. The survey asked students to rank 13 gratifications according to a Likert-Scale ranging from ‘Agree’, ‘Neutral’ and ‘Disagree’. The questioning statements were obtained from a range of studies measuring gratifications from news. This question was also first used by Elareshi et al., (2014) and permission for using the question was granted by the authors before including it in the survey. There was no modification to this question.

Q: What are your personal reasons for following News? Rank the following statements according to the provided scales?

Sr. No	Reason for following News	SA	A	N	D	S D	Total
1.	To know what is going on across the country						100
2.	To know what is going on in the world						100
3.	To acquire knowledge relevant to my studies and knowledge						100
4.	As a responsibility to keep myself up to date						100
5.	For general information about daily life e.g. travel, health, education						100
6.	To be able to form my own opinions about issues						100
7.	To join in conversations with friends, family and colleagues						100
8.	For personal interest						100
9.	To get a different perspective from another country/countries						100
10.	For Entertainment						100
11.	Knowing what is happening in the world makes me feel safer						100
12.	It is my habit to follow news						100

3.12 Section (3): News Sources and their Frequent Use

The objective of this section is to know the patterns followed by the students for seeking news. The aim is to get insight into the respondent's views about usage of different news sources and platforms. This section asked one question with two sub sections, (a) and (b). Section (a) asked students to provide information about their most preferred news usage platform and news experience. Section (b) asked students to provide the same information about networked media platforms and devices. This question was modified from the original question in the Elareshi et al survey (2014). In their version, Elareshi et al., (2014) asked

about the usage of all the news sources in one question, while I have divided the question into two sub sections. The reason for this modification is the continuous blurring boundaries between certain media, for instance the availability of traditional media content via networked media. The reason for dividing them into sub sections was to get insights into social media usage as well.

This question contained five news platforms in section (a), ‘Newspapers’, ‘Radio’, ‘Television’, ‘Internet’ and ‘Word of Mouth’, while the response was measured on a five-point scale (Always, Mostly, Quite a few times, Sometimes, Not at all). The second sub section (b) had six networked media platforms and devices such as ‘Laptops’, ‘Desktop’, ‘Mobile phone’, ‘Face book’, ‘Twitter’ and ‘Blog’. It was a challenge to frame this question. Most of the literature asked which of the following mediums respondents used most for following news, and multiple options were provided. I felt this was the wrong way of designing the question because the users when they see the word newspaper can be confused with Online newspapers, or e-papers .I required the both percentages (Non-Networked media and the Networked Media).For avoiding the confusion and for the sake of getting exact percentages ,I mentioned the online resources separately.

The final form of question is as below:

Q: Which of the following Media are you using for accessing News? Rank it according to the provided scale?

Table 1(a): Traditional News Media Usage

Sr. No	Media	Always	Mostly	Few Times a month	Few times every six months	Do not use	Total
1	Newspaper						100
2	Radio						100

3	Television						100
4	Internet						100
5	Word of Mouth						100

Q: Which of the following Networked Media are you using for accessing News? Rank it according to the provided scale?

Table 2(b): Networked News Media Usage

Sr. No	Media	Always	Mostly	Few Times a month	Few times every six months	Do not use	Total
1	Laptop						100
2	Desktops						100
3	Mobile						100
4	Facebook						100
5	Twitter						100
6	Blog						100

3.13 Section (4): Practices and Gratifications from News across Multiple Media:

The aim of this section was to investigate news usage practices carried out via different news platforms, devices and news experiences. This section contains six sub sections. The students were given multiple gratifications and everyday practice statements to rank against each of the given news platforms. The selected news platforms were Television, Radio, Newspapers, Online news through laptop or desktop, online news through mobile and the last one is online news through smart phones or tablets, online news via social media.

Research carried out by Blumler (1979), Beaudoin & Thorson (2004), Bergman (2004); Gunter & Elashari (2013), Perse (1990); Dimmick & Li (2009), Ramirez et al,(2008);

Dimmick et al (2010); Hasebrink & Domeyer, (2012) Fang & Ha (2012) was consulted for the purposes of designing the analytical framework. As discussed above, the use of studies and theories about traditional media should be applied with care; this research also directly asked respondents to provide the gratifications they obtain from news, both from the traditional and convergent media. Similar procedures were adopted by Dimmick & Li (2009), Ramirez et al, (2008) and Fang & Ha (2012).

Research by Dimmick et al (2010), Dimmick & Li (2009), Ramirez et al, (2008) and Fang & Ha (2012) have been consulted for the purposes of designing the focus group discussion questions. Already conducted studies by Mukhtar (2011), Chyi & Chadha (2011) and Li & Chen (2009) were consulted for the formulation of news practices statements. The gratifications to be measured from above mentioned devices are 'Easy to fit in schedule', 'Updated information', 'On time information', 'Time management' 'Variety of choices', 'Quickness', 'Convenience' and 'Accuracy'. I further added a few statements on the basis of results from the pilot study to provide further detail about each of the devices and platforms, through statements like: 'Newspapers are my favourite media to access news', 'Newspapers come to my house regularly' in the newspaper news practices sessions, and 'Television provides the time to sit with the family' in the television news practices sessions. I will continue to explain the methodology as I proceed and will go into more detail into the news usage practices in the coming sections. These questions were designed with the support of already available data and based on the results of the pilot study.

3.14 Section (5): News Usage Practices and Gratifications from Newspapers :

The aim of this section was to know the satisfaction level of students from national newspapers selected for this research. They were asked two questions under this section. In one question, the same 17 news options, which were already given in first two questions, will be evaluated again. The students were asked to rank them according to their own satisfaction.

I further added some additional statements based on the results from the pilot study such as the statements like ‘Newspapers are my favourite media to access news’, ‘Newspapers come to my house regularly’. ‘Newspaper reading improves my vocabulary’, ‘They are the best news source during load shedding crisis for me’, ‘Pakistani newspapers are biased in my point of view’, ‘I like the non-news sections of newspaper like cartoons, puzzles and horoscope’. The final form of the question is given below:

Q: Given below are the statements regarding News Usage Practices using Newspapers. Kindly rank them according to the provided scale, keeping in mind your personal newspaper usage?

Sr. No	News Practices via Newspapers	S	A	N	D	S	D	Total
1	Newspapers are my favorite media to access news							100
2	I believe that Newspaper has mostly authentic news							100
3	Newspaper comes to my house/hostel regularly							100
4	Newspaper provides me more information than TV							100
5	Newspapers provides me limited information in comparison with the Internet							100

6	Newspaper information is more reliable to me than any other medium						100
7	Newspaper reading improves my vocabulary						100
8	Newspaper are not costly for me						100
9	I can read them on my convenience						100
10	They are the best news source during load shedding crisis for me						100
11	Pakistani newspapers are biased in my point of view						100
12	Newspapers journalism is more serious and less sensational to me						100
13	I like the non -news sections of newspaper like cartoons, puzzles and horoscope						100
14	I think that the Pakistani newspapers have less news and more advertisements						100
15	I think that the Pakistani newspapers have less news and more advertisements						100
16	I think that the Pakistani newspapers are full of political news only						100

3.14.1 News Practices via Radio:

This question was designed to investigate the news usage practices of students via radio. Discussions were held and multiple statements (mentioned below) were selected for accessing news usage practices. All the main variables identified during the literature review and mentioned above were applied in the form of statements focusing on radio. Previous studies conducted by Mukhtar (2011), Chyi & Chadha (2011) and Li & Chen (2009) were consulted for the formulation of news practices statements. The gratifications to be measured included statements that the platforms were ‘Easy to fit in schedule’, ‘Updated information’,

‘On time information’, ‘Time management’ ‘Variety of choices’, ‘Variety of formats’, ‘Quickness’, ‘Convenience’ and ‘Accuracy’.

Q: Given below are the statements regarding News Usage Practices using Radio. Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No.	News Practices via Radio	SA	A	N	D	S D	Total
1	Morning news bulletins on Radio provides me most of the information I am looking for						100
2	Radio news is short and to the point						100
3	Radio news is a good backup facility in the load shedding time						100
4	My mobile has a radio and I can listen to it on my convenience						100
5	Radio News are authentic						100
6	I am a regular radio news listener						100
7	It provides me with the variety of stories						100
8	Radio listening is my Hobby						100
9	I listen to everything on radio except news						100
10	Radio news don't fit in my daily schedule						100
11	I don't have access to radio						100

3.15 News Practices via Television:

With reference to Mukhtar (2011), Chyi & Chadha (2011) and Li & Chen (2009) the gratifications and every day practices of television usage were measured by variables such as

‘Easy to fit in schedule’, ‘Updated information’, ‘On time information’, ‘Time management’ ‘Variety of choices’, ‘Variety of formats’, ‘Quickness’, ‘Convenience’ and ‘Accuracy’. The characteristics of television (such as a chance to sit with the family, escapism mechanism, the biased reputation of the television, the current load shedding situation in Pakistan, the best medium for sports) were added to understand the practices. All these variables are the result of discussion with postgraduate peers.

Sr. No	News Practices Via TV	SA	A	N	S D	D	Total
1	TV provides me the latest updates on news stories						100
2	TV is the most used media in my house						100
3	It fits in my daily schedule easily						100
4	It provides me with the accurate information about the issue						100
5	TV is the best medium for me to watch sports news						100
6	I have my own TV in my bedroom						100
7	For me TV is the best way to kill the time						100
8	TV provides me the chance to sit with the family						100
9	It does not cost me any money						100
10	TV is the only media I use to access the news						100
11	It provides me with the variety of stories						100
12	I watch everything on TV except News						100
13	I believe that the Pakistani TV news Channels are biased						100
14	There is always load shedding when I want to watch TV						100
15	TV talk show experts confuse me at times						100
16	I believe that the Pakistani News Channels are not playing any positive role in the society						100

3.16 News usage Practices Via Internet :

The research work by Chyi & Chadha (2011) and Li & Chen (2009) were consulted for the formulation of this question. The categories such as use of Laptops for news access, impact of load-shedding, feature of interactivity, and browsing on news on internet were added on the basis of discussion with students and postgraduate colleagues.

Sr. No	News Usage Practices Via Internet	S	A	A	N	SD	D	Total
1	It is less costly							100
2	I can read it at any time of the day							100
3	It is more easy to access my interest areas on line							100
4	Online news is more detailed							100
5	It is easy to read news on laptop							100
6	I can access news from multiple news sources							100
7	Online news is up to date							100
8	I like the feature of interactivity in online news							100
9	It provides me with the variety of stories							100
10	It is more easy to access international news online							100
11	I have a laptop but I have never tried using it for accessing News							100
12	I always watch or listen or read news on laptop							100
13	Because of load shedding I prefer to save my battery and use my laptop or desktop and use other media to access news							100
14	News is not my interest area when I browse internet through my laptop							100

3.16.1 News Usage Practices Via Mobile Phones:

Again, the Research work by Chyi & Chadha (2011) and Li & Chen (2009) were consulted for the formulation of this question. The statement that ‘I browse everything on my mobile

internet except news’ was added. This practice statement is the for all the above mentioned news media platform section, that is why I included it in the Mobile phone section as well.

Sr. No.	News Practices via Mobile Phone	S	A	A	N	D	S	Total
		A				A	DA	
1	Mobile news fits into my busy schedule							100
2	Mobile news provides me the latest updates on news stories							100
3	I can obtain the news on my mobile at the time I want it							100
4	It provides me with a variety of stories							100
5	It provides me with news as quickly as possible							100
6	I can manage my time wisely with other routine tasks							100
7	It provides me multiple choices in news coverage (news from different channels)							100
8	It is very convenient for me to access news through it							100
9	It provides me with accurate information about the issue							100
10	I browse everything on my mobile internet except news							100

3.16.2 News usage Practices Via Social Media:

Social media is considered under the section of online news. As the nature of this online news is different because of the element of interactivity, for the deeper understanding of the practices through social media the question was further divided into three main categories. Social media is comprised of many platforms but only three were selected here on the basis of their familiarity among Pakistani students. A small focus group discussion was conducted in Pakistan and only the most mentioned platforms were included in the questionnaire.

3.16.3 News Usage Practices via Facebook :

Sr. No	Reasons for following News via Facebook	S A	A	N	D A	S D A	Total
1	I get news through posts on my personal face book homepage						100
2	I get news through the Face book page of Pakistani newspaper like Facebook page of Dawn, The News						100
3	I get news from the Face book pages of international newspapers						100
4	I use it only for socialization purposes						100
5	I always get the latest updates through my Face book page						100

3.16.4 News Usage Practices via Twitter:

Sr. No	Reasons for following News via Twitter	S A	A	N	S D	D	Total
1	I Tweet the local online news through twitter						100
2	I Tweet the international online news through twitter						100
3	I follow my favourite journalist through Twitter						100
4	I follow my favourite discussion group through Twitter						100
5	I prefer twitter over other forms of media for accessing news						100
6	I get latest news from twitter which I don't get from conventional media						100

3.16.5 News Usage Practices via Blogs:

Sr. No	Reasons for following News via Blogs	S A	A	N	S D	D	Total
1	I follow the news Blogs mentioned on websites of national newspaper						100

2	I follow the news Blogs mentioned on the websites of International newspapers						100
3	I follow the Blogs by Pakistani journalists						100
4	I follow the Blogs mentioned on International newspapers websites						100
5	I follow the Blogs by international journalists to follow News						100
6	I have my own Blog						100
7	I write regularly on my Blogs						100
8	Blogs are the best source of latest news						100

3.16.6 Section (6): Personal details

The last section was aimed at unpacking the demographic distribution of the sample. It consisted of 11 questions related to the respondents' personal details such as gender, age, course of their studies, subject of study, family status, family income, number of newspapers coming to their house, number of mobile phones they have, number of smart phones, number of hours on the internet in an average day. The demographic information criteria of studies by Dimmick et al (2010), Dimmick & Li (2009), Ramirez et al, (2008) and Fang & Ha (2012) were considered for selection in the demographic information for this study.

Q. What is Name of Your University?

Q. Kindly Select your Department:

a) Media Department b) Computer Science

Q. Please Mention you age.

was conducted in Pakistan with 15 students. Students suggested that radio was the least used media and there should be an option saying that If someone does not use the radio at all for news, that respondent should be allowed to skip the news practices via Radio question. I noted down their suggestion but did not include that in the survey as the number of students involved in the pilot study was very small and the main purpose was to make sure the questionnaire was understandable and to measure how much time an average student would need to complete the survey. Most of the students completed the survey in between 20 and 25 minutes.

3.18 Field Work Session 2014:

As part of the formal procedure, a Research Support Letter was obtained from the sponsor, (Fatima Jinnah Women's University) to facilitate the data collection process in all the selected universities. The request letters were sent to all the concerned department Heads. The aims and objects of the research were explained and reassurances were given that the study would not disturb the students' study hours.

3.19 Focus Group Discussions:

Following is the question which I asked students during the qualitative focus group discussions (both before and after the introduction of 3G &4G).

- Q. How much are you interested in news? What news categories are you interested in?**
- Q. How do you access news? Which media device and platform is most used?**

I asked the same question in the survey conducted in 2014 and 2015. However, the first two questions in the first survey 2014 were not the part of the second survey in 2015 because the length of survey became very long. Instead, they were replaced with other questions as explained earlier in the methodology. But, In the case of Focus group discussions, I kept all the question same and even added news questions in 2015 focus group discussion round without dropping any question from the 2014 round.

The dropped questions from the survey are mentioned below.

Q. Which news do Pakistani students consider news and which news topics they are personally interested in?

Q. What are the reasons for following news by Pakistani university students?

Focus groups are another qualitative research method. The method is known for its ability to gather the opinions of multiple people simultaneously on any topic or issue. Focus groups are unlike surveys and interviews where one person is individually interviewed or individuals fill out the survey forms expressing their sole opinions and views. Expressing your views via focus group gives people a chance to recall, refine and the ability to express their ideas and inputs better following each other's experience. The discussions usually provide variety and unanimity concerning the decisions or choices of the group.

The Focus group method has a well documented history. Krueger & Mary Anne Casey (2009) have traced the origin of focus group discussions back to 1930 when social scientists tried looking for another method which could overcome the limitations of the interview method. These included giving interviewees limited options, providing only closed question options at times and placing pressure or influencing the interviewee. At times, the interviewer

unknowingly plays a dominant role, which could be balanced with asking open ended questions in a nondirective way as was done by social scientists in the 1930's and 1940's.

Krueger & Mary Anne Casey (2009) write that during World War II, social scientists started nondirective open ended interviews and this is what led to the origin of focus group discussions. This is evident from the classic work by sociologist Robert K. Merton and Patricia Kendall's work titled 'The Focused Interviews' in 1956. Merton and Kendall reported that in the World War II studies, the soldiers felt safe and were able to recall sensitive information with the help of the group. This proved very effective along in-depth interviews ((Merton, 1987).

Assumptions regarding the nature of social reality, curiosity to know more about the human experience and a less controlling or dominant interviewer became the basis for the further development of the focus group discussion method and by the 1950's, market researchers were applying focus groups as a research tool to enhance profit (Krueger & Mary Anne Casey (2009). In the 1980's, social scientists rediscovered focus groups and found them equally usable in non-profit settings.

This research selected focus group discussion as a parallel method with surveys. The surveys produced a considerable volume of data regarding news usage practices of the young university students. I decided to have one more data collection method, this time a qualitative one to probe further into news usage practices. In this way, I achieved method triangulation. I have already highlighted the importance of method triangulation in the mixed methods research section above.

The principle idea of focus group discussion is to compare the results with the survey data. Another aim is to use both methods as complementary and parallel methods, with some variations in order to overcome the limitations of each research method.

Focus groups are a well-established research method and guidance for designing focus group discussions is easily available. Krueger & Mary Anne Casey (2009) suggests that focus group researchers should go for open ended and easy to understand questions. They further elaborate that the environment should be conducive for the respondents so they can understand the question and articulate an honest answer.

Focus groups evoke conversation and “most important information comes out when all participants take discussion to new and deeper levels” (Krueger & Casey, 2009, p.36). It is advised that researchers should avoid acronyms, jargon and technical lingo unless the respondents are professional and are familiar with all of them. Focus group interview questions should be easy, clear, short, open-ended and one dimensional. Clear instructions should be provided to the respondents if the researcher wants them to do or list something specific (Krueger & Casey, 2009).

Another important consideration should be given to the questioning route. It is suggested that researchers should start with easy, simple and understandable questions and should be able to gradually take questioning to the level where she/he can narrow down them to a focus and more specific questions. During this process researchers should take care of available time wisely (Krueger & Casey, 2009).

A focus group is a special type of group in terms of purpose, size, composition and procedures.

3.19.1 Application of Focus Group in this Research:

“An appropriate sample size for a qualitative study is one that adequately answers the research question” (Marshall, 1996, p. 523). I decided to conduct two focus group discussion sessions at every university, one session with computer sciences students and one with the media students. Overall, six sessions were conducted during the first round of data collection. Another signal for the sufficient number of focus group discussion was that the students were repeating their thoughts and no new information was coming in.

3.19.2 Role of moderator and the means to record Focus Groups discussion.

The biggest potential bias in Focus Group discussion is that the researcher has a dominant control over the process. This was controlled by sticking to the questions selected for the focus group discussion. I moderated all the sessions myself and while it was bit difficult to moderate and record at the same time, I video recorded all the sessions. This provided me with a good opportunity to replay the video for transcribing and analysing the focus group discussions.

Q1. Tell me about your selves, your name, and discipline of study and your university?

The basic purpose of asking this question as an opening question was to involve everyone in the discussion. The name of participants and their discipline and university were required in any case for analysis purposes, but also provided everyone with a chance to say something at the start.

The second type of questions were introductory questions and in these the researcher brings in the topic and gets respondents to start thinking about the main reason for the focus group discussion. These questions are open-ended and normally are asked to encourage conversation among the participants (Krueger & Casey, 2009). My introductory questions are given below.

Q2 Just look back in your recent life routine and tell me that do you have an easy access to news media?

The principle idea behind this question was to know their understanding about news and the position, value and importance they give to news in their daily lives. As I am interested in recording and understanding user practices, my intention here was to see how they defined and described news. I tried to pay attention to the tone variations and physical gestures used by them, all nonverbal actions, facial expressions and hand movements etc.) to analyse the meaning they gave to certain concepts.

The third type of questions were transition questions and they facilitated the move towards key questions and served as logical links between introductory and key questions. The researcher uses these questions to probe further into the issue. Mine were as follows:

3.19.3 Focus Group Questions:

I used focus group discussions here as a complimentary and parallel method to investigate news interest. For the easy and smooth functioning of the process, questions were divided into five main categories (Krueger & Casey, 2009). These categories are: opening questions, introductory questions, transition questions, key questions and ending questions (ibid).

The aim of opening questions is to involve everyone in the discussion and give all participants a chance to say something easily at the start of discussion. These questions, again, are open-ended, easy and quickly answerable. I decided to go for a general overall question. My opening question was as follows:

Q3. Tell me about your news interest? How much are you interested in news?

“The key questions derive the study” (Krueger & Casey, 2009). They can vary in number and they range from two to five. These are the main questions on which your analysis depends.

Q5. Tell me your news experience with Pakistani News Media?

Q6. What are your most used news categories?

Q7. How do you access news? Which media device and platform is most used?

Q8. How you use traditional media like Newspaper, Television and Radio to access news?

Q9. How you use internet to access news? Tell me about your Facebook use and news usage via face book?

Q10. How do you use mobile media to access news?

The ending question is mostly the “closure to the discussion” (Krueger & Casey, 2009) and it provides a chance for the researcher to make respondents reflect on what they have contributed so far. It also provides a chance to the researcher to avail another chance to collect valuable data from respondents. I selected my ending question as:

Q11. Anything you want to add regarding your news usage experience, which you think you have missed, you can share now?

Survey 2015:

I decided to repeat the parts of my already conducted survey and Focus group discussions in 2015. In 2014, the Pakistani Government approved the licenses of private mobile companies to introduce the long awaited 3G and 4G services simultaneously. It was exactly one year after I finished my first round of data collection in April 2014. The basic purpose of the second round of data collection was to see the impact of the technology i.e. 3G and 4G on news usage practices.

In the second round of data collection, I repeated the second part of the 2014 survey which concerned news usage, its frequencies and practices. I did not repeat the first part which was about news interest and the purpose of news. The reason for not repeating the first part was

the main focus of my research was concentrated on the second part. Another reason was the length of the survey. I wanted to keep the 2015 survey more focused. I also incorporated the findings from Survey 2014 to make it more robust. I upgraded the survey in the light of the feedback received from the respondents during the first survey and focus group discussions conducted in 2014. In the following sections, I will further explain the changes carried out in each subsection.

3.19.4 News Sources and their Frequent Use

This section was slightly upgraded and one new sub category of ‘**Magazine**’ was added into Table 1(a) while a news sub category of ‘**Tablets**’ was added in section (b). Both these categories emerged from the qualitative section of survey and focus group discussions conducted during the 2014 survey.

Table 1(a): Traditional News Media Usage

Sr. No	Media	Always	Mostly	Few Times a month	Few times every six months	Do not use	Total
1	Newspaper						100
2	Radio						100
3	Television						100
4	Magazine						100
5	Internet						100
6	Word of Mouth						100

Table 2(b): Networked News Media Usage

Sr. No	Media	Always	Mostly	Few Times a month	Few times every six months	Do not use	Total
1	Laptops						100
2	Desktops						100
3	Mobiles						100
4	Tablets						100
5	Facebook						100
6	Twitter						100
7	Blogs						100

3.20 Section (4): News usage Practices via Multiple Platforms

3.20.1 News Usage Practices Via Newspapers :

Few more statements were added on the basis of the feedback from the focus group discussions. These included the statements ‘Newspapers fit in my daily schedule’, ‘I often access newspaper sites via my mobile phone’ and ‘Pakistani Newspapers are not innovative in terms of layout’. One more category was added to the measuring scale, the category ‘Not applicable to me’. Students repeatedly mentioned during the first survey that there should be a category ‘Not applicable to me’ in the measuring scale.

Similarly, three variable were added to the news practices via Radio section, ‘Radio news fits in my daily schedule’, ‘I listen to web Radio’, ‘I stay updated because of radio news all day’. The category of ‘Not applicable to me’ news usage practices via Television. One new variable ‘I use smart television to watch news’ was added, rest of the question remained same. The category of ‘Not applicable to me’ was added in the measuring scale.

The category of ‘Not applicable to me’ was added in the measuring scales of all the practices via online and social media platform and devices. However, no new variable was added in to the news usage practices following online news, news practices via laptops, via mobile phones and via social media. The modified form of question is given below.

Sr. No	Reasons	S	A	A	N	D	S	N
		A			A	D	D	A
1	Newspapers are my favorite media to access news							
2	I find Newspaper news more authentic than other media							
3	Newspaper comes to my house regularly							
4	Newspaper keeps me updated all the time							
5	I only read online Newspapers							
6	News from newspaper is more reliable to me than any other medium							
7	Newspaper reading improves my vocabulary							
8	Newspaper are not costly for me							
9	I can read newspapers on my convenience							
10	They are the best news source during load shedding crisis for me							
11	Pakistani newspapers are biased in my point of view							
12	Newspapers journalism is more serious and less sensational to me							
13	I like the non -news sections of newspaper like cartoons, puzzles and horoscope							
14	I believe that the Pakistani newspapers have less news and more advertisements							
15	I believe that the Pakistani newspapers are not innovative in terms of layout							
16	I think that the Pakistani newspapers are full of political news only							
17	I get a variety of news from the newspapers							
18	Newspapers fit in my daily schedule							
19	I often access newspaper sites via my mobile phone							

3.20.2 News Usage Practices Using Radio:

Sr. No	News Usage Practices via Radio	SA	N	S D	N A	Total
1	Morning news bulletins on Radio provides me most of the information I am looking for					100
2	I find that Radio news is short and to the point					100
3	Radio news is a good backup facility for me to get news during the load shedding time					100
4	My mobile has a radio and I can listen to it on my convenience					100
5	I believe that Radio News are authentic					100
6	Radio news are available whenever I need them					100
7	Radio provides me with the variety of stories					100
8	I listen to everything on radio except news					100
9	Radio news fits in my daily schedule					100
10	I listen to web radio					100
11	I stay updated because of radio news all day					100

3.20.3 News usage Practices Via Television:

Sr. No	Reasons	S A	N	SDA	N A	Total
1	TV provides me the latest updates on news stories					100
2	I do not watch TV at all					100
3	TV is the most used media in my house					100
4	It fits in my daily schedule easily					100

5	It provides me with the accurate information about the issue					100
6	TV is the best medium for me to watch sports news					100
7	I have my own TV in my bedroom					100
8	For me TV is the best way to kill the time					100
9	TV provides me the chance to sit with the family					100
10	It does not cost me any money					100
11	TV is the only media I must access the news					100
12	It provides me with the variety of stories					100
13	I watch everything on TV except News					100
14	I believe that the Pakistani TV news Channels are biased					100
15	There is always load shedding when I want to watch TV					100
16	I watch the Smart TV					100

3.21 Online News Usage Practices Via Internet

Sr. No	News Usage Practices Via Laptops	S	A	A	N	SD	D	Total
1	It is less costly							100
2	I can read it at any time of the day							100
3	It is more easy to access my interest areas on line							100
4	Online news is more detailed							100
5	It is easy to read news on laptop							100
6	I can access news from multiple news sources							100
7	Online news is up to date							100
8	I like the feature of interactivity in online news							100
9	It provides me with the variety of stories							100
10	It is more easy to access international news online							100
11	I have a simple phone which I use only for calling purposes							100

12	I have a laptop but I have never tried using it for accessing News						100
13	I always watch or listen or read news on laptop or desktop						100
14	Because of load shedding I prefer to save my battery and use my laptop or desktop and use other media to access news						100
15	News is not my interest area when I browse internet through my laptop						100
16	I use my laptop only for education purposes						100

3.22 News Usage Via Mobile Phones:

Sr. No.	News Practices via Mobile Phone	S	A	A	N	D	S	Total
		A				A	DA	
1	Mobile news fits into my busy schedule							100
2	Mobile news provides me the latest updates on news stories							100
3	I can obtain the news on my mobile at the time I want it							100
4	It provides me with a variety of stories							100
5	It provides me with news as quickly as possible							100
6	I can manage my time wisely with other routine tasks							100
7	It provides me multiple choices in news coverage (news from different channels)							100
8	It is very convenient for me to access news through it							100
9	It provides me with accurate information about the issue							100
10	I browse everything on my mobile internet except news							100

3.23 News usage Practices Via Social Media :

Social media was slightly modified. Some new categories were added based on the outcome of survey results in 2014 and the focus group discussions. The modified sections are highlighted in the following tables.

3.23.1 News Usage Practices via Facebook :

Sr. No	Reasons for following News via Facebook	S A	A	N	D A	S D A	Total
1	I get news through posts on my personal face book homepage						100
2	I get news through the Face book page of Pakistani newspaper like Facebook page of Dawn, The News						100
3	I get news from the Face book pages of international newspapers						100
4	I use it only for socialization purposes						100
5	I always get the latest updates through my Face book page						100

3.23.2 News Usage Practices via Twitter :

Sr. No	Reasons for following News via Twitter	S A	A	N	S D	D	Tota I
1	I tweet the local online news through Twitter						100
2	I tweet the international online news through Twitter						100
3	I follow my favourite journalist through Twitter						100
4	I follow my favourite discussion group through Twitter						100
5	I prefer Twitter over other forms of media for accessing news						100
6	I get latest news from Twitter which I don't get from conventional media						100

3.23.3 News Usage Practices via Blogs:

Sr. No	Reasons for following News via Blogs	S	A	N	S	D	Total
1	I follow the news Blogs mentioned on websites of national newspaper						100
2	I follow the news Blogs mentioned on the websites of International newspapers						100
3	I follow the Blogs by Pakistani journalists						100
4	I follow the Blogs mentioned on International newspapers websites						100
5	I follow the Blogs by international journalists to follow News						100
6	I have my own Blog						100
7	I write regularly on my Blogs						100
8	Blogs are the best source of latest news						100

3.23.4

3.24 Reliability and Validity :

I calculated the internal consistency reliability (Coefficient Alpha) of the questionnaire in SPSS. Coefficient Alpha, which is also known as Cronbach's Alpha is a statistical measure for knowing the reliability of the instrument. I calculated the reliability statistic value for each question and mentioned the calculated value along the survey results in the respective chapters. The highest reliability coefficient value, which is statistically possible is 1.0. whereas, acceptable reliability statistic value is .788 or higher. All the questions involved in both surveys of this research have shown good standing of Cronbach's alpha at around .788 or higher, which demonstrates the strength of the questionnaire and consistency of the responses.

I controlled the internal validity threats to this research, such as Instrument bias and the sampling bias. I controlled the instrument bias by keeping the language of the instruments

same for both the experient groups, i.e. the students involved in 2014 and 2015 survey. Similarly, I minimised the sampling bias by opting the stratified random sampling.

3.25 Focus Group Discussions 2015:

Focus group discussion were repeated in 2015. This time more focus was on practices. However, at the start of the focus group discussions, I did explore news interest. The rest of the questions were the same as they were in the survey of 2014. The only difference was that questions were asked after the introduction of 3G and 4G technologies. The summary of questions asked in 2015 is given below:

The Questing Route for Focus Group Discussion After the introduction of 3G in Pakistan (April 2015):

- | | |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Opening Question: | Q1.Tell me about your selves, your name, and discipline of study and your university? |
| Introductory Question: | Q2.Just look back in your recent life routine and tell me that do you have an easy access to news media? |
| Transition Question: | Q3.Tell me about your news interest? How much are you interested in news? |
| Key Questions: | Q4.Tell me your news experience with Pakistani News Media?
Q6.What are your most used news categories?
Q7.How do you access news? Which media device and platform is most used?
Q8.How you use traditional media like Newspaper, Television and Radio to access news?
Q9. How you use internet to access news? Tell me about your Facebook use and news usage via face book?
Q10. How do you use mobile media to access news?
Q11.Is there anything unusual you are doing on your mobile |

Connection between Research Questions and Research Strategy:

This dissertation poses two broad research questions, and a series of sub-questions:

RQ1. How have the news usage patterns of Pakistani university students changed in the new networked media environment?

This question is further broken down into three sub questions.

Sub questions:

Q1.1 Which news category / news topics are students personally interested in?

Q1.2 What use do Pakistani students make of news and what gratifications do they derive from it?

Q1.3 What is the media usage rate (news media used per day) of Pakistani university students?

RQ2. How are Pakistani university students using convergent media and non-convergent devices and platforms for using the news?

Both Survey and Focus group discussion are applied to investigate the answers of the sub questions. The quantitative method i.e. survey is intended to provide a broader picture of the news usage practices. Furthermore, parallel sessions of focus group discussions will support the in depth investigation of the same concepts inquired via these questions. This research is applying Double –Loop- Sequential model as a research strategy. The very first loop gathers

the required observations and pass them to the second loop. The second loop tests, confirms and modifies these observations. This method provides the researcher with an opportunity to confirm the strength of the main arguments. Following figure represents the way in which double loop sequential model is applied to this research.

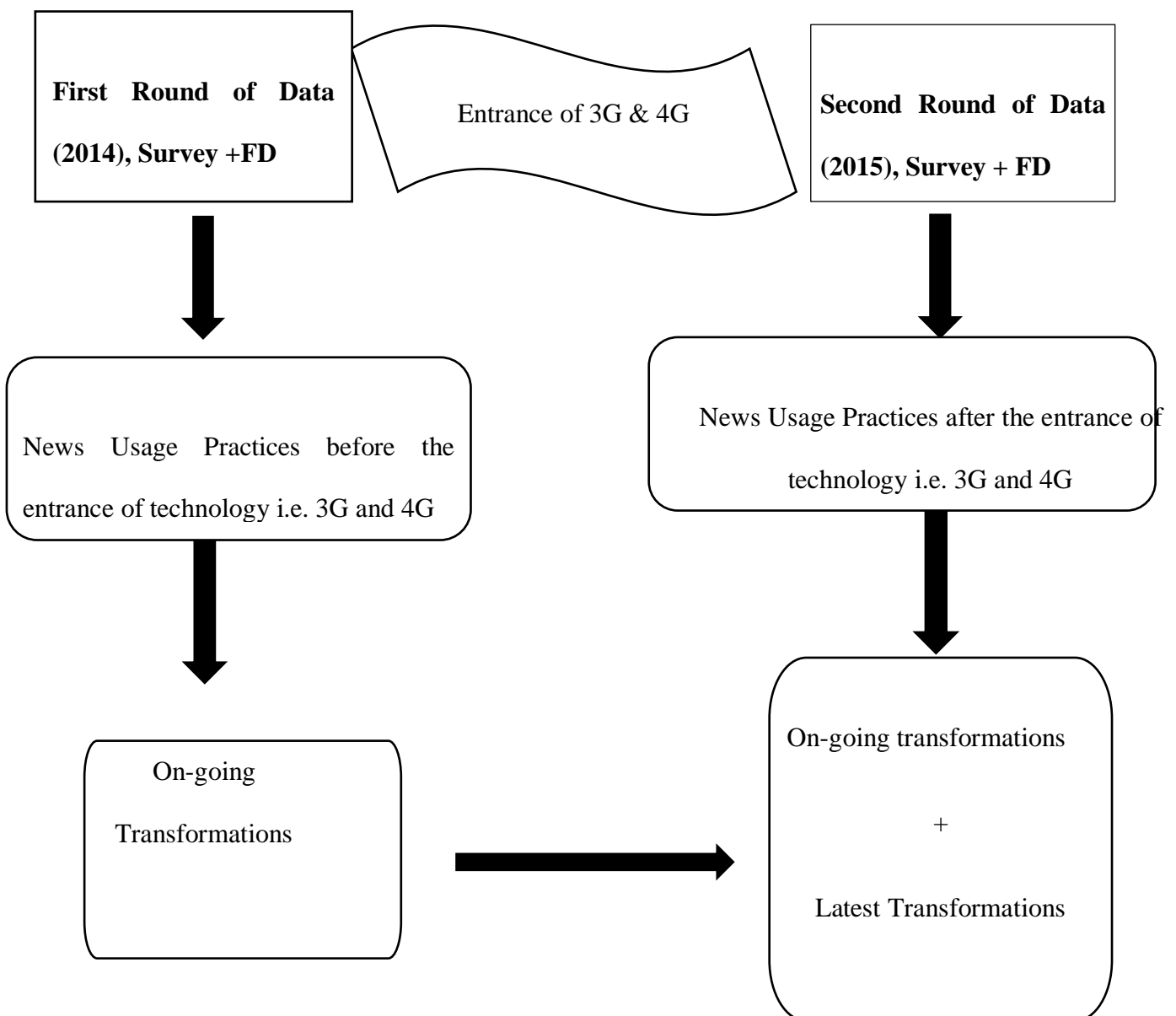


Fig :Application of Research Strategy on Methods

3.26 Ethics and Confidentiality Issues :

A larger-scale pilot study was arranged to take place in Pakistan. Prior to this, a research ethics clearance procedure was completed to ensure that the survey complied with the university's ethics requirements for all research involving human subjects. For example, all the respondents of the study were respectfully treated during the data collection. In addition, all the questionnaires included an introduction and description of the nature and objectives of the study. The introductory statement contained some indications about the value and benefit of the study. Importantly, the respondents were given full right to withdraw from participating at any time even during the filling out of the questionnaire. In this respect, the respondents were willing to and voluntarily filled out the questionnaire. Finally, the research promised and ensured that the data gathered would be utilised only for academic purposes.

3.27 Personal Observation Regarding Data Collection:

- It was observed that students were requested to do the survey and were offered an incentive in return either in the form of one additional mark in their final exam by the class instructor or a prize in the form of a small amount of money. The response rate, however, was still lower than expected for the survey. In the case of the focus groups, by contrast, participants showed great interest and stayed throughout the time, participating fully. This may have been because the participants wanted to be heard and were looking for discussion opportunities. They remained very alert and active

throughout the discussions. Moreover, the response rate of female students was better than the male response rate for both phases of the data collection.

- Most of the Computer Sciences students used scientific terminology and computer languages to describe their experience while media students described their news usage by criticising the media in terms of production and technical faults of certain programs in more depth as compared to computer science students.
- Universities in Pakistan have improved greatly in recent times, and facilities are getting steadily better. The surveys done across two different years revealed that the IT facilities improved considerably in the institutions and the students could share via the internet with friends often using smart phones. This was not the case one year previously, at the time of the first round of the data collection.
- I had a chance to go through some other departments in the same universities and I realised the IT (Information technology facilities like Computers labs and Internet) facilities in these departments are better than other departments and even the universities selected for this research had better technological facilities in terms of internet and computers.
- Another very important observation was that students of computer sciences were more studious, seemingly more intelligent, more worried about serious issues in Pakistan, constantly thinking about solutions and felt frustrated by the government's lack of interest in solving social issues.

- One student, while filling out the questionnaire, asked me to tell her about the most important and famous international newspapers mentioned in the survey questionnaire. I told her to not worry if she is not a reader of international newspapers, but she insisted in knowing the best among them. When I gave her my response about international ranking, she quickly marked them as her favourite newspapers. I politely informed her that if she is not a keen or regular reader and didn't know much about international newspapers, she could opt for 'don't read international newspapers', but she ignored my point. I think she unconsciously wanted to be portrayed as a flawless, super image of a news reader. This concerns me as a researcher as it was a challenge to the credibility of my survey data. This was, however, an isolated incident. Data triangulation and gathering a large quantity of survey data would help minimise such incidences, and I incorporated both of these.
- Students at various times asked about the nationality and origin of the research and questioned why this project was being carried out at this point in time. There was big scandal going on in 2014 about the most watched News Channels 'GEO' in Pakistan and Channel was accused for serving the western interest²⁰. I could sense slight discomfort and lack of trust. I could see they were thinking that I might be using this information for some unethical purpose or perhaps even contrary to the interest of Pakistan. In response, I introduced myself and assured participants that this was an academic inquiry and I took all the responsibility for the project. I confirmed this was

²⁰ The News article about the campaign against GEO TV, retrieved from <http://www.pakistanpressfoundation.org/2014/08/geo-ceo-rejects-charge-terms-part-anti-jang-group-campaign/> on January 15, 2017.

an academic study that would have benefits for the country in terms of new data and the creation of new knowledge.

4 Chapter 4 : News Interest of University Students

This chapter presents the analysis of the survey data collected in 2014. It includes all the results, cross tabulations and further statistical analysis. The important findings from this chapter are either verified or rejected by the focus group data and discussion on this data is presented. The combination of quantitative, qualitative and focus group data gives considerable depth to our understanding of student news preferences and helps us reflect on the implications of these choices.

The principle aim of this chapter is to discuss the results of the survey in relation to the research question and in relation to the suggested theory of mediatization. The main core of mediatization is that technological developments are changing the way we do things and these changes are further causing social and cultural changes (Hjarvard, 2008). In this instance, technological change has been driven by the advancement of internet technologies, in particular, the introduction of 3G and 4G technologies. This development has enabled Pakistani university students to access news ‘on-the-go’ for the first time. I will argue that this has fundamentally changed the pattern of media consumption among Pakistani students.

I have divided this chapter into three main sections. The first section explores how students perceive news i.e. what is their definition of news? It also reveals the categories of news in which students are interested. The second section investigates the students’ reasons and motives for consuming different kinds of news. The third section takes a slightly different

approach and seeks to understand what obstacles or barriers prevent them from accessing news.

4.1 Survey 2014 :

The first question this research proposed is given below:

Q. Which of the following news categories are you personally interested in? Rank the following options according to the provided scale.

This section aims to understand university students' interest in news by examining their preferences for different categories of news. In a survey, the students were given sixteen news categories to rank from 'Most Important' to 'Not at all important'. The categories such as political news or religious-oriented news, were identified during the literature review.

4.2 News Interest Categories :

Table 4.1: Ranking of News Interest Categories

News Interest Categories	% saying most important and very important	% saying not very important and not at all important	Total
Education news	94.19%	5.8%	100%
Pakistani Politics & current affairs	93.06%	6.94%	100%
International Politics & current affairs	92.45%	7.54%	100%
Religious News	92.7%	10.3%	100%
Youth issues and activities	92.9%	7.1%	100%
City, Business and financial issues	92.75%	7.25%	100%
Science news	87.23%	12.78%	100%
Weather news	85.44%	14.56%	100%

Current local events where I live	84.96%	15.04%	100%
Environmental news	83.26%	16.74%	100%
Human interest stories	84.78%	15.21%	100%
Sports news	78.19%	21.81%	100%
Crime news	71.37%	28.63%	100%
Entertainment	73.25%	26.75%	100%
Travel News	60.48%	39.52%	100%
Fashion and lifestyle News	56.36%	43.64%	100%
Celebrity Behavior	48.83%	51.16%	100%

As Table 1 (above) indicates, most of the students in this survey ranked news and information about education' (94.19%) as the most important type of news. The other highest rated news items were 'Pakistani politics and current affairs' (93.06%) and 'International politics and current affairs' (92.45%). The lowest ranked categories were 'Fashion and life style news' (56.36%) and 'Celebrity behavior news (48.83%)'. The data shows that students have interest in a variety of news categories with focus on serious news categories.

4.2.1 Gender and News Interest Categories :

Female students are significantly more interested than male students in the categories shown in the Table 4.1(a).

Table 4.1(a): Cross Tabulation of Gender and News Interest

News Category	N	%	Chi Sq.
Human Interest	305	44.1%	.003
Crime News	261	38%	.001

Fashion and Life style	223	32.4%	.000
Youth Issue and activities	323	53.9%	.015
Education News	312	46.9%	.044

4.2.2 *Subject Nature and News Interest Categories :*

Computer science students are significantly more interested than media students in categories shown in Table 4.1(b)

Table 4.2 (b): Cross Tabulation of Subject and News Interest

News Category	N	%	Chi Sq.
Environmental News	346	50.7%	.013
Science News	370	46.8%	.001

4.2.3 *University and News Interest Categories :*

There is no significant association of University with any news category.

4.2.4 *Monthly Income and News Interest Categories :*

The Low-Income group within my sample is significantly interested in the category shown in the Table 4.2 (c)

Table 4.2 (c): Cross Tabulation of Monthly Income and News Interest

News Category	N	%	Chi Sq.
Science News	417	62.2%	.002

4.2.5 Newspaper Readers and News Interest Categories :

There is a significant inverse relationship between Newspaper readers and ‘Celebrity news’. Those who don’t tend to read newspapers, also tend to follow less celebrity news. (N=205= 30%, p=.006). Contrary to this, there is a positive, significant association between newspaper readers and the news category of ‘Pakistani Politics and Current affairs (N=339= 49.5%, p=.012). Those who read newspapers also report they consider Pakistani Politics and Current affairs as an important category as well.

4.2.6 Radio News Users and News Interest Categories :

Those who listen to radio less also significantly rank ‘Celebrity News’ as an unimportant news category with (N=349= 52.1%, p=.000). However, those who rank ‘Fashion and Life style’, ‘Travel News’, ‘Weather News’ as important news categories significantly use radio less for news (N=302= 45.1%, p=.016), (N=329= 49.1%, p=.000) and (N=481= 71.8%, p=.046) respectively.

4.2.7 Television News Users and News Interest Categories :

Those who use television for news significantly rank ‘Entertainment news’, ‘Sports News’, ‘Fashion and Life Style News’ and ‘Religious News’ as an important news category with (N=438= 64.4%, p=.015) (N=476= 69.9%, p=.035), (N=341= 50.1%, p=.003) and (N=550= 81.1%, p=.024) respectively.

4.2.8 Internet News Users and News Interest Categories :

Those who use the internet for news usage significantly rank 'City, Business and financial news' and 'Religious news' as important news categories (N =570= 83.1%, Chi Sq.=.045) and (N=568= 83.4%, Chi Sq.=.010) respectively.

4.2.9 Internet News Users and News Interest Categories :

Those who rank 'Education News' as an important news category also significantly use their laptops to access news (N=506= 74.3%, p=.008).

4.2.10 Mobile Phone News Users and News Interest Categories :

Those who always use mobile phones for accessing the news also significantly rank 'Celebrity News' as a not very important news category (N=228= 33.6%, p=.003). However, the participants who always use mobile phones for news rank 'Fashion and Lifestyle News' as a very important category (N=252=37.2, p=.010).

4.2.11 Facebook News Users and News Interest Categories :

Those who use Facebook for news significantly rank 'Sports News', 'Human Interest Stories' and 'Science News' as important news categories (N=375=55.6%, p=0.030), (N=404=58.6%, p=0.032) and (N=395=57.7%, p=0.040).

4.2.12 Twitter News Users and News Interest Categories :

Those who do not use Twitter significantly rank ‘Celebrity Behavior’ as an unimportant news category (N=273=39.6%, p=.000). Those who do not use Twitter significantly rank ‘Entertainment News’ and ‘Environmental News’ as an important category with (N=326=47.4%, p=.041) and (N=374=54.8%, p=.040).

4.2.13 Blogs News Users and News Interest Categories :

Those who do not use Blogs significantly rank ‘Celebrity Behavior’ as an unimportant news category (N=189=27.4%, p=.000). Those who do not use Blogs, significantly rank ‘Weather News’ as an important news category (N=255=37.1%, p=.022).

4.2.14 Important Findings:

In addition to this, students were given the category of ‘other’ to mention further categories of news in which they might be interested but which were absent from the provided list. Participants’ responses included a range of categories including technology, health issues, job opportunities, social media activities, news from blogs, research achievements, weird or unusual news and inventions by Muslims. The qualitative part of the survey reinforced the notion that participating students were especially interested in the specific, more focused categories.

Most of the categories mentioned above were directly related to the participants’ personal interests (Bolsen & Leeper, 2013) and news needs. The category of ‘job opportunities’

appeared more frequently than the other categories. This makes sense as many of the students in the study were in their final semesters and will soon be looking for jobs or paid internships. Furthermore, interest in technology, unusual news, politics, and human issues was already anticipated from the literature review (Akanda & Haque, 2013; Elareshi, 2011; Rani, 2014; Qayyum, Williamson, Liu, & Hider, 2010).

Overall, students have shown a diverse interest in news. They have ranked serious news categories such as Education, Politics and Religion as very important categories and 'Fashion & Lifestyle' and 'Entertainment' as the less important news categories. Much of the quantitative and qualitative data gathered in the survey supported the findings of the focus groups. The most common news categories emerging out of the focus groups were education, politics and current affairs, entertainment and sports. The categories of 'Politics and Current Affairs' and 'Education News' were also among the most popular in the survey results. While these categories were reflected in both the survey and the focus groups, there were notable differences in the prioritisation of other categories.

For instance, sports and entertainment news emerged as popular themes during the focus group discussions but both were ranked weakly - lower than science, weather and business news - in the quantitative data of the survey. Similarly, almost 93% of the students who participated mentioned in the survey that they were interested in religious news while qualitative data suggested an appetite for Muslim invention and Islamic history. However, no such prominent news category emerged during the focus group discussion.

The main topic of discussion during the focus groups remained mainly the portrayal of Muslims and the war going on in Muslim countries, but not on religious news. A possible explanation could be that in the Islamic world, religion is a symbol of unity and all Muslims are considered one Ummah (One Nation, beyond geographical boundaries). The concept of ‘Ummah’ embodies the universalism of Islam and provides a framework for religious unity, which accommodates the cultural diversity of believers. It is an important part of historical as well as contemporary discourse on Islam (Hassan, 2006).

The core concept is that the whole Muslim Ummah (Nation, Muslims anywhere in the world) is like one body. Being Muslims, they feel pain at events around the world and that pain was revealed during the focus group discussions. It is possible religious news received heavy support among the sample because they might think it reflects badly on them as Muslims if they do not mention that they are interested in this news category. However, the revival of religion is also a reality and many members of the younger generation would be inclined to signal their support for and interest in religion generally (Hjarvard, 2015).

A common preference among these participants was for news that reflected a better image of Muslims and highlighted the positive contribution of Muslims to the world. Most of the students in this study were understandably concerned about the war and conflict taking place in Muslim countries at present. They were critical of the media’s reporting of these events and of the perceived role of Islam in Palestine and Syria. I will discuss this in more detail later in this chapter when I consider the reasons why students either follow news or are excluded from it, in Pakistan’s networked media environment.

In general, the participants showed a high level of interest in political news and in current affairs and it was clear that much of this information was coming from traditional media outlets in the form of Pakistani newspapers and television broadcasts.

***Male, NUML, Student 4:** “if you see politics is the only exaggerated category on media these days, they, the channels or media sites they rarely tell you about human issues or other news categories and all the time they show stuff related to political news and that is why everyone is interested in politics”.*

***Male, NUML, Student 2:** “I am mostly interested in knowing about what has been done for the education of students, education news, very few channels are doing it but I usually look for them as it is my area of interest”.*

***Male, NUML, Computer Science Student 6:** “well see, we are Computer Science students and being computer scientists I want to see the initiatives of government in my field. I need to stay close to political news as the politics will decide my future, their political decisions are my road map, that is why politics is my first choice. My second preference will be human issues, to know how humans are being treated in this country and third is entertainment”.*

My participants, who are students from both computer science and media studies, refer to news as politics or current affairs. In Pakistan, in less than two decades, the number of available television channels has increased from one new channel to more than 50. As these channels are available via cable, and cable transmission is not available in the whole country, only in the areas where cable is available can these news channels be watched. Mostly, cable is available in the big cities and students studying in the universities are able to receive them. As all the universities selected for this sample are in big cities, the whole sample will have access to these cable channels.

While the comments above are from computer science students, most of the participants had similar feelings. Some of the students had direct exposure to media companies and, as a result, keeping up with the news was an essential part of the daily routine:

***Male, IIUI , Student 5:** “Whenever I want to know what is happening in my country, I turn on the television as I am always interested in current affairs and especially politics and as I work in a newspaper office. I stay most of the time with news, I do all day news verifications, following their sources and confirming them back to my editors. It is a wrong impression that news is always about politics, at least I see lots of news coming from common people in society and of course politicians are also important and they do become part of the news.*

The participating students in this study clearly consider that political news is important as political developments in Pakistan are likely to have a powerful impact on their future. There was little difference in the data between computer science students and media studies students, though media students were likely to be more aware of the news media and its workings.

Beyond politics, the participants indicated a strong interest in education, sports and entertainment news.

***Male, NUML Student 3:** “Educational news... where are educational news, University admission advertisements are not educational news, media does not do any educational news, for information about scholarships and latest research news, you have to go to the internet, social media gives you everything not the newspaper or national TV”*

***Male, NUST Student 5:** “I watch TV only for sports news, especially when some cricket is on.”*

***Male, NUML Student 3:** “I will not agree to this, I don’t have interest in politics, politics is useless, to my interest is funny gossip shows related to*

movies, from Hollywood, Bollywood etc. Means entertainment and soft news”

The participants in my study suggested education-oriented news was more poorly presented than, for instance, sports news on the television. They tended to make use of networked media such as online news and social media to access the news of their choice, if such news was not available via mainstream media. This is another form of media substitution as per mediatization theory. The users are able to perform the activities using social and networked media which they were not able to do earlier using traditional media. The networked media environment has considerably enhanced their media choices allowing them to access more of the kind of news that interests them and highlighting the strong impact technology has had on their consumption of news.

The above mentioned findings are largely consistent with the results of earlier studies. Bernt et al. (2000) found very diverse news choices among participants. Qayyum et al. (2010) concluded that young adults between the age of 18 and 25 preferred a mix of entertainment and hard news. Raeymaeckers (2004) also found young people looked for news that mixed hard and soft elements. Moreover, Elareshi et al. (2014), Rahi (2014), Akanda & Haque (2013) and Siddiqui (2011) have all found similar results, showing that students go for a mix of hard and soft news. All the above-mentioned research has investigated the interest of students in the news. In these studies, students listed education and national politics as their most important news categories.

The data shows a significant association among female student participants with crime, human interest stories, youth and current issues, education and fashion and lifestyle news. It

is not unexpected that Pakistani females would be sensitive to human issues. Female student interest in crime news is also reported by Elareshi (2011). One possible reason is that females in Pakistan tend to stay indoors and they watch crime news and human interest stories to make up for the adventure they miss outside their homes.

Though fashion and lifestyle, education and youth issues can be associated with males, in Pakistan, females in this sample tend to significantly follow more fashion and lifestyle news than male students.

The other significant association of subject with news category is also not that surprising. This is that male computer science participants were more interested in science news than the media students. As computer science students are studying science subjects, it is quite expected that they will be more interested in science-related news than media students. The above results also confirm the findings of Hasebrink & Domeyer (2012) that individuals use media according to their daily routine and their social context.

Now I will investigate the association of news interest categories with the available platforms and devices for news usage.

Table 4.3: Significant Associations of news Interest Categories with most used News Platforms, Devices and News Experiences

Newspaper:	Environmental news
Radio:	No specific news category is significantly associated with Radio
Television:	Entertainment, Fashion and Lifestyle News
Internet:	Religious News
Mobile or Smart Phone:	Fashion and Lifestyle News, Science News, religious news

Laptops and Desktops:	Educational News
Face Book:	Sports News
Twitter:	No specific news category is significantly associated with Twitter
Blogs:	No specific news category is significantly associated with Blogs
Word of Mouth:	International Politics and Current Affairs News, Entertainment News, Fashion and Lifestyle News

Table 3: showing the result of the cross tabulation of news categories and platforms and devices.

Table 3 clearly shows that there are clear significant statistical associations between, different devices, platforms and news experiences with multiple news interest categories. This suggests that the participants select different platforms for the same news interest category and sometimes consult multiple devices and platforms to track/fulfil their news interest.

Some of the focus group participants described their news interests in the following terms:

***Female, NUST, Computer Sciences Student 2:** In my case, I prefer different versions at different times. Like in the morning, when you are at university, I prefer online news and in the evening, when you are at home, I personal prefer TV based news and mostly I follow entertainment news not serious news.*

***Male, IIUI, Media students 1:** For news, I mainly focus on newspapers and besides that I get news from social media and TV for current affairs and talk shows, and I find myself spending most of my time with newspapers; my main focus is on newspapers, on social media I have liked multiple news pages of new2s channels and what news comes from news channels is available in the newspapers, it gives me a chance to cross check the reports.*

Male, IIUI, Media Students 3: when I have news on my mind, I turn to TV, entertainment is never on my mind when I turn on the TV, besides that I get my news from social media, you do chatting, I have liked multiple news pages on it and I usually go through newspapers if I find one. I rely mostly on TV news as social media is often not authentic.

All these students have different news interests and they use different media in different social settings according to their social context, the place where they find themselves and the availability of the device or platform to access news. None of the students ever mentioned that news was hard to find.

A significant observation is the changing association of certain news categories with certain news media platforms and devices. For example, students who took part in the study tended to use Facebook for sports news, whereas sports news is usually only associated with television. Radio, Twitter and blogs were the least significantly used news devices and platforms, according to this data, for accessing news related to any news category.

The data confirms that students have shown significant news associations with word of mouth, indicating the importance and continuing relevance of oral culture and the influence of opinion leaders in society. I will discuss the role transformation of users in the networked media age in the next chapter on ‘Mediatized News Practices’.

This particular trend, of using multiple media platforms or devices to access news, confirms the theory of involvement claim that if a user is interested in a specific type of news, that particular user will try to get it from any available media (Perse, 1990). It is the context which is critical for facilitating news access, not the media platform or device, according to Wonneberger & Van (2011). Moreover, all the above mentioned significant associations in

Tables 2 and 3 reinforce the fact that individuals select and choose among multiple devices and platforms to construct their news repertoire (Yuan, 2011). The data also confirms what (Chadwick, 2013) argued, that we live in hybrid media systems and users mix and match old and new media to construct their own media repertoire.

As mentioned in the literature review, I intend to analyse the findings of this research through the paradigm of the Theory of Mediatization (Schulz, 2004; Hepp et al., 2010; Kammer, 2013; Lundby, 2014; Hepp et al., 2015) with a focus on media logic. The main claim of the theory of mediatization is that “It is a concept used in order to carry out the a critical analysis of the interrelation between the change of media and communication, on the one hand, and the change of culture and society on the other” (Krotz & Hepp, 2014,p.3). Media usage has undergone a transformation because of technological developments and this technological change has driven transformations in culture, in society and in the media, itself (Hepp, Hjarvard, & Lundby, 2010). The empirical evidence from my own study supports the notion of mediatization. It is evident that the definition of news and the interest in news categories has been undergoing this ongoing process of mediatization. My principal argument is that students in Pakistan now have more means than ever to access the news. News is mediated to them through multiple sources and platforms, with mediation constituting the “act of transmitting through media” (Couldry 2008, p.379) and forming the “intermediary link, which connects two parties” (Williams 1983, cited by Livingstone 2009, p12).

As the students are encountering more news than ever before, news mediation via multiple platforms and devices is leading to the mediatization of the news media itself and the mediatization of news usage behavior in Pakistan. Mediatization here means that news users

change their behavior because of media or submit to the logic or logics of media, or transform their practices because of specific features of media (Klinger & Svensson, 2014). I will illustrate this with examples in which students adjust their news needs according to media logic in the coming analysis chapter.

The data suggests that regardless of which news categories the participants are interested in, generally the landscape of their news interest is rich. This rich landscape confirms two things. Firstly, that they have interest in diverse news categories. Secondly, news organisations are putting in an effort to provide specialized news categories for audiences. Overall, student participants expressed their interest in a variety of news categories, while on an individual level their news choices were very specific.

Female, Computer Sc., NUST: I have set the filters to industry news. I am interested in the software industry and I like to follow what is happening there and to get the latest news, I just set the filters and I get what I want, I rarely go to TV or newspaper for news, I don't have time.

Male, Computer Sc, NUST: I am only interested in the sports news and I have installed multiple apps and they bring me the latest sports news and sometimes I even watch matches on my mobile phone.

There is a paradoxical situation here. On one hand, participants are getting the latest news in real time but, on the other, the apps and multiple devices that are making this access possible are also depriving them of a diverse news usage experience. The technology, software and gadgets are acting as new digital gatekeepers deliberately or un-deliberately restricting them from a thorough news usage experience. When I say deliberately restricting, I mean to say that news organisations are using algorithms and these algorithms are codes generated by humans. These codes are supposed to perform many tests before prioritising any news story

on the news network. As technology has played a significant role in causing this restriction in experience, I call it mediatized behavior. It is also a factor that could ultimately result in future news users being less well informed about wider developments.

The 'news media' itself, as an institution, has undergone a dramatic transformation during the digital revolution and is now offering a fragmented menu of more specific news categories. Media companies are applying different techniques, such as providing multiple linked devices, to attract and access users. The way they are reaching out is transforming too. The significant association of news categories as illustrated in Table 2, reinforces the contention that news organisations are pushing content towards users comprising the same news interest category but across multiple devices and platforms. The data suggests that news organisations are using the maximum available resources in terms of devices and platforms to reach the students. The way news providers are submitting themselves to the logic of media by adjusting to offer more content, following varied means, to satisfy users is an example of institutional mediatization or, more specifically, the mediatization of the news distribution process.

The term audience fragmentation, now can be termed as user fragmentation. Fragmentation of news interests means becoming specific about news interest categories. The rise of networked devices for accessing news, like mobile phones, laptops and networked platforms like Facebook are important actors causing news fragmentation. Tewksbury (2005) confirms that the internet has played a key role in fragmenting the news audience. Fragmentation of news choices is also mediatized news behaviour. The networked media has further enhanced the process.

The overall key findings of this section suggest that Pakistani university students have diverse news interests. This is reflected in both the quantitative and the qualitative data. Participants want news from a wide variety of categories, comprised of both hard news and entertainment news. They are currently more likely to access news from categories such as politics, education and sport. The participants assigned greater importance to serious and informative news categories such as education, politics and current affairs, religious news and less weight to lighter, softer news such as celebrity news or fashion and lifestyle. Both the quantitative and the qualitative data findings of this research support each other.

Pakistani university students did not follow any specific media for the news. Rather, they used multiple devices and platforms. They also often depend on pre-technology news experiences such as word of mouth via family and friends to access news. My argument is that news interest has become so specific that news media platforms and devices are submitting themselves to this reality and are catering for the needs of the news users. While choices for accessing news have increased, networked media platforms ensure their specific news interests are catered for. It can be argued that the Pakistani students who participated in this study are aware of news and are using news in their normal, daily routines.

Now, I will discuss how Pakistani university students are using news, what their news using practices are and where they are getting news from in the next chapter. Before moving towards those sections, I wish to highlight the reasons why Pakistani university students follow news in the first place.

4.3 Reasons for using News:

This section contains the qualitative and quantitative findings and a discussion about the reasons reported by Pakistani university students for using news. There is much already known about the reasons young people use the news (Elareshi, Ziani, & Gunter, 2014), but I included this section in this research for a reason. The reason is the absence of any such evidence in the case of Pakistan. Here, for the first time, is a detailed inquiry about the reason for accessing news by university students. A comprehensive set of reasons for not using news also emerged out of the qualitative data. The obstacles that prevent Pakistani university students from using the news were highlighted during the focus group discussions.

Students were given a comprehensive set of reasons for accessing news, identified during the literature review. Students were asked to rank them according to a Likert scale. Later during statistical analysis, the categories of ‘Agree’ and ‘Strongly Agree’ were combined and their respective percentages were added up and represented as a single category as shown in Table 4 below. This was done to enable successful cross tabulation statistical procedures²¹. The same process was done with the categories of ‘Disagree’ and ‘Strongly Disagree’. Students at Pakistani universities who participated in this study, reported a variety of reasons for using news. I will start with the overall percentages which can be seen in Table 4.2.

Table 4.2: Reason for following News

Sr. No.	Reason for following News	Agree	Neutral	Disagree	Total
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²¹ Minimum count must be more than 25 to have a successful cross tabulation; otherwise the software does not generate any result.

1.	To know what is going on across the country	87.8%	10.2%	0.9%	100
2.	To know what is going on in the world	88.5%	7.7%	2.9%	100
3.	To acquire knowledge relevant to my studies and profession	83.6%	11.6%	3.6%	100
4.	As a responsibility to keep myself up to date	78.3%	15.0%	5.0%	100
5.	For general information about daily life e.g. travel, health, education	72.4%	20.8%	4.7%	100
6.	To be able to form my own opinions about issues	69.9%	21.8%	5.8%	100
7.	To join in conversations with friends, family and colleagues	69.8%	22.7%	6.1%	100
8.	For personal interest	68.0%	21.9%	8.9%	100
9.	To get a different perspective from another country/countries	65.8%	22.8%	8.7%	100
10.	For entertainment	59.6%	28.5%	10.0%	100
11.	Knowing what is happening in the world makes me feel safer	47.7%	28.1%	21.8%	100
12.	It is my habit to follow news	42.%	32.6%	22.5%	100

Important Cross Tabulations: I will just indicate the important cross tabulation and will incorporate them in the discussion.

4.3.1 Gender and Reasons for News Usage :

Female students significantly agree with the reasons mentioned in the Table 4.2(a)

Table 4.2(a): Cross Tabulation of Gender and News Interest

Reason For Following News	N	%	Chi Sq.
For general information about daily life e.g. travel, health, education	262	38.1%	.013
For Entertainment	214	31%	.034

While, Male students are significantly interested in the reasons shown in the Table 4.1(b)

Table 4.2(b): Cross Tabulation of Gender and News Interest

Reason For Following News	N	%	Chi Sq.
As a responsibility to keep myself up to date	293	42.4%	.007
To get a different perspective from another country/countries	247	36%	.012
It is my habit to follow news	180	26.3%	.000

4.3.2 Subject Nature and Reasons for News Usage :

Computer Sciences students significantly agree with the statement shown in the Table 4.2(c).

Table 4.2(c): Cross Tabulation of subject and News Interest

Reason For Following News	N	%	Chi Sq.
To join in conversations with friends, family and colleagues	283	41.0%	0.50

4.3.3 Monthly Income and Reasons for News Usage :

Low income group significantly agrees with the statement shown in Table 4.2(d)

Table 4.2(d): Cross Tabulation of Monthly Income and News Interest

Reason For Following News	N	%	Chi Sq.
To acquire knowledge relevant to my studies and profession	410	60.7%	.043

4.3.4 Newspaper Readers and Reasons for News Usage :

Those who always and mostly read newspapers significantly agree with the following reasons shown in the Table 4.2 (e).

Table 4.2(e): Cross Tabulation of Newspaper Readers and News Interest

Reason For Following News	N	%	Chi Sq.
As a responsibility to keep myself up to date	302	44.1%	.016
It is my habit to follow news	198	29.2%	.000
knowing what is happening in the world makes me feel safer	197	28.9%	.023

4.3.5 Radio and Reasons for News Usage :

Those who use Radio for the news usage significantly disagree with the reasons mentioned in the Table 4.2(f).

Table 4.2(f): Cross Tabulation of Radio News and News Interest

Reason For Following News	N	%	Chi Sq.
To join in conversations with friends, family and colleagues	397	58.9%	.007
To know what is going on in the world	516	76.4%	.001

For Entertainment	328	49.0%	.044
It is my habit to follow news	248	37.1%	.011
To be able to form my own opinion about the issue	415	62.3%	.047

These results clearly indicate towards the non-suitability and less usage of radio for the news usage.

4.3.6 Television and Reasons for Using News:

Those who use more television for news significantly follow news for the reasons mentioned in the Table 4.2(f).

Table 4.2(f): Cross Tabulation of Television News and News Interest

Reason For Following News	N	%	Chi Sq.
For general information about daily life e.g. travel, health, education	451	66.2%	.000
As a responsibility to keep myself up to date	493	72.1%	.003
Knowing what is happening in the world makes me feel safer	320	47.1%	.003
To join in conversations with friends, family and colleagues	434	63.4%	.017
To know what is going on in the world	542	78.9%	.007
For entertainment	365	53.6%	.023
It is my habit to follow news	288	42.5%	.001
To be able to form my own opinions about issues	440	65%	.015

4.3.7 *Word of Mouth and Reasons for Using News:*

Those who use ‘word of mouth’ for news usage significantly follow news for the reasons mentioned in the Table 4.2(f).

Table 4.2(f): Cross Tabulation of word of mouth and News Interest

Reason For Following News	N	%	Chi Sq.
To acquire knowledge relevant to my studies and profession	430	65.5%	.015
To join in conversations with friends, family and colleagues	369	55.4%	.004
For personal interest	359	54.1%	.015
As a responsibility to keep myself up to date	407	61.2%	.033
For Entertainment	305	49.5%	.022

4.3.8 *Online News and Reasons for Using News:*

Those who read news online on internet significantly agree with following reasons.

Table 4.2(g): Cross Tabulation of Online News and News Interest

Reason For Following News	N	%	Chi Sq.
For personal Interest	444	64.7%	.000

Further cross tabulations were not possible statistically because of condition of expected count less than 5. Statistically, valid cross tabulation is only possible when expected count is at least more than 5.

4.3.9 Laptops and Reasons for Using News:

Those who use Laptops for news usage significantly agree with the reasons mentioned in the Table 4.2(h).

Table 4.2(h): Cross Tabulation of News via Laptop and News Interest

Reason For Following News	N	%	Chi Sq.
To acquire knowledge relevant to my studies and profession	460	67.1%	.035
To get a different perspective from another country/countries	372	54.8%	.011
For Personal Interest	383	56.1% %	.001
It is my habit to follow news	255	37.6%	.011
To be able to form my own opinions about issues'	396	58.5%	.049

4.3.10 Mobile Phones and Reasons for Using News :

Those who follow news via Mobile Phones significantly follow news because of the reasons mentioned in the Table 4.2(i)

Table 4.2(i): Cross Tabulation of Mobile News and News Interest categories

Reason For Following News	N	%	Chi Sq.
To acquire knowledge relevant to my studies and profession	375	54.9%	.003
To join in conversations with friends, family and colleagues	319	46.8%	.010
For Personal Interest	310	45.6%	.003
For Entertainment	276	40.7%	.000

To get a different perspective from another country/countries	308	45.5%	.009
It is my habit to follow news'	215	31.9%	.000
Knowing what is happening in the world makes me feel safer	244	36.0%	.000
To be able to form my own opinions about issues	316	46.9%	.040

4.3.11 Facebook and Reasons for Using News:

There is no significant cross tabulation found in this regard.

4.3.12 Twitter and Reasons for Using News:

There is an inverse relationship between Twitter and the reason mentioned in the Table 4.2(J)

Table 4.2(J): Cross Tabulation of Twitter News and News Interest categories

Reason For Following News	N	%	Chi Sq.
It is my habit to follow news	178	26%	.000

No other significant relationship was found. Those who do not use Twitter also do not have the habit of following news. As the overall Twitter usage is very low in this sample this indicates that only those who are highly interested in news also consult Twitter for news usage.

4.3.13 Blogs and Reasons for Using News :

Those who do not use Blogs significantly do not follow news for the reasons mentioned in the Table 4.2(k).

Table 4.2(k): Cross Tabulation of Twitter News and News Interest categories

Reason For Following News	N	%	Chi Sq.
To acquire knowledge relevant to my studies and profession	237	34.2%	.025
For Entertainment	159	23.1%	.039
It is my habit to follow news	112	16.4%	.000
Knowing what is happening in the world makes me feel safer	135	19.7%	.009
To be able to form my own opinions about issues'	213	31.1%	.045

The reasons of news usage for male and female students are different. For female students, general information and entertainment are the significant reasons while for male students they think it is their responsibility. They believe that to understand the situation, they need multiple perspectives of the news stories and most of them are regular in following news.

To appreciate more concise and clustered categories, comprised of reasons mentioned in the above table, I applied factor analysis to the data. Factor analysis is an analysis facilitation technique (Marija, 2008). It converts similar categories into single categories and makes it possible to conduct a focused analysis. Factor analysis does not alter the results of the question. As explained in the methodology chapter, factor analysis was applied to the more clustered options. I clustered, using Factor analysis in SPSS, the options such as 'Knowing what is happening in the world makes me feel safer', 'It is my habit to follow news', 'To be able to form my own opinions about issues', 'To get a different perspective from another country/countries' and 'As a responsibility to keep myself up to date' under one heading which is 'Informational needs. The factor analysis is a data reduction option for more compact analysis. The results of the Factor Analysis are shown in Table 5.

Table 5: Factor analysis Results

	Factors	Percentages	Factor Value
1.	<u>Information Needs:</u> Knowing what is happening in the world makes me feel safer It is my habit to follow news To be able to form my own opinions about issues To get a different perspective from another country/countries As a responsibility to keep myself up to date	47.7% 42.0% 69.9% 65.8% 78.3%	.792 .751 .646 .536 .443
2.	<u>National and International Current Affairs:</u> To know what is going across the country To know what is going on in the world For general information about daily life e.g. travel, health, education	87.8% 88.5% 72.4%	.824 .859 .585
3.	<u>Entertainment and Interest:</u> For Entertainment For Personal Interest	59.6% 68.0%	.811 .650
4.	<u>Networking and Linkages</u> To acquire knowledge relevant to my studies and profession To join in conversations with friends, family and colleagues	83.6% 69.8%	.813 .765

Factor analysis revealed four factors: Information needs, National and International Current Affairs, Entertainment and Interest and Socialization and Linkage. All twelve options shown in Table 4 are clustered as the four factors mentioned in Table 5. The facilitation in analysis is provided by having now only four focused categories instead of 12 individual options. The qualitative findings from the survey also introduced one more theme, that is ‘Interest in Political participation and civil development’.

My first finding, in this section, is based on the results of the factor analysis and the theme that emerged out of the qualitative part of the survey. My finding is that my participants use news for five main general reasons: to be aware of national and international happenings, for general Informational needs, for entertainment, for socialising and networking, and for civic and political participation. I will now discuss all these factors in detail. I will also incorporate the qualitative themes that emerged out of the focus group discussions.

National and international current affairs and news:

Three reasons are clustered under this factor. The two reasons with the highest percentages are ‘To know what is going on in the country’ (87.8%) and ‘To know what is going on in the world’ (88.5%). The data indicates that Pakistani university students who participated in this study are interested in national level news. It also shows that they are frequently accessing news about the current happenings at an international level. The third most popular reason for accessing news was to gather ‘general information about daily life e.g. travel, health, education’ with 72.4% of the respondents agreeing with this.

The available literature such as Huang (2009), Lewis (2008), Raeymaeckers (2004), Qayyum et al. (2010), and Marghalania (1998) all confirm that students are accessing news to know what is happening in their country and in the world. Participants from both the subject categories, computer science and media studies and from all three universities have reported this trend with overall percentages of 88.5% and 87.7 respectively.

One of the students expressed her news usage as

Computer Sciences Female, NUST: “It is very important to know your surroundings and have a strong grip over the issues. You can only survive if you know what is happening around you, you must know the society and all the current happenings in the society”.

Qualitative findings from the focus group discussions also indicated that for the students, current happenings at national and international level, were the prime motivation for accessing news.

But in contrast, qualitative focus group discussions revealed that students were in principal interested in current affairs news but very few mentioned that they follow them. They believe that it is important to follow the news and good to follow it, but as they are busy in studies and more interested in entertainment, they happen to follow them less. In the next section, I provide details around the reasons for this trend, which has shifted students away from news in Pakistan.

General Information News:

The second factor, ‘General Information Needs’, is comprised of four responses, namely ‘a responsibility to keep myself up to date’ (78.3%), ‘to be able to form my own opinions about issues’ (69.9%), ‘to get a different perspective from another country/countries’ (65.8%), ‘knowing what is happening in the world makes me feel safer’ (47.7%)’ and ‘it is my habit to follow news’ (42.0%).

These reasons are commonly expressed in the current literature as well as in the focus group discussion. According to the students in my study:

Computer Sciences Male Student 4, NUST: “I follow news channels to compare their broadcasts so I can come up with my own opinion and have a personal grip of the issue”.

The quantitative finding that females are more likely to agree that ‘it is my hobby to follow news’ is also confirmed by the qualitative data that indicates female students read newspapers more often than male participants.

Computer Sc, Female, NUST: “I follow news as I have an interest in news and I want to read newspapers and watch news to know what is happening around”.

During focus group discussions, both female and male students said their hobby was to watch news bulletins at night, but this trend was not confirmed statistically from the survey result.

Personal Interest and Entertainment:

There is a significant relationship between these two reasons that suggests why students who use news more as an entertainment source are also more personally interested in news. Around 68.0% of the participants indicated they accessed news because they liked to follow news themselves, because of their personal interest in news. About, 21.9% students were neutral and 8.9% disagreed. Just under 60% of the participants agreed they accessed news for entertainment while 28.5% were neutral and 10.0% disagreed. This finding is also supported by the focus group data. Entertainment via news also emerged as a theme.

Male, IIU, Computer Sciences Student 4: “News these days is good entertainment, such as the Hasbe Hall they have light news program discussion shows in which you get the news and a chance to get laugh as well, I can bear that”.

Comedy news formats such as ‘Hasbe Hall²²’ are news programs in which serious news is represented in a humorous way. Audiences stay informed but are also entertained. New news formats such as comedy news programs have made news more digestible for students. News channels are specialised channels and they offer users only news. As it is very difficult for them to broadcast serious news programs all the time²³ news channels are using entertainment as a genre to attract users. Again, how news has become entertainment will be discussed in the news format transformations section in the next chapter.

The cross tabulations revealed some interesting associations. The participants who follow news via available news platforms and devices involved in this question such as newspapers, radio, Facebook, Twitter, blogs and word of mouth significantly disagree with the reason that following news is their regular pattern. A regular pattern was explained as three to four times in a week. I particularly asked about this issue of regular access during focus group discussions to understand the patterns of news usage among the participants. They access news differently and according to a different pattern. Although, in the qualitative study,

²² It is a news program format in which one senior news Analyst discuss serious news and the Punsters (usually three to four) comment on that news. They try to highlight the seriousness of the situation in a humorous way.

²³ There should be research done on the reasons and value of the news programming done in Pakistan. As per my personal observation. It seems that they feel lack of resources as one big journalists has been seen associated with one big news channels and He or she is leading the main news program. Rest of the news formats especially comedy based programs are light fillers to fill the air time. Pakistani news industry is small and when several channels will report they will feel lack of resources especially in case of trained and professional journalists.

participants felt they were habitual in their news consumption. Looking at the data, however, and from a statistics perspective, this does not seem to be the case²⁴.

Participants who generally access news from traditional media platforms such as radio and television significantly agree that they do so largely to equip themselves to join in conversation with their peers. Those who used networked media devices like mobile phones and desktops indicated to a statistically significant degree, that they accessed news in which they were personally interested. Those participants who accessed news via blogs rather than other platforms did so to acquire information related to their studies and intended profession.

One student shared his experience as follows:

Female, Bahria University, Student 1: "I do not have any interest in the news, nor do I follow it but when I go to internet somehow news starts coming, like after using my email at Yahoo, I start reading news on the Yahoo website or the Hotmail website"

The data suggests participants in this study are not particularly motivated to access news but are doing so because they are prompted to do so by the technology. Networked media devices and platforms are bringing news to the students whether they want it or not. In this way, the technology is transforming the behavior of news consumers, which can then be said to constitute the mediatized behavior to which I referred earlier. In this instance, the news is following the user rather than the user following news. Now I will discuss the reasons that are pushing Pakistani students away from news.

²⁴ All statistical charts are attached in the appendix

Reasons for not following the News:

While considering the reasons for following news, a comprehensive set of data emerged out of the focus group discussions regarding the reasons why participants opted to avoid following the news. It is helpful to know these reasons to understand the news usage patterns of the participants and why they are being pushed away from channels or platforms.

Students worldwide tend to avoid news and this is often mentioned in the literature. Analysis of an examination of the obstacles and motivations that exist for young people to actively avoid news content is presented in this section. The reasons for not following the news vary from country to country; they are dependent on the various local socio-economic and security conditions. In my study, I was presented with multiple reasons why participants routinely avoided the news.

First and foremost, reason was that they were suspicious about the ownership of the Pakistani media and the impact of this ownership on news content and bias.

Male, NUM , Computer Sciences student: “The Pakistani media is in the hands of corrupt media; they have foreign links and they are trying their best to destabilize Pakistan, I do not watch them”.

The second most popular reason was that the media’s coverage of news contributed to the tarnishing of Pakistan’s national image abroad.

Male, Computer Science student, IIUI: “Pakistani media has damaged the national image of Pakistan, they amplify and exaggerate the bad side of society as if it is only happening in Pakistan and nothing like this has ever happened anywhere else in the world”

Female, Computer Science Student, NUST: “The media has tarnished the image of Pakistan. They dig up petty issues. Pakistani media presents Pakistan as a messed up country, can they show anything positive?”

Facilitator: So you mean that all the negative aspects about Pakistan and Pakistani society should not be highlighted or reported?

Female, Computer Sc Student, NUST: “No, do them, report such things, ... discuss them but with responsibility, with some ethics. Talk about the reasons also, the reasons responsible for these problems.”

Participants said they believed the Pakistani media was working against the interests of Pakistan and were subject to covert western-influenced organisations with an agenda to damage Pakistan’s sovereignty and undermine the authority of Islam. Most of the students believed that the media had played a negative role in presenting Pakistan internationally.

The third reason mentioned by the participants was the poor quality of reporting in the Pakistani media.

Female, Bahria, Media student 1: “News, why should I watch news? They are annoying, they are only annoying us, our lives are messed up, we have to go through so many challenges every day in our personal lives and media ,... this media is highlighting things like which are not important, they do not have training, they do not follow ethics”.

Both, the media and the computer science students highlighted their concern that the news media was not doing its reporting job responsibly. Media student participants indicated they could sense when reporters or news producers were not fully trained. They also highlighted technical faults in the coverage. It could be argued that an awareness of the media’s news gathering and reporting processes had heightened media students’ insights into professional shortcomings.

The fourth reason cited was that students had mixed opinions about the level of trust they had in the media. One student expressed her interest in the news as follows:

***Female, IIUI, Media Student 2:** “The overall situation in the country is so disturbing, we are already facing a lot because of security checks and everything. Who wants to add up to all this by following news and whatever they tells us is never true, they are in hands of politicians”.*

One student further reported:

***Female Media Student, Bahria 2:** When it was election time and for the first time a third party was challenging the long established political parties, the media got mad, really really really mad. One can easily see that Geo TV favors Nawaz Sharif (Current Prime Minister of Pakistan) and ARY Television supports Imran Khan. Even these days if you watch Geo TV, you get the impression that Government is the best government in the world and has started so many projects while if you turn on ARY, they will tell you that Pakistan is suffering the worst Government ever and this Government will fall soon. What is this? They are biased channels. I do not watch any of these, I do not trust them”.*

Some see the media as an even bigger problem:

***NUML, Male, Computer Science Students 5:** “I believe that all the consumerism in the society, all the race for the better economic status among common individuals, is all due to electronic media, the values have changed in recent times, the society has changed, and the speed of that change is fast and only reason behind this fast speed is media, you can say that media is facilitating this change, I do not follow news because of this”.*

One possible reason for such strong language against the media is the recent introduction of private electronic media in Pakistan. The electronic media, which these students are referring to, is hardly fifteen years old. The sudden proliferation of electronic media channels in the era of General Musharraf, (the army chief who took over Pakistan after toppling the

democratically elected Prime Minister Mian Muhammad Nawaz Sharif's government in 1999) caused the birth of the first ever private electronic channels in the country. Following the media proliferation, many parties applied for licenses including the current newspaper owners, and opened their respective television channels. The entrance of so many channels created a fight for advertising revenues. The pressure for survival in the media market made them sacrifice journalistic training and, thus, Pakistani news media – mostly electronic – were often caught out for irresponsible reporting, which is clearly alluded to in the above texts.

In the wake of the 9/11 attacks on the United States in 2001, Pakistan agreed to become a formal ally of western forces. This alliance was based on the strong economic connections between Pakistan and the United States but was not well received by radical Islamic groups in the region. Multiple attacks on Pakistan's civilian population by the Afghanistan-based Taliban, and the resulting damage to life and infrastructure, served to create an atmosphere of tension and insecurity. This difficult atmosphere formed the backdrop to the collection of data for this study and explains participants' strong views on Pakistan's international reputation.

In Pakistan, religious education is compulsory and is considered an important element in the lives of students. Participants in this study indicated they believed the western media targeted the religion of Islam instead of focusing on actual issues such as the creation of nongovernmental armies by multiple countries to control power in different parts of the world such as ISIL etc. The Taliban presented themselves as Muslims and were accused of multiple attacks on civilians including the schoolgirl Malala Yusuf Zae and the infamous Peshawar

School shootings in December 2014. Being Muslims and Pakistani, these were painful moments for the Pakistani university students.

When the newly licensed electronic media started reporting news, two key things happened. The first thing that happened was the easy access to news, from one government channel that was ‘Pakistan Television channel’ PTV, now users had many channels to access news. As a consequence, the electronic media started reporting government corruption and ineptitude and people started to understand Pakistan’s current circumstances were far from rosy. Before the arrival of the private channels, government controlled all broadcasting, and television and radio functioned as state mouthpieces. This is another reason that newspapers, which were never under state control, were considered more trustworthy than the electronic media. The arrival of new private channels significantly changed the country’s media landscape (Atif, 2009). This situation is the perfect example of mediatization in which technological change has produced a cultural change and that cultural change has effected every individual in society. Every average individual in Pakistani society became more aware of the current situation but there was a cost. As one student said:

Male, NUML, Computer Science Student 4: “Media plays the double role in the society. It awakens the politicians, now they cannot get away with their statements which they have given on the media in the past. Media immediately provides the comparison and presents the proof that they (politicians) have changed their statements, it also highlights the ugly business like food contaminations, mis-use of government power, rules etc. But it also creates the panic and unrest among the society by exaggerating such things”.

One can see the paradoxical situation here. On one side, the media is empowering and informing more than ever before. On the other, they are providing information about

unimportant things such as small theft and celebrity news from across the country. People who received crime news from their own city, now received bad news from across the country. The scale of enhanced information cuts both ways; there was more awareness but there was more bad news too. The audience was arguably not ready for this exposure and this is reflected in their comments. They blamed the media for all the things they do not like.

The current law and order situation in Pakistan is naturally a contributing factor in the news usage experience of the participants, many of whom didn't want to be reminded of the details of the current conflict. Some see media as a positive force but with a dark side. The main objection to the media among the participants was that every country has its internal problems but they report with responsibility which creates less chaos. But in the case of Pakistan, the news media have behaved unreasonably and have exacerbated the situation.

Summary of this chapter:

The qualitative and quantitative evidence that has emerged from my study so far allows us to make several conclusions and findings about the patterns of news use among university students in Pakistan.

First, accessing the news is not a general habit and the participants tended not to follow news on a regular basis. Instead, prompted by search engines and by algorithms, the participants read material that was presented to them on the platform and about which they had already indicated a preference.

Among the multiple reasons cited by participants for their news access, was the importance of the social context. The threat and stress of contemporary events in Pakistan has tended to push students away from a comprehensive news experience. Students also believe that current media coverage reflects poorly on Pakistan and poorly on Islam. They also believe media companies have allowed unethical practices and poor professional standards to damage the trust between audiences and the media. This too has had an impact on the kinds of news that young people in Pakistan are accessing.

Technology has exacerbated this distaste for current affairs by directing young users away from serious news to lighter, more entertainment-related content. In this sense, the news has followed the users rather than the other way around. And it is a particular kind of news that is doing the chasing. Technology has triggered multiple transformations at multiple levels of news production, dissemination and reception. These transformations have directly influenced news usage practices. I will come back to this again in the next and second last chapter of this thesis, 'Traditional Media and the Mediatized news usage practices'.

5 Chapter: Traditional Media and The Mediatized News Practices

This chapter provides detailed analysis and discussion of the current news practices via Traditional of the Pakistani university students who participated in this research project. The next chapter is about the News practices of the university students via Networked news media such as Internet and Social media while this current chapter only deals with the practices conducted via Traditional media. This aim of this chapter is twofold. First, I will use the data to describe current news practice via multiple devices and platforms and, second, I will analyze these findings regarding mediatization theory. I have used multiple news usage practices, which emerged from the literature review, across multiple media devices and platforms to identify and analyze current practices.

This chapter is comprised of the survey results and themes that emerged from the focus group discussions carried out during 2014 and 2015. I present the survey findings of 2014 and 2015 data separately in this chapter, under two sections. First section, which is about 2014 survey data is mainly descriptive, while the surveys data in the second section presents the comparison of survey data 2015 with 2014. The second section also presents the discussion of combined discussion regarding the survey and focus group results. I combined the survey results with data from the focus group discussions to present a more nuanced understanding of news usage practices. Both methods are applied as parallel investigation methods, as I have already set out in the methodology chapter. All compiled results are then compared with the literature on news usage.

The principal aim of the research is not only to prove that students' news practices are mediatized, but also to see how this networked media mediation is shaping the news usage experience. I will demonstrate how social and cultural change is emerging because of the technological development of the media platform and devices in use and how far the claims of mediatization theory are valid considering the news usage practices of my participants, all of whom are young university students.

The second part of the survey in 2014, which was repeated in 2015, is presented in the second section of this chapter. The reasons for repeating the survey were previously explained in the methodology chapter. The internet was introduced into Pakistani society in early 2000, thereby initiating the mediation process via networked media. Between 2000 and 2014, mediatization - that is the long-term transformation of news usage behavior - had already started due to a networked media. The aim of this chapter is to trace these transformations and see how the entrance of further new devices and internet and telephone technologies such as 3G and 4G contributed to this transformation.

The arrival of 3G and 4G in Pakistan marked watershed moments in the changing media landscape as internet usage on the go became possible for the first time. It was important, therefore, to compare developments before the arrival of 3G and 4G and then a year later. While one year is not enough to fully comprehend the consequences of this technological change, it does provide a good opportunity to trace some initial patterns. This chapter identifies these initial patterns and considers the resulting changes in the news usage practices of the young Pakistani university students participating in this study.

This chapter is structured to present the flow of data and to be a launching pad for subsequent discussion. There are multiple possibilities to present the data. In the first section of this chapter, I present the survey data of the 2014 phase, both quantitative and qualitative. In the second section, which falls under the heading of Survey 2015, I compared the survey results of 2014 and 2015 and discussed these results in the light of the focus group discussions. In this second section, I also considered mediatization theory and analyzed the transformation of news usage practices based on the combined data results.

5.1 Section-I: Data 2014: Demographic Survey Data 2014:

GENDER 2014

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	346	49.7	49.5	49.7
Male	350	50.3	50.3	100.0
Total	696	100.0	100.0	****

UNIVERSITY 2014

Name of University	Frequency	Percent	Valid Percent	Cumulative Percent
National University of Modern Languages	171	24.6	24.6	24.6
Islamic International University Islamabad	335	48.1	48.1	72.7
National University of Science & Technology	190	27.3	27.3	100.0
Total	696	100.0	100.0	****

SUBJECT 2014

Subject	Frequency	Percent	Valid Percent	Cumulative Percent
Computer Science	415	59.6	59.7	59.7
Media Studies	280	40.2	40.3	100.0
Total	695	99.9	100.0	
System Missing	1	.1		
Total	696	100.0		

MONTHLYINCOME 2014

Income	Frequency	Percent	Valid Percent	Cumulative Percent
Low Income group (less than 50,000 to 100,000)	478	68.7	70.5	70.5
Medium Income Group (100,000 to 200,000)	155	22.3	22.9	93.4
More than 200,000	45	6.5	6.6	100.0
Total	678	97.4	100.0	
System Missing	18	2.6		
Total	696	100.0		

The ratio of male and female students is almost 50 % each. IIUI is the largest cohort in this sample. The number of computer sciences students is more than media students and most of the students belong to the Low-Income category²⁵. I compared and discussed demographic data later in this chapter (traditional media usage in 2015 section).

5.2 Most used Media Devices and Platform and Sources for using News:

Table 5.1: Traditional News Media Usage

Sr. No	Media	Always + Mostly	Few Times a month + Few times every six months	Do not use	Total
1	Newspaper	52.1%	41.66%	6.24%	100
2	Radio	14.79%	46.44%	38.77%	100
3	Television	87.21%	11.34%	1.45%	100
4	Internet	89.56%	8.99%	1.45%	100
5	Word of Mouth	74.85%	21.11%	4.04%	100

Table 5.2: Networked News Media Usage

Sr. No	Media	Always + Mostly	Few Times a month + Few times every six months	Do not use	Total
1	Laptops	78.46%	15.43%	6.11%	100
2	Desktops	36.93%	35.72%	27.35%	100
3	Mobiles	63.16%	23.68%	13.16%	100
4	Facebook	67.87%	23.19%	8.94%	100
5	Twitter	17.96%	17.10%	64.94%	100
6	Blogs	30.46%	27.44%	42.10%	100

²⁵ The Low-Income category is not any economically defined official category. The income group is divided into three categories for the ease of statistical operations. The other reason for division in three categories is to know the economic status of the students involved in the survey.

Table 5.1 reveals that ‘Television’ and ‘Internet’ are the most used news media for the students in this study. The further division of platforms and devices usage is shown Table 5.2 and it shows that ‘Laptops’, ‘Facebook’ and ‘Mobile phones’ are the second most used networked news platform and devices. Whereas, radio, blogs and Twitter are the least used news platforms. Now I will present the cross tabulations among multiple news media platforms and devices first and later the demographic data such as Gender, Subject, University and Monthly Income in this section.

5.2.1 Inter Media Cross Tabulations :

I carried out cross tabulation test in the SPSS. In the test, I cross tabulated all the media platforms and devices against other as mentioned in the Table5.3. The main finding is that the ones who use newspapers also use television for the news usage and the ones who use Internet use Facebook, laptops, word of mouth and Mobiles phones while they use less desktops. It can be concluded that there are two main categories of students, one is using more traditional media and in traditional media Newspapers and television is their most used media. The other group is using internet for the news usage and they are using internet via mobile phones and laptops and using Facebook and word of mouth for the news usage. It can be argued that Facebook is the mediatized form of the word of mouth. I discussed this more in the coming sections.

Table 5.3: Inter Cross Tabulations of Multiple News Platforms (Data 2014)

		Newspaper	Radio	Television	Internet	Word of Mouth	Laptops	Desktops	Mobiles	Facebook	Twitter	Blogs
1	Newspaper	+++++++ +++++++	N=296 p=.000	N=319 p=.025	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	N=132 p=.014	NON - SIGNIFICANT	NON - SIGNIFICANT	N=239 p=.000	N=171 p=.000
2	Radio	N=296 p=.000	+++++++ +++++++	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	N=371 p=.000	NON - SIGNIFICANT	NON - SIGNIFICANT	N=390 p=.000	N=256 p=.000
3	Television	N=319 p=.025	NON - SIGNIFICANT	+++++++ +++++++	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT
4	Internet	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	+++++++ +++++++	N=456 p=.019	N=522 p=.000	N=364 p=.001	N=421 p=.000	N=436 p=.000	NON - SIGNIFICANT	NON - SIGNIFICANT
5	Word of Mouth	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	N=456 p=.019	+++++++ +++++++	NON - SIGNIFICANT	NON - SIGNIFICANT	N=335 p=.000	N=315 p=.009	NON - SIGNIFICANT	NON - SIGNIFICANT
6	Laptops	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	N=522 p=.000	NON - SIGNIFICANT	+++++++ +++++++	N=308 p=.000	N=382 p=.000	N=382 p=.001	NON - SIGNIFICANT	N=207 p=.001
7	Desktops	NON - SIGNIFICANT	N=371 p=.000	NON - SIGNIFICANT	N=364 p=.001	NON - SIGNIFICANT	N=308 p=.000	+++++++ +++++++	N=235 p=.000	NON - SIGNIFICANT	N=289 p=.030	NON - SIGNIFICANT
8	Mobiles	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	N=421 p=.000	N=335 p=.000	N=382 p=.000	N=235 p=.000	+++++++ +++++++	N=315 p=.001	NON - SIGNIFICANT	N=163 p=.007
9	Facebook	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	N=436 p=.000	N=351 p=.009	N=382 p=.001	NON - SIGNIFICANT	N=315 p=.001	+++++++ +++++++	N=289 p=.000	N=176 p=.000
10	Twitter	N=239 p=.000	N=390 p=.000	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	N=289 p=.030	NON - SIGNIFICANT	N=289 p=.000	+++++++ +++++++	N=248 p=.000
11	Blogs	N=171 p=.000	N=256 p=.000	NON - SIGNIFICANT	NON - SIGNIFICANT	NON - SIGNIFICANT	N=207 p=.001	NON - SIGNIFICANT	N=163 p=.007	N=176 p=.000	N=248 p=.000	+++++++ +++++++

The shaded areas are showing inverse relationships. The students who always use Newspapers for the news usage also significantly use more Television and Desktops for the news usage and use less Radio, Twitter and Blogs. However, the newspaper readers have shown non- significant relationship with the internet, word of mouth, laptops, Mobile s and Face book. The same pattern is evident from the chart. The main finding is that the ones who use newspapers also use television for the news usage and the ones who use Internet use Facebook, laptops, word of mouth and Mobiles phones while those who use Newspapers and Television use less Radio.

5.2.2 News Usage and Gender :

Gender is significantly associated with ‘Newspapers’, ‘Mobile Phones’, ‘Desktop Computers’, ‘Word of Mouth’ and ‘Twitter’.

Table 5.3(a): Cross Tabulations of Gender with the multiple devices and platforms

Sr. No.	News Media	Nature of Association	N	p
1	Newspapers	Males significantly read more Newspaper	212	0.000
2	Twitter	Males significantly use more Twitter	74	0.013
3	Mobile Phones	Females significantly use more Mobile	228	0.016
4	Word of Mouth	Females significantly use more word of mouth	239	0.032

News Usage and Subject Nature :

Table 5.3 (b): Cross Tabulations of Subject with the multiple devices and platforms

Sr. No.	News Media	Nature of Association	N	p
1	Newspapers	Computer Sc. significantly read more Newspaper	197	0.005

The data did not show any other significant association between subject and any other news platforms or devices.

News Usage and University :

Table 5.3 (c): Cross Tabulations of University with the multiple devices and platforms

Sr. No.	News Media	Nature of Association	N	p
1	Twitter	IIUI students use more Twitter	232	0.013
2.	Facebook	IIUI students use more Facebook	209	0.011

Further cross tabulation reveals that Female (Chi Sq.= .019) students from IIU use Facebook for news more frequently than male students (Chi Sq.= .057). This also confirms the Pew 2017 survey result that Females use social media for the news

News Usage and Monthly Income :

Table 5.3 (d): Cross Tabulations of University with the multiple devices and platforms

Sr. No.	News Media	Nature of Association	N	p
	Laptops	Low Income group significantly use Laptops	382	.040
	Word of Mouth	Low Income group significantly use Word of Mouth	355	.036
	Facebook	Low Income group significantly use Facebook	333	.013

5.3 News usage Practices via Newspapers :

Table 5.4 : News usage Practices via Newspapers

Sr. No	Reasons	Strongly Agree	Neutral	Strongly Disagree	Total
1	Newspapers are my favorite media to access news	55.20%	25%	19.8%	100
2	I get the authentic news stories from the Newspapers	57.04%	29.75%	13.21%	100
3	Newspaper comes to my house regularly	60.9%	19.04%	20.06%	100
4	I get more information from Newspaper than TV	47.61%	30.91%	21.48%	100
5	I get less information from Newspaper in comparison with the internet	62.7%	24.09%	13.21%	100
6	As per my personal experience, Newspaper information is more reliable to me than any other medium	46.31%	36.32%	17.37%	100
7	Newspaper reading has improved my vocabulary	80.85%	13.35%	5.8%	100
8	Newspaper are not costly for me	75.47%	16.26%	8.27%	100
9	I find Newspaper reading very convenient	75.59%	18.71%	5.7%	100
10	They are the best news source during load shedding crisis for me	76.71%	17.47%	5.82%	100
11	Pakistani newspapers are biased in my point of view	56.95%	34.71%	8.34%	100
12	Newspapers journalism is more serious and less sensational to me	55.2%	32.20%	12.5%	100
13	I like the non -news sections of newspaper like cartoons, puzzles and horoscope	52.13%	24.37%	23.5%	100
14	It is my personal experience that Pakistani newspapers always have less news and more advertisements	54.4%	30.06%	15.54%	100
15	It is my personal experience that the Pakistani newspapers are full of political news only	65.1%	21.85%	13.05%	100

5.4 The Reliability Check :

Cronbach's Alpha	Number of items
.769	16

The detailed investigation in the practices has revealed that 60.9% of students are getting 'Newspapers' in their homes on regular basis. Around 80.85% students are using newspapers

for the improvement of their vocabulary. The features of newspapers appreciated by regular readers are their low cost (75.47% of the participants agreed with this), their usefulness during power cuts (76.71%) and their convenience (75.59%). Almost two thirds (65.1%) of the participating students also found newspapers useful for their political news while 56.95% agreed that the newspaper reporting was biased. Reasons for students avoiding newspapers were based on quality issues such as ‘authenticity’ (57.04%), ‘personal interest i.e. favourite news media’ (55.20%), the ‘less sensational nature of newspapers’ (55.2%), their appreciation for ‘non-news sections’ (52.13%), the low ratio of news to advertisements (54.4%) and the reliability of information in newspapers (46.31%)’.

Around 62.7% students ranked newspapers lower than the internet for news while just under half (47.61%) thought newspapers provided more information than television. In the light of above results, it can be concluded that while less valued than the internet, newspapers are still popular among this cohort. To further investigate the practices and the usage of newspapers in everyday life, I have carried out some cross tabulations using SPSS against the categories of gender, subject, university and economic Status.

5.4.1 Gender and Newspaper Usage Practices :

Male students significant agree with the practices shown in the Table: 5.4(a).

Table 5.4(a): Cross Tabulations between Gender and Newspapers Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	Newspapers are my favourite media to access news	significant agree	212	30.6%	0.004
2	Newspaper reading has improved my vocabulary	significant agree	284	41.2%	0.026
3	I get authentic news stories from the Newspapers	significant agree	196	28.5%	0.016

Female students significantly agree with the following practice

Table 5.4 (b): Cross Tabulations between Gender and Newspapers Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I get authentic news stories from the Newspapers	significant agree	197	28.6%	0.016
2	I like the non -news sections of newspaper like cartoons, puzzles and horoscope	significant agree	199	29.2%	0.00

Male students read more newspapers and are using it for improving their vocabulary. Baumgardner, (1987) confirms the use the use of Newspaper by Pakistani students for the news usage. Both, Male and Female students agree that newspaper provides the authentic news however, female students are more interested in the non – news section of the newspaper.

5.4.2 Subject Nature and Newspaper Usage Practices:

Computer Science students (2I6) significantly agree with the following practice in comparison with the media students

Table 5.4 (c): Cross Tabulations between Subject and Newspapers Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
	I get authentic news stories from the Newspapers	significantly agree	216	.015
	Newspaper comes to my house regularly	Significantly agree	235	.043

5.4.3 University and Newspaper Usage Practices :

IIUI students significantly use newspaper more than other university students.

Table 5.4 (d): Cross Tabulations between University and Newspapers Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1	Newspapers are my favourite media to access news	significantly agree	186	.026
2	Newspaper comes to my house regularly	Significantly agree	235	.043
3	I like the non -news sections of newspaper like cartoons, puzzles and horoscope	Significantly agree	110	.026

Further correlations reveal computer sciences students from IIUI are more interested in Non-news section of newspaper and the majority of these students are females who are interested in the non-news section.

5.4.4 Monthly Income and Newspaper Usage Practices :

Table 5.4 (e): Cross Tabulations between Monthly Income and Newspapers Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1	Newspapers are my favourite media to access news	significantly agree	186	.026
2	Newspaper comes to my house regularly	Significantly agree	235	.043

5.4.5 Inter cross tabulations of the Newspaper Practices :

I summarized all the inter cross tabulations of newspaper in one table for the holistic picture of the relationship. The relationship shows that the students who use newspapers for the news access significantly agree with its all features and not just read it because of non -news section.

Table 5.4 (f): Inter Cross Tabulations of Newspaper 2014 (A -Table)

		Favourite	Authentic	Regularly	Variety	Less info than Internet	Reliability	Vocabulary	Costly	Convenient	Load shedding
1	Favourite	+++++++ +++++++	N=279=40% p=.000	N=276=40.2% p=.000	N=231=33.7% p=.000	N=246=34.9% p=.009	N=215=31.3% p=.000	N=336=49.0% p=.000	N=304=44.3% p=.024	N=319=46.8% p=.000	N=316=46.1% p=.000
2	Authenticity	N=279=40% p=.000	+++++++ +++++++	N=270=39.5% p=.000	N=226=33.1% p=.000	NON - SIGNIFICANT	N=247=36.0% p=.000	N=345=50.4% p=.000	N=323=47.2% p=.000	N=328=48.2% p=.000	N=340=49.8% p=.000
3	Regularly	N=276=40.2% p=.000	N=270=39.5% p=.000	+++++++ +++++++	N=237=34.7% p=.000	N=291=42.5% p=.000	N=234=34.2% p=.000	N=365=53.4% p=.000	N=344=50.2% p=.000	N=343=50.4% p=.000	N=351=51.4% p=.000
4	Variety	N=231=33.7% p=.000	N=226=33.1% p=.000	N=237=34.7% p=.000	+++++++ +++++++	N=229=33.4% p=.000	N=205=29.9% p=.000	N=291=42.5% p=.000	N=265=38.7% p=.004	N=275=40.4% p=.000	N=269=39.4% p=.000
5	Less information internet	N=240=34.9% p=.000	N=37.1, NON SIGNIFICANT	N=291=42.5% p=.000	N=229=33.4% p=.000	+++++++ +++++++	N=232=33.8% p=.000	N=378=55.1% p=.000	N=347=50.5% p=.000	N=347=50.8% p=.000	N=352=51.4% p=.000
6	Reliable	N=215=31.3% p=.000	N=247=36.0% p=.000	N=234=34.2% p=.000	N=205=29.9% p=.000	N=232=33.8% p=.000	+++++++ +++++++	N=290=42.2% p=.000	N=266=38.7% p=.000	N=268=39.3% p=.000	N=275=40.1% p=.000
7	Vocabulary	N=336=49.0% p=.000	N=345=50.4% p=.000	N=365=53.4% p=.000	N=291=42.5% p=.000	N=378=55.1% p=.000	N=290=42.2% p=.000	+++++++ +++++++	N=466 p=.000	N=458 p=.000	N=462 p=.000
8	Costly	N=304=44.3% p=.024	N=323=47.2% p=.000	N=344=50.2% p=.000	N=265=38.7% p=.004	N=347=50.5% p=.000	N=266=38.7% p=.000	N=466 p=.000	+++++++ +++++++	N=440 p=.000	N=433 p=.000
9	Convenient	N=319=46.8% p=.000	N=328=48.2% p=.000	N=343=50.4% p=.000	N=275=40.4% p=.000	N=347=50.8% p=.000	N=268=39.3% p=.000	N=458 p=.000	N=440 p=.000	+++++++ +++++++	N=445 p=.000
10	During load shedding	N=316=46.1% p=.000	N=340=49.8% p=.000	N=351=51.4% p=.000	N=269=39.4% p=.000	N=352=51.4% p=.000	N=275=40.1% p=.000	N=462 p=.000	N=433 p=.000	N=445 p=.000	+++++++ +++++++
11	Biased	N=225=33.1% p=.039	N=230=33.9% p=.000	N=260=39.5% p=.000	N=201=29.6% p=.004	N=275=40.4% p=.000	N=193=28.3% p=.001	N=321 p=.016	N=303 p=.001	N=315 p=.000	N=320 p=.000
12	Less sensational	N=232=33.9% p=.000	N=247=36.5% p=.000	N=252=37.3% p=.012	N=204=30.2% p=.000	N=259=38.2% p=.000	N=216=31.9% p=.000	N=320 p=.011	N=309 p=.000	N=302 p=.000	N=320 p=.000
13	Non -news sections	NON – SIGNIFICANT	N=212=31.3% p=.001	N=227=33.5% p=.012	NON – SIGNIFICANT	N=248=36.5% p=.000	N=167=24.6% p=.000	N=294 p=.000	N=284 p=.006	N=271 p=.045	N=288 p=.000
14	More advertisements	NON – SIGNIFICANT	NON – SIGNIFICANT	N=231=35.0% p=.000	NON – SIGNIFICANT	N=260=38.3% p=.000	N=189=27.6% p=.000	N=303 p=.007	NON SIGNIFICANT	N=288 p=.019	N=300 p=.001
15	Political news only	NON – SIGNIFICANT	N=270=39.8% p=.000	N=288=42.5% p=.000	N=226=33.3% p=.013	N=285=41.9% p=.037	N=226=33.2% p=.000	N=369 p=.001	N=360 p=.000	N=354 p=.000	N=360 p=.000

Data 2014: Inter Cross Tabulations (B -Table)

	Practices 2014	Biased	Less sensational	Non news section	More advertisements	Political news only
1	Favourite	N=225 p=.039	N=232 p=.000	NON - SIGNIFICANT	NON SIGNIFICANT -	NON SIGNIFICANT -
2	Authentic	N=230 p=.005	N=247 p=.000	N=212 p=.001	NON- SIGNIFICANT	N=270 p=.000
3	Regularly	N=260 p=.001	N=252 p=.000	N=227 p=.012	N=231 p=.000	N=288 p=.000
4	Variety	N=201 p=.001	N=204 p=.000	NON - SIGNIFICANT	N=180 p=.004	N=226 p=.013
5	Less info than internet	N=275= p=.000	N=259 p=.000	N=248 p=.000	N=260 p=.000	N=285 p=.037
6	Reliability	N=193= p=.001	N=216 p=.000	N=167 p=.000	N=189 p=.000	N=226 p=.013
7	Vocabulary	N=321 p=.016	N=320 p=.011	N=294 p=.000	N=299 p=.000	N=369 p=.000
8	Costly	N=303 p=.001	N=309 p=.000	N=284 p=.000	N=281 p=.007	N=360 p=.000
9	Convenient	N=315 p=.000	N=302 p=.000	N=271 p=.000	N=280 p=.000	N=354 p=.000
10	Load shedding	N=320 p=.000	N=320 p=.000	N=288 p=.000	N=285 p=.013	N=360 p=.000
11	Biased	+++++++ +++++++	N=253 p=.000	N=221 p=.000	N=235 p=.000	N=276 p=.000
12	Less sensational	N=253 p=.000	+++++++ +++++++	N=217 p=.000	N=219 p=.000	N=277 p=.000
13	Non-news sections	N=221 p=.000	N=217 p=.000	+++++++ +++++++	N=219 p=.000	N=249 p=.000
14	More advertisements	N=234 p=.000	N=216 p=.000	N=239 p=.000	+++++++ +++++++	N=271 p=.000
15	Political news only	N=276 p=.000	N=277 p=.000	N=249 p=.000	N=273 p=.000	+++++++ +++++++

5.4.6 Inter Cross tabulations of Newspaper Usage as News Practice :

Main Results:

Almost 55.20 % of the cohort has ranked newspapers as their favourite news media for the news access and they also agree significantly that Newspaper has many positive attributes such as authenticity of news, more information than Television, reliable information in comparison with other media, newspaper's contribution in enhancing the vocabulary, its less cost, the reading convenience, seriousness of print news journalism in comparison with the other news and non-biased point of view of news. Both, Male and Female students have shown different newspaper usage practices, Male students are more interested in the newspaper reading than female. Females are interested in the non-news sections of the Newspaper.

More than half of the students who participated in this study agreed that newspapers were their favourite source of news. Students in this sample cited positive attributes for this preference such as the greater authenticity and reliability of information in newspapers compared to other media platforms, but also the cost, reading convenience, serious subject matter and lack of bias.

They also reported that newspapers were delivered to their homes on a daily basis. There was little evidence that this group of students had given up reading newspapers or that the newspaper will vanish altogether in Pakistan. Almost all prominent Pakistani newspapers are available online but most of the students still preferred the print version of the newspapers. This confirms the findings by Qayyum et. al, (2010) that young adults still have interest in the Printed Newspaper. I will further discuss this when I will compare these results with the survey results in 2015.

5.5 News Usage Practices Via Radio :

Table 5.5: News Usage Practices via Radio

Sr. No.	News Practices via Radio	Strongly Agree + Agree	Neutral	Disagree + Strongly Disagree	Total
1	I stay updated because of Radio News	18.47%	26.71%	54.82%	100
2	I use it because Radio news bulletin is short	56.53%	26.71%	16.76%	100
3	I use it because Radio News is accurate	32.03%	48.83%	18.87%	100
4	I use it because Radio news fits in my daily schedule	33.13%	33.73%	33.14%	100
5	I use Radio News because it provides me with the variety of stories	35.17%	36.93%	27.90%	100
6	I use it because it is very convenient for me to follow news via Radio	62.58%	19.30%	18.12%	100
7	Radio News is quickly available	64.05%	17.29%	18.66%	100
8	I use Web Radio	22.99%	21.61%	55.40%	100
9	I listen to everything on Radio except news	25.78%	27.95%	46.27%	100
10	I listen to the Radio News while driving	54.56%	24.66%	20.78%	100
11	Radio news is a good backup facility in the load shedding time for me	68.17%	19.53%	12.30%	100

Table 5.5 shows that students do listen to the radio for their news. Some usage practices have shown more weightage in comparison with others. Participants stated that convenience and speed of access were positive attributes of radio as a news platform. Less important were how up to date the news on the radio was, the variety of the programming or even its accuracy. Only 18.47% of the participants believed radio news would keep them constantly updated while just over a third (35.17%) agreed news via radio fitted their daily schedule.

5.5.1 Reliability Check:

Cronbach's Alpha	.852	11 items
Valid Cases	N= 467	%=67.1%
Excluded Cases	N=229	%= 32.9%
Total	N=696	%=100

The Cronbach's Alpha is 0.852. The value of Cronbach's Alpha is highly satisfactory when it is more than .700. Almost 67.1% students responded to this question. There was an option that if you do not use Radio at all for the news usage, you can skip this question. That is why the response rate of this question is slightly lower than other questions.

Now I will present and discuss important statistical relationships before incorporating the qualitative themes regarding Radio Usage.

5.5.2 Gender and News Usage Practices Via Radio

Female significantly agree with the practices shown in the Table 5.5(a)

Table 5.5(a): Cross tabulation between Gender and News Usage Practices via Radio

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I listen to the Radio News while driving	Significantly agree	159	30.9%	.000
2	It is very convenient for me to follow Radio News	Significantly agree	170	33.1%	.004

While Male students significantly disagree with the following practices shown in table 5.5(b)

Table 5.5(b): Cross tabulation between Gender and News Usage Practices via Radio

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I stay updated all the time by using News Via Radio	Significantly disagree	159	30.9%	.000
2	It is very convenient for me to follow Radio News	Significantly disagree	170	33.1%	.004
3	Radio News are accurate	Significantly disagree	66	12.9%	.005

This clearly shows Radio News is conveniently available for both male and female students. However, male students feel that it is difficult to stay updated, get accurate news plus variety of news stories via Radio.

5.5.3 University and Radio News Usage:

IIUI students are significantly neutral about the statement shown in the table 5.5(c)

Table 5.5(c): Cross tabulation between University and News Usage Practices via Radio

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
	I use it because Radio News are accurate	Significantly Neutral	133	26.0%	.047

IIUI students are significantly disagree with the statements shown in Table 5.5(d).

Table 5.5(d): Cross tabulation between University and News Usage Practices via Radio

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
	I listen to everything on Radio except news	Significantly disagree	111	21.6%	.047
	I listen to the Web Radio	Significantly disagree	136	26.7%	.024

5.5.4 *Subject and Radio News Usage :*

The Computer Sc. students significantly strongly disagree with the statement mentioned in Table 5.5(e).

Table 5.5(e): Cross tabulation between University and News Usage Practices via Radio

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
	I listen to the Web Radio	Significantly disagree	160	31.4%	0.36

5.5.5 *Monthly Income and Radio News Usage :*

Low Income group significantly strongly agree with the statement shown in the Table 5.5(f).

Table 5.5(f): Cross tabulation between University and News Usage Practices via Radio

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
	Radio news is a good backup facility in the load shedding time for me	Significantly agree	252	50.7%	.022

The qualitative data I have collected for this dissertation from surveys has revealed three main themes. Most of the students rank radio as an old or boring medium. Most of them use it as a backup when there is no other media available. Drive time was a popular time to access the news via radio, another category which emerged out of the qualitative data.

The qualitative data emanating from the focus groups reveal that students have different views about radio news. Most of the participating students indicated they did not listen to

radio news at all. For those who did listen to the radio, a number of reasons were cited for accessing news from this platform.

Students said:

Female, Media Student 2, NUML: “News content shared on radio is different than on TV. I've often listened to news on radio which shared some different kind of researches and that was interesting as well, I mean more local content and news from immediate surroundings.”

Female, Computer Sc. Student 1, IIUI: “The news on radio are to the point and I can listen at any time”

Students believed that radio news was different in nature. It tended to be about local events and students could easily relate to it. Students also believed radio news was more reliable and accurate.

Male student 5, NUST, Media St.: If I don't have access to the other forms of media, then I turn on the radio for news.

Female, NUML, Computer Sc. : “While travelling when I do not have any other means I use it often. Or when I am looking for some news and because of load shedding I can't, I will prefer radio.

Students tended to listen to the radio for news when other sources failed or were unavailable, such as during power cuts or if Wi-Fi connections were unreliable. Students also listened to the radio while driving and listened to the news in between other programming, which was mostly not their choice and was by chance.

It can be concluded that Males and Females use radio similarly, males I will compare the findings of 2014 and 2015 radio news usage and will discuss after the comparison later in this chapter.

5.6 News Usage Practices Via Television :

Table 5.6 : News Usage Practices via Television

Sr. No	Statements regarding News Practices Via TV	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree	Total
1	TV provides me the latest updates on news stories	44.73%	40.12%	10.82%	3.61%	0.72%	100
2	TV is the most used media in my house	52.81%	32.23%	10.36%	3.45%	1.15%	100
3	It fits in my daily schedule easily	25.25%	32.66%	27.58%	12.34%	2.18%	100
4	It provides me with the accurate information about the issue	8.60%	25.22%	36.01%	22.45%	7.73%	100
5	TV is the best medium for me to watch sports news	32.17%	42.46%	17.68%	5.65%	2.03%	100
6	I have my own TV in my bedroom	17.47%	20.23%	10.19%	30.71%	21.40%	100
7	For me TV is the best way to kill the time	24.31%	29.84%	28.38%	12.52%	4.95%	100
8	TV provides me the chance to sit with the family	23.87%	41.34%	19.07%	10.63%	5.09%	100
9	It does not cost me any money	18.26%	35.94%	23.19%	15.65%	6.96%	100
10	TV is the only media I use for the news usage	11.40%	16.37%	17.84%	35.82%	18.57%	100
11	It provides me with the variety of stories	26.24%	50.44%	17.06%	3.64%	2.62%	100
12	I watch everything on TV except News	10.01%	11.90%	23.37%	38.03%	16.69%	100
13	I believe that the Pakistani TV news Channels are biased	30.31%	32.94%	27.09%	5.71%	3.95%	100
14	There is always load shedding when I want to watch TV	19.22%	29.91%	33.53%	14.02%	3.32%	100
15	TV talk show experts confuse me at times	25.69%	37.08%	23.21%	10.66%	3.36%	100
16	I believe that the Pakistani News Channels are not playing any positive role in the society	28.93%	25.82%	26.11	14.84%	4.30%	100

Reliability Check:

Cronbach's Alpha	Number of items
.859	16

5.6.1 Gender and Television News Usage Practices :

Table 5.6(a): Cross tabulation between Gender and News Usage Practices via Television

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	TV provides the accurate information in comparison with the male students	Significantly agree	127	18.5%	0.26

Male students agree with the statements shown in the Table: 5.6(b).

Table 5.6(b): Cross tabulation between Gender and News Usage Practices via Television

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	TV is the best medium to watch Sports	Significantly agree	272	39.4%	0.12
2	I believe that Pakistani Television News Channels are biased	Significantly agree	235	34.4%	.015
3	Pakistani Television Channels are not playing any positive role in the society	Significantly agree	191	28.3%	.016

While, the male students strongly disagree with the practice shown in the table Table 5.6(c).

Table 5.6(c): Cross tabulation between Gender and News Usage Practices via Television

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I watch everything on TV except News	Significantly disagree	211	30.6%	0.004

5.6.2 Subject and Television News Usage Practices :

Computer Sciences students strongly agree with the practices shown in the Table 5.6(d).

Table 5.6(d): Cross tabulation between Subject and News Usage Practices via Television

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	It fits in my daily schedule easily	Significantly agree	221	32.1%	0.010
2	It is very convenient for me to use Television News	Significantly agree	203	29.6%	0.020
3	There is always load shedding when I want to watch TV	Significantly agree	222	32.1%	0.005
4	TV talk show experts confuse me at times	Significantly agree	203	29.6%	0.016

5.6.3 University and Television News Usage Practices :

The students from IIUI university strongly disagree with practices shown in the Table 5.6(e).

Table 5.6(e): Cross tabulation between University and News Usage Practices via Television

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
	I have my own TV in my bedroom	Significantly disagree	165	24.0%	.007
	I watch everything on TV except News	Significantly disagree	167	24.2%	.020

5.6.4 Monthly Income and Television News Usage Practices :

Low Income group significantly disagrees with the practices shown in the Table 5.6(f).

Table 5.6(f): Cross tabulation between University and News Usage Practices via Television

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	It is very convenient for me to use Television News	Significantly disagree	246	36.7%	.030
2	There is always load shedding when I want to watch TV	Significantly disagree	244	36.2%	.037
3	I believe that Pakistani Television News Channels are biased'	Significantly disagree	235	34.4%	0.015

Now, I present the 2015 survey data, embeded with focus group themes and discussion.

5.7 Survey 2015

5.7.1 Demographic data in 2015:

GENDER

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	393	41.7	41.7	41.7
Male	550	58.3	58.3	100.0
Total	943	100.0	100.0	

UNIVERSITY

University	Frequency	Percent	Valid Percent	Cumulative Percent
National University of Modern Languages	196	20.8	20.8	20.8
Islamic International University Islamabad	336	35.6	35.6	56.4
National University of Science & Technology	239	25.3	25.3	81.8
Bahria University	172	18.2	18.2	100.0
Total	943	100.0	100.0	

SUBJECT

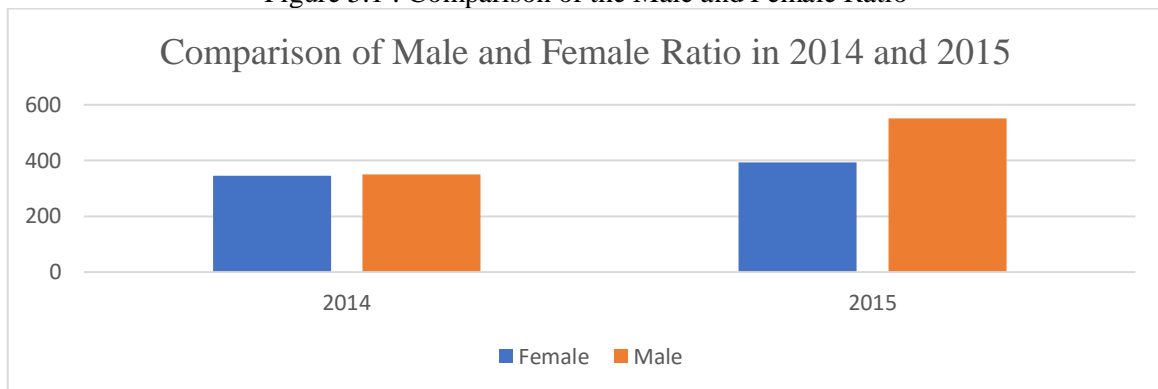
Subject Nature	Frequency	Percent	Valid Percent	Cumulative Percent
Computer Science	511	54.2	54.5	54.5
Media Studies	426	45.2	45.5	100.0
Total	937	99.4	100.0	
System missing	6	.6		
Total	943	100.0		

MONTHLYINCOME

Income	Frequency	Percent	Valid Percent	Cumulative Percent
Low Income group (less than 50,000 to 100,000)	657	69.7	71.3	71.3
Medium Income Group (100,000 to 200,000)	204	21.6	22.1	93.5
More than 200,000	60	6.4	6.5	100.0
Total	921	97.7	100.0	
System Missing	22	2.3		
	943	100.0		

5.7.2 Comparison of Gender data 2014 and 2015:

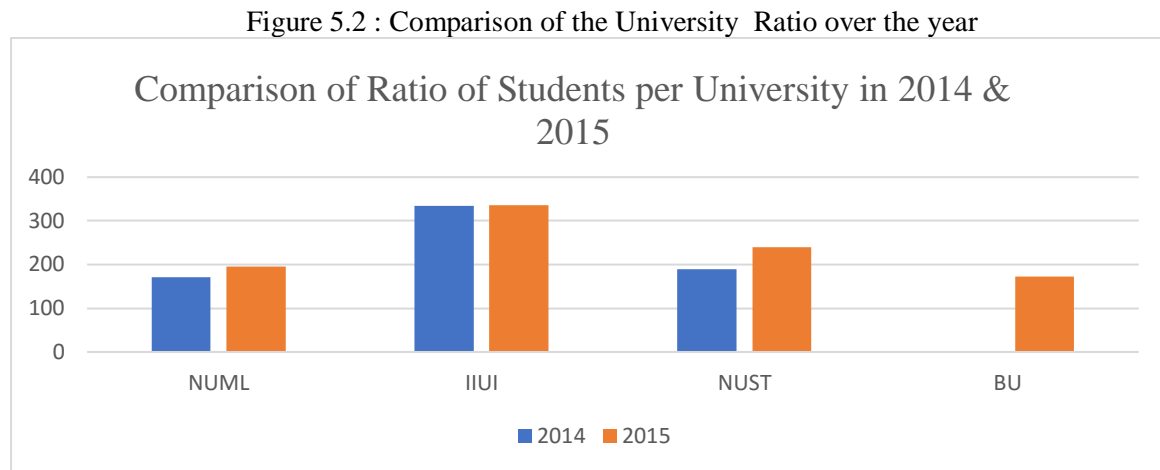
Figure 5.1 : Comparison of the Male and Female Ratio



The ratio of male to female students varies across the 2014 and 2015 samples. The reason for this was the low enrolment number of female students in the newly added Bahria university. This university was not the part of sample during the 2014 data collection activity. The total number of students studying a newly introduced media studies program was only 5 and this

was not adequate for statistical analysis. However, the number had grown by 2015 as more students were promoted from third and fourth semester towards fifth and sixth semester.

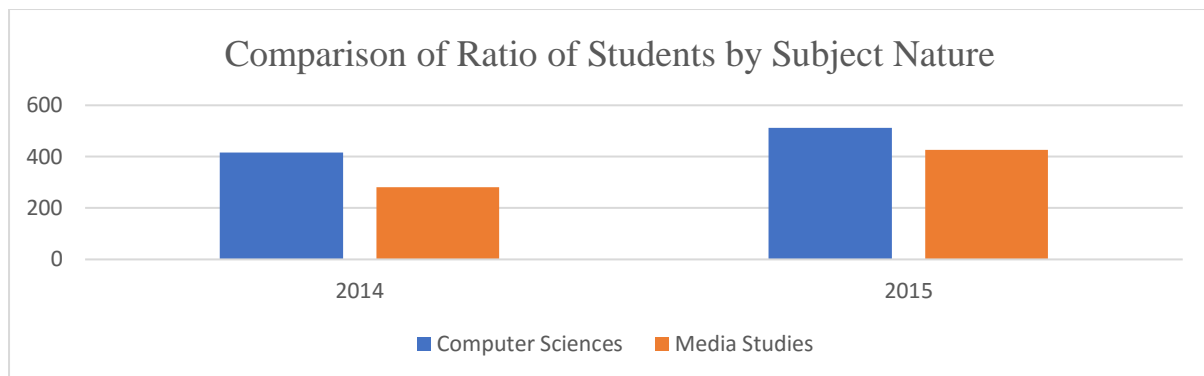
5.7.3 Comparison of Ratio of Students per University



The overall response rate, per university, was also better in 2015. There are multiple reasons for the enhanced response. The first reason was my growing familiarity with this university environment. The data collection exercise in 2014 served as a guide for the data collection in 2015 and the second survey was conducted utilizing all the experience gained from the first survey. This included checking the availability of computer labs and students and explaining to students more precisely what was expected from them. Although, one significant factor that influenced the data collection was the availability of smart phones with 3G connections. Students utilized their smart phones and filled survey forms on them, unlike in 2014. Most of the students had mobile phones in 2014 but there was no internet connection available at that time. Some universities had WIFI systems in 2014 but the quality was not good enough for them to fill the survey forms. But in 2015, because of 3G on their mobile phones, they utilized the smart phones and even shared the internet with their peers and data collection was much quicker in comparison with the 2014 data collection phase.

5.7.4 Comparison of Ratio of Students by Subject Nature:

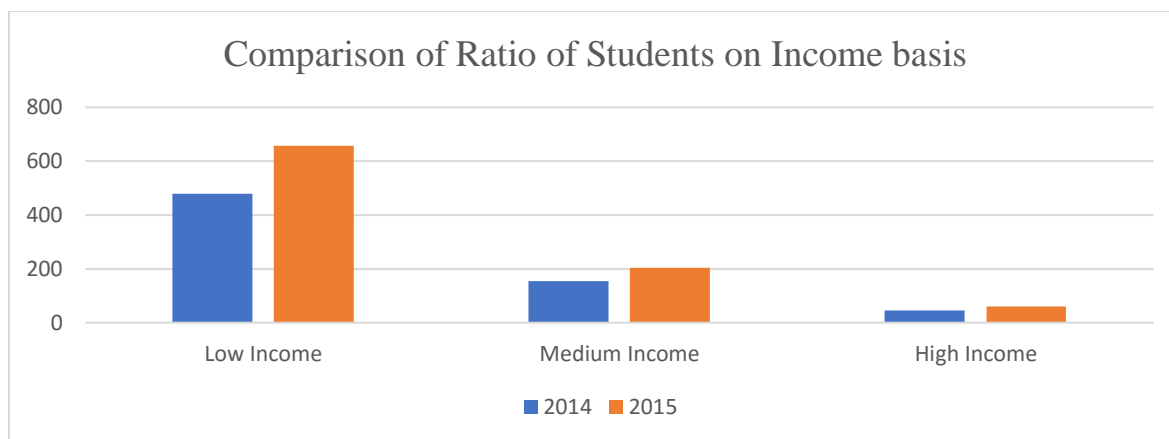
Figure 5.3: Ratio of the comparison of Students on Subject basis



There were more Computer Sciences students than Media Studies students in both surveys. As per my personal observation, the infrastructure available to computer sciences students was also very much improved and up-to-date in comparison with the media students. One obvious reason was that computers and laptops were the part of their education and this factor played an important role in their news practices via networked devices. I will further discuss this during the course of this chapter.

5.7.5 Comparison of Ratio of Students on Income basis:

Figure 5.4: Ratio of the comparison of Students on Monthly Income basis



Most of the students in these universities are from the low-income group. The Federal universities are something between the public and private sector universities. None of these universities included in the sample of this study, was either a fully public sector or private sector university. All these universities were offering subsidies for education through the federal government. The fees of these universities are slightly more than public sector universities and much less than the private sector universities. Most middle-class families can afford them. It was not deliberate to choose only federal universities for this study. Their selection is explained above in the methodology chapter.

The data collected during 2014 and 2015 was gathered following the same survey and focus group discussions. The survey and focus group discussion questions were upgraded, where it was necessary. The students, from the same university were consulted, for focus group discussions, during both data collection phases. The senior students who were in their last semesters in 2014 had left the universities by 2015, after completing their degrees and were not the part of data collection in 2015. The students who were in fifth and sixth semester were promoted to seventh and eighth semesters in 2015 and replaced the graduating students.

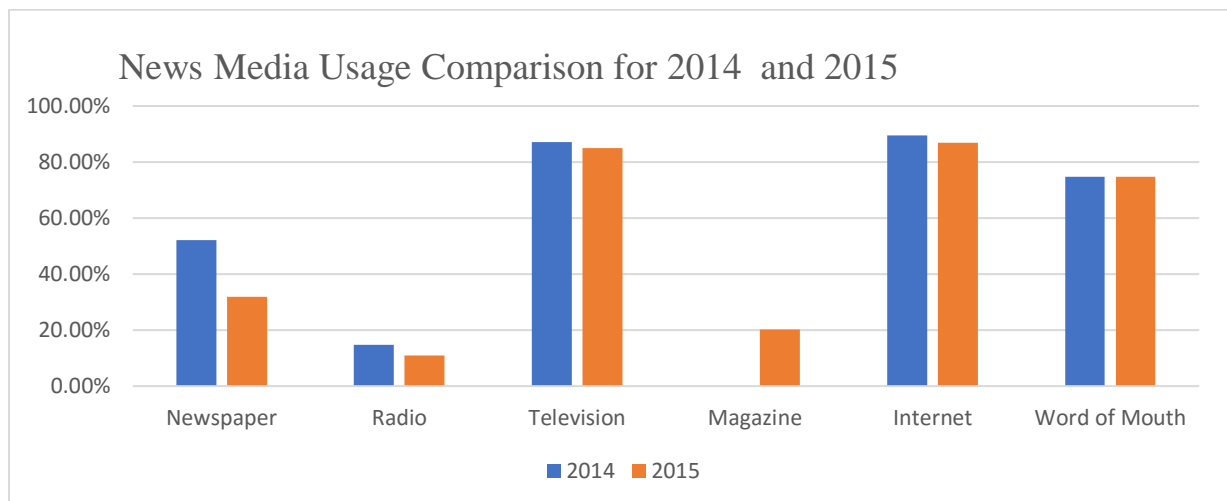
Consequently, the sample, in the 2015 data, was comprised of almost half old and half new students. The comparative data does, however, illustrate the change in student media usage. The students were also not identical in both the surveys and focus group discussions. Another important caveat to note is that students' news usage may well vary after graduation and as they become settled in the work place. The current study concerns only the news usage practices of participating students during 2014 and 2015.

5.8 Most used Media devices and platform for the news usage:

Table 5.8(a): Traditional News Media Usage

Sr. No	Media	Always + Mostly	Few Times a month + Few times every six months	Do not use	Total
1	Newspaper	31.88%	53.18%	14.94%	100
2	Radio	10.93%	42.12%	46.95%	100
3	Television	84.88%	12.9%	2.22%	100
4	Magazine	20.23%	52.68%	27.09%	100
5	Internet	86.9%	11.2%	1.90%	100
6	Word of Mouth	74.79%	21.73%	3.48%	100

Figure 5.5: Ratio of the comparison of Students on Traditional news media Usage basis



Traditional Media usage has declined in all categories over the time period of one year.

Table 5.8(b): Networked News Media Usage

Sr. No	Media	Always + Mostly	Few Times a month + Few times every six months	Do not use	Total
1	Laptops	86.90%	11.20%	1.90%	100
2	Desktops	38.41%	31.85%	29.74%	100
3	Mobiles	75.67%	14.58%	9.75%	100
4	Tablets	26.18%	23.76%	50.06%	100
5	Facebook	71.51%	25.37%	3.12%	100
6	Twitter	20.95%	16.42%	62.63%	100
7	Blogs	33.91%	26.18%	39.91%	100

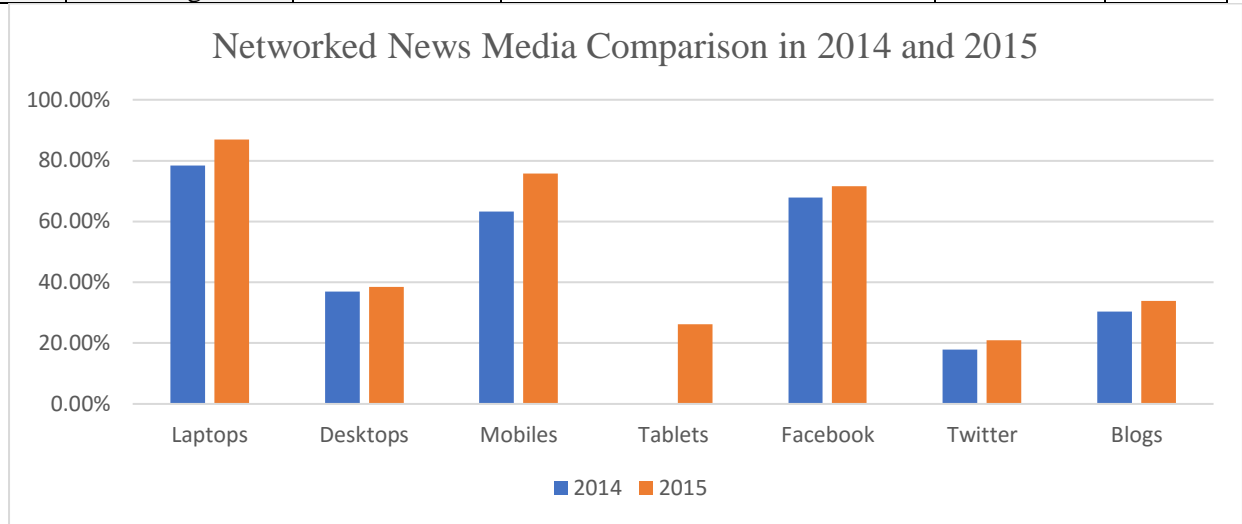


Figure 5.6: Ratio of the comparison of Students on Networked news media Usage basis

The comparison of the most used news media for the news, according to Table (a) and (b) has revealed an expected finding. This finding is that the use of traditional media, such as television, radio and newspapers has slightly decreased over the period while, and at the same time, the use of networked media devices and platforms has slightly increased. One year is a short timespan to judge this phenomenon and longitudinal study should be carried out to further understand it. Now I present the important cross tabulations regarding 2015 survey data.

5.8.1 News Usage and Gender :

Male students use following media for the news usage mentioned in the table 5.8(c).

Table 5.8(c): Cross tabulation between Gender and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1.	Newspapers	Significantly agree	201	.000
2.	Word of Mouth	Significantly agree	289	.016
3.	Blogs	Significantly agree	206	.002
4.	Tablets	Significantly agree	389	.004

The female students significantly use news media entioned in the table 5.8(d).

Table 5.8(d): Cross tabulation between Gender and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1.	Magazine	Significantly agree	96	.000
2.	Radio	Significantly agree	50	.023
3.	Mobile Phones	Significantly agree	228	.016
4.	Internet	Significantly agree	114	.004

Whereas, the platform and devices such as the Television, Laptops, Desktop, Internet, Mobile Phones, Blogs, Twitter and Face book has not shown any significant association with Gender. Male students, who were significantly interested in newspapers, have shown consistency and are still significantly interested in newspapers in comparison with the Female students over the time period. However, the significant usage of various media such as Twitter is no longer evident from the data in 2015, rather news significant associations such as Blogs, Word of Mouth and Less Use of Tablets have emerged out of 2015 data.

As far as females are concerned the data shows consistency when it comes to Mobile usage. Both 2014 and 2015 data show that Females are significantly using more mobile phones than male students. The significant relationship that females use less desktop is not evident in the 2015 data, however the news significant associations such as the ‘Magazine’, ‘Radio’, ‘Mobile Phones’, and the ‘Internet’.

5.8.2 News Usage and Subject Nature :

Subject is significantly associated with the ‘Radio’, ‘Television’, ‘Internet’, ‘Mobile Phones’ and ‘Tablets’ as a news usage media.

Table 5.8(e): Cross tabulation between Subject and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1.	Radio	Significantly disagree	431	.000
2.	Television	Significantly disagree	392	.001

Computer sciences students significantly use less following media for the news, mentioned in the Table 5.8(f).

Table 5.8(f): Cross tabulation between Subject and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1.	Tablets	Significantly disagree	353	.020

Computer Sciences students significantly use more Internet for the news usage as mentioned in the table Table 5.8(g).

Table 5.8(g): Cross tabulation between Subject and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1.	Internet	Significantly agree	405	.036

Media students significantly use more Mobile phones for the news access as shown in the table 5.8(h).

Table 5.8(h): Cross tabulation between Subject and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1.	Mobile Phones	Significantly agree	353	.000

Results: The subject being studied by the participants at university appears to have significance when it comes to the choice of media platform. Computer science students were found to use more news devices than Media students. One possible explanation could be that media students, who are working in a less academically competitive environment, often show a relaxed, less studious attitude in comparison with the computer sciences students. Most of

the Computer sciences students were more involved in news interaction compared with the Media students.

Another reason is that media students work closely or study news as a subject and this may lead to their closer interaction with the news and they do not feel that they are using news. However, this is just an assumption, as per my personal observation as a lecturer in the media department, most of the media students are not interested in the News and journalism rather they are interested in Film production, Advertising and Public relation as their main interest.

The second important result which was not evident in 2014 data is the significant usage of Mobile phone for news by media students. It can be argued that as they are spending more time on their mobile phones and doing activities which are related to the news such as it could be that they are using mobiles for the entertainment purpose but start getting news via news sites such as push news etc.

5.8.3 News Usage and University :

University is also significantly associated with the ‘Newspapers’, ‘Television’ and ‘Blogs’. IIUI student significantly use following media to follow news

Table 5.8(i): Cross tabulation between Subject and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1.	Newspaper	Significantly agree	137	.000
2.	Blogs	Significantly agree	139	.000
3	Television	Significantly agree	276	.027

Further cross tabulations show that students from both the subjects (Computer Sciences (480, p=.000) and Media (411,p=.000)) and Genders (Male (522,p=.000), Females (375,p=.010)) are equally significantly associated Newspapers. Normal assumption could be Media students from IIUI are more interested in these media which is not the case.

Further cross tabulations show that Male students (520, $p=.033$) from IIUI are more significantly using Television than females (379, $p=.584$) and subject wise Computer Sciences students (482, $p=.045$) are using Television more than Media Students (411, $p=.045$).

Results: The IIUI significant usage associations have shown a shift from Facebook and Twitter towards newspapers, blogs, and television. Again, the results reiterate the facts that Computer sciences students are using more news media in comparison with the Media students. In gender terms, more males are using news media such as television and newspapers compared to the females in the sample.

5.8.4 News Usage and Monthly Income:

Low Income group' is significantly associated with 'Mobile phone', as a new medium, as mentioned in the Table 5.8(j).

Table 5.8(j): Cross tabulation between Monthly Income and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1.	Mobile Phones	Significantly agree	448	.008

The 'Low Income group' (323) significantly do not use 'Tablets' for news, as mentioned in the table 5.8(k).

Table 5.8(k): Cross tabulation between Monthly Income and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1.	Tablets	Significantly agree	323	.000

Table: 5.8(l)Data 2015: Inter Cross Tabulations (A -Table)

Sr. No	Medium	Newspaper	Radio	Television	Magazine	Internet	Word of Mouth	Laptops
1	Newspaper	*****	N= 546, p=.001	Non- Significant	N= 503, p=.000	Non- Significant	Non- Significant	Non- Significant
2	Radio	N=546, p=.001	*****	Non- Significant	Non- Significant	Non- Significant	Non- Significant	Non- Significant
3	Television	Non- Significant	Non- Significant	*****	N= 570, p=.038	N=651, p=.025	N=553, p=.001	Non- Significant
4	Magazine	N= 503, p=.000	Non- Significant	N=570, p=.038	*****	N=577, p=.000	N=483, p=.005	N=517, p=.000
5	Internet	Non- Significant	Non- Significant	N= 651, p=.025	N= 577, p=.000	*****	N=574, p=.000	N=652, p=.000
6	Word of Mouth	Non- Significant	Non- Significant	N=553, p=.001	N=483, p=.005	N=574, p=.000	*****	N=520, p=.000
7	Laptops	Non- Significant	Non- Significant	Non- Significant	N=517, p=.000	N=652, p=.000	N=520, p=.000	*****
8	Desktops	N= 384, p=.001	N=476 p=.002	Non- Significant	N=429, p=.001	N=427, p=.000	Non- Significant	N=392, p=.000
9	Tablet	Non- Significant	Non- Significant	N= 522, p=.000	N= 528, p=.000	N=527, p=.000	N=451, p=.005	N=471, p=.000
10	Mobiles	Non- Significant	Non- Significant	N= 576, p=.000	N=494, p=.001	N=617, p=.000	N=502, p=.000	N=557, p=.000
11	Facebook	Non- Significant	Non- Significant	Non- Significant	N= 479, p=.038	N=568, p=.003	Non- Significant	N=519, p=.000
12	Twitter	N= 504, p=.000	N= 612, p=.001	Non- Significant	N=549, p=.007	Non- Significant	Non- Significant	N=532, p=.017
13	Blogs	N= 453, p=.000	N= 516, p=.012	Non- Significant	N=472, p=.000	N=493, p=.009	N=411, p=.041	N=442, p=.001

Table: 5.8(m) Data 2015: Inter Cross Tabulations (B- Table)

Sr. No	Medium	Desktops	Tablet	Mobiles	Facebook	Twitter	Blogs
1	Newspaper	N=384, p=.001	Non- Significant	Non- Significant	Non- Significant	N=504, p=.000	N=453, p=.000
2	Radio	N=476, p=.002	Non- Significant	Non- Significant	Non- Significant	N=612, p=.001	N=516, p=.012
3	Television	Non- Significant	N=522, p=.000	N=576, p=.000	Non- Significant	Non- Significant	Non- Significant
4	Magazine	N=429, p=.001	N=528, p=.000	N=494, p=.001	N=479, p=.038	N=549, p=.007	N=472, p=.000
5	Internet	N=427, p=.000	N=527, p=.000	N=617, p=.000	N=568, p=.003	Non- Significant	N=493, p=.009
6	Word of Mouth	Non- Significant	N=451, p=.005	N=502, p=.000	Non- Significant	Non- Significant	N=411, p=.041
7	Laptops	N=392, p=.000	N=471, p=.000	N=557, p=.000	N=519, p=.000	N=532, p=.017	N=442, p=.001
8	Desktops	*****	N=429, p=.000	N=376, p=.004	Non- Significant	N=433, p=.000	N=362, p=.011
9	Tablet	N=429, p=.000	*****	N=436, p=.000	Non- Significant	N=514, p=.001	N=434, p=.004
10	Mobiles	N=376, p=.004	N=436, p=.000	*****	N=502, p=.001	N=508, p=.000	N=428, p=.022
11	Facebook	Non- Significant	Non- Significant	N=502, p=.001	*****	N=502, p=.000	N=404, p=.000
12	Twitter	N=433, p=.000	N=514, p=.001	N=508, p=.000	N=502 p=.000	*****	N=551, p=.000
13	Blogs	N= 362, p=.011	N= 434, p=.004	N= 428, p=.022	N= 404, p=.000	N=551, p=.000	*****

5.8.5 Important Results regarding News Usage Platform, devices and Experiences :

The results clearly show that the internet is still the most dominant media for news usage among this cohort; however, the percentage has slightly declined over the year (89.56% in 2014 to 86.90%). The second most used media is television, in which there has been a slight decline of interest (down from 87.21% in 2014 to 84.88% in 2015). Whereas, the third most used, word of mouth (74.85% in 2014 to 74.79% in 2015) has remained consistent.

Newspapers' have shown a prominent decline (from 52.1% in 2014 to 31.88 % in 2014) over the period of one year. Radio has also shown a decline (from 14.79% in 2014 to 10.93% in 2015) and this decline reaffirms the fact that radio is not a preferred media for news among these participants. In the social media, the most used media platform is Facebook (67%) while blogs (30.46%) and Twitter (17.96%) have gradually increased. In terms of platforms, the most commonly used media platform for accessing news is television, followed by laptops and Mobile phones whereas desktops are the least preferred mean for accessing news.

Over the year of the study, it became evident that male students were still the significant users of newspapers, blogs and Twitter to access the news in comparison with females. The category of blogs did not show any significant association in the 2014 data. The category of tablet was included in 2015 after it emerged as theme in the qualitative section of the survey 2014 and male students significantly did not use tablets in comparison with the female students.

However, there is a unexpected change in the result. The use of 'Word of Mouth' as a means for accessing news was significantly associated with the females in 2014 data. However, the 2015 data shows that 'Word of Mouth' is significantly associated with the male students

instead of females. That is an unexpected result as mostly females are considered more towards verbal communication than males but this result appears to falsify this assumption.

The 2015 data also does not show any significant association of females with mobile phones, rather it shows a significant association of females with magazines. Magazines were not part of the survey in 2014. It was a good decision to include them as they emerged as a key category in the qualitative portion of the 2014 survey.

When it comes to the subject differences such as Computer sciences students and the Media students, the results of 2014 and 2015 data shows certain variances. The Computer Sc. students had shown significant association with the 'Newspapers' and 'Blogs' for news usage in comparison with Media students. However, the 2015 data shows that this is not case anymore. Computer Sc. students now use 'Television' significantly more than Media students. This is again an unexpected result as Media students have revealed during focus discussion that they are regular Television viewers, which is not evident from the survey. The computer sciences students are also significantly not interested in using Tablets as a news source.

One year on, there are differences in News usage and the type of the university. In 2014, the data showed that IIUI students significantly use less 'Twitter' and more 'Facebook' in comparison with other three universities. While 2015 data showed that IIUI students use less 'Newspapers' and 'Blogs' in comparison with other three institutions.

Again two prominent student categories can be seen, the traditional media users and the Networked news media users. However, there is a significant change noticed in the media landscape, namely that the newspaper readers, who were also significant users of the

television news is not the case, in the 2015 data. Rather, Interestingly, the same relationship, which earlier existed between Newspaper and television news usage is now replaced with newspaper and radio combo. The television, in 2015 data, has joined the networked media news user's group. Rest of the result is consistent with 2014 data.

The networked news media news users are same as per 2014 data except the fact that Television has joined the team, as per Intercross Tabulation Table: 5.8(l) and 5.8(m). It can be argued that Television is competing well with networked news media. I will discuss this in detail, later in the news usage practices via television.

5.9 Newspaper and News Usage Practices (2015):

Table 5.9 : Newspaper and News Usage Practices (2015)

Sr. No	Reasons (data 2015)	Strongly Agree	Neutral	Strongly Disagree	Total
1.	Newspapers are my favorite media to access news	36.47%	32.30%	31.23%	100
2.	I find Newspaper news more authentic than other media	52.9%	31.91%	15.1%	100
3.	Newspaper comes to my house/hostel regularly	53.11%	11.37%	35.52%	100
4.	Newspaper keeps me updated all the time	39.27%	29.61%	31.12%	100
5.	I only read online Newspapers	29.79%	22.41%	47.8%	100
6.	News from newspaper is more reliable to me than any other medium	37.03%	39.29%	23.68%	100
7.	Newspaper reading improves my vocabulary	75.67%	13.72%	10.61%	100
8.	Newspaper are not costly for me	74.71%	12.70%	12.59%	100
9.	I can read newspapers on my convenience	67.14%	19.44%	13.42%	100
10.	They are the best news source during load shedding crisis for me	72.9%	15.70%	11.4%	100

11.	Pakistani newspapers are biased in my point of view	48.56%	38.50%	12.94%	100
12.	Newspapers journalism is more serious and less sensational to me	50.86%	35.87%	13.28%	100
13.	I like the non -news sections of newspaper like cartoons, puzzles and horoscope	51.07%	22.97%	25.96%	100
14.	I believe that the Pakistani newspapers have less news and more advertisements	47.58%	30.83%	21.59%	100
15.	I believe that the Pakistani newspapers are not innovative in terms of layout	40.99%	37.34%	21.67%	100
16.	I think that the Pakistani newspapers are full of political news only	57.05%	24.76%	18.19%	100
17.	I get a variety of news from the newspapers	63.48%	22.66%	13.86%	100
18.	Newspapers fit in my daily schedule	32.13%	26.87%	4.00%	100
19.	I often access newspaper sites via my mobile phone	34.98%	17.12%	47.90%	100

Reliability Check:

Cronbach's Alpha	Number of items
.859	19

5.9.1 Gender and Newspaper Usage Practices :

Male students agree with the practices shown in the Table 5.9(a)

Table 5.9(a): Cross tabulation between Gender and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1	Newspapers are my favourite media to access news	Significantly agree	226	.000
2	Newspaper keeps me updated all the time	Significantly agree	230	.000
3	I believe that the Pakistani newspapers have less news and more advertisements	Significantly agree	285	.002
4	I believe that the Pakistani newspapers are not innovative in terms of layout		247	.002

And male students significantly disagree with the practice mentioned in the Table 5.9(b).

Table 5.9(b): Cross tabulation between Gender and News Usage Practices

Sr.	Practice	Nature of Association	N	Chi
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no.				Sq.
1	I only read online Newspaper	Significantly disagree	256	.045

Female students agree with the practice shown in the Table 5.9(c).

Table 5.9(c): Cross tabulation between Gender and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1	I like the non-news sections of newspaper like cartoons, puzzles and horoscope	Significantly agree	243	.000

Two results, such as newspapers are the favourite for the male students and that the Females mostly use the non- news sections of the newspapers are similar in the data 2014 and 2015. However, a different result is there is no association recorded between the statement ‘Newspaper reading has improved my vocabulary’ and gender.

The results reiterate the fact that print Newspaper is still popular in this cohort and students disagree that they do not only rely on the online newspaper. The practice that ‘I always read online newspaper’ was not the part of inquiry in the 2014 survey. It was particularly added to confirm that weather there is any internet news usage shift between Print and online version.

5.9.2 Subject Nature and Newspaper Usage Practices:

Computer Sciences students agree with the practices mentioned in the table Table 5.9(d).

Table 5.9(d): Cross tabulation between Subject and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
	Pakistani newspapers are biased in my point of view	Significantly agree	256	.035
	I believe that the Pakistani newspapers are not innovative in terms of layout	Significantly agree	225	.016

Computer Sc. Students (83) significantly disagree with the statement shown in the Table 5.9(e).

Table 5.9(e): Cross tabulation between Subject and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
	I get a variety of news from the newspapers	Significantly disagree	83	.006

While, Media students are using mobile phones for the news usage, as per table Table 5.9(f).

Table 5.9(f): Cross tabulation between Subject and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
	I often access newspaper sites via my mobile phone	Significantly agree	187	.000

5.9.3 University and Newspaper Usage Practices :

The 2015 data shows that IIUI has significant associations with newspaper usage practices.

Table 5.9(g): Cross tabulation between University and News Usage Practices

Sr. no.	Practice	Nature of Association	N	Chi Sq.
1	Newspapers are my favourite media to access news	Significantly agree	141	.010
2	Newspapers keep me updated all the time	Significantly agree	157	.000
3	News from newspapers is more reliable to me than any other medium	Significantly agree	141	.020
4	Newspaper reading improves my vocabulary	Significantly agree	261	.031
5	They are the best news source during load shedding crisis for me	Significantly agree	248	.015
6	Newspapers journalism is more serious and less sensational to me	Significantly agree	187	.021
7	I get a variety of news from the newspapers'	Significantly agree	234	.000
	Newspapers fit in my daily schedule	Significantly agree	124	.000

However, the statements such as 'Newspaper comes to my house regularly' and 'I like the non -news sections of newspaper like cartoons, puzzles and horoscope' are not significantly associated with IIUI in 2015 data.

5.9.4 Economic Status and Newspaper Usage Practices:

Monthly income level has not shown any significant association with the any newspaper usage practices.

5.10 Platform for Newspaper usage :

Table 5.10 : Mode of Newspaper Access

Sr.	Mode of Newspaper Access	Percentage
1	Printed Newspaper	49.77%

2	Online newspaper via Laptop	23.48%
3	General news website	8.58%
4	By liking the newspaper pages on Facebook	8.80%
6	I access Newspaper via Tablet	1.35%
7	I access Newspaper via Mobile phones	8.02%

Table 5.10 confirms the trend that students are using printed newspaper most for the news access. The Mode of newspaper access was not inquired during 2014 data collection phase and that is why there is no comparison of this category is presented here.

5.10.1 Inter cross tabulations of the Newspaper Practices:

The students who like newspapers as their favourite news media significantly agree that newspapers are authentic, comes to their home regularly, keeps them updated, are reliable, helps them improve their vocabulary, costs less, are conveniently available, are the best source of information in the absence of electricity, provide more serious and less sensational journalism and they like the non-news sections of the newspaper, the fit with their daily schedule and the variety that newspapers provide. All these attributes are significant.

The students who like newspapers as their favourite news media also significantly agree with the limitations of newspapers as a medium such as the proportion of advertisements, the lack of lack innovation, the presentation of a biased point of view and the high proportion of political news. Another important significant association of those students in the study who agreed that newspapers were their favourite news media, is the negative correlation with their accessing of online newspapers. The students whose favourite news media is newspapers significantly do not read online newspapers. They also significantly do not access newspaper websites using their mobile phones and the newspaper significantly does not fit in their daily schedule. It can be argued that newspaper is read by many because it is overall convenient

news media but as it does not fit in the schedule of the university students they rely on other news sources.

Those who strongly disagree that they read online newspapers are significantly neutral about the statement that the newspaper is a reliable media for news in comparison with available media.

5.10.2 Important Results of Newspaper Usage Practices:

The results from both 2014 and 2015 reiterate the fact that male students in the sample are more likely to read newspapers to access news than other platforms. This results confirms the findings of Elvestad & Blekesaune, (2008) that males read more newspaper than female. It can be argued that on the basis of this fact, male students have shown further significantly stronger association with the qualities of newspapers such as their authenticity and the newspaper's role in improving vocabulary. In comparison with female students in the sample, they know more about the proportion of news and advertisements and the level of innovation in the newspapers. However, females have not shown any significant association, in either survey, with newspaper usage nor with any hard core newspaper qualities such as the medium's authenticity etc. Rather in both the surveys, they have shown significant associations with the non-news section of the newspapers. There is a need to conduct more in-depth research to understand the reasons for this pattern. The overall finding is that males read politics and current affairs and females prefer the non-news sections of the newspaper.

As far as the subject being studied is concerned, computer sciences students tend to receive newspapers daily at home and believe they contain authentic news stories. The computer sciences students also believe that Pakistani newspapers are biased and the newspapers lack

innovation in the layout style and also that they lack variety in news. However, media students tend to access newspapers via their mobile phones.

In terms of participating universities, IIUI has shown the most significant associations with multiple newspaper usage practices. Further, a higher proportion of male students from IIUI read newspapers for news, while females are more interested in the non-news section of the newspapers.

The qualitative focus groups have revealed multiple themes regarding the students' news practices. The practices around newspapers are due to the unique location of newspapers in Pakistani society. For example, students revealed

***IIUI Media Student 3:** I do not have a habit of reading newspaper everyday but when I leave my hostel accommodation, near front door there is a newspaper desk, it has all the latest newspapers and if I have time I stop and scan them. I like the idea that they have place a high table full of newspapers and exactly near the hostel exit point.*

***NUML Media student, Male:** when I enter my home, there is a key holder on the wall where I hang my motor bike keys, exactly down there is a table and it has latest newspaper on it, so I usually go through it then.*

***NUML, media studies Male Student 2:** Well most of the time, I go to library and there are always newspapers, I go to library as it is quite and easy for me to concentrate and it is also a good chance to read a paper there, library always has the newspaper. Otherwise, when I go to cafeteria, our Muna Bhai (Name of the cafeteria owner) gives me samosa (traditional snake fried in oil) wrapped in the newspaper and I often read that paper while enjoying my samosa(traditional snack) (laughing)*

These extracts from the student focus group interviews signal the importance of the convenience of newspapers. Students who do not buy newspapers still get to read them as

they are nonetheless available on daily basis. I called this pattern, the convenient medium pattern.

Some students revealed that

NUML, Male Media student 1: I do not read newspapers, but in summer holidays, especially during summers, I read newspapers. You have to focus when you read so summers is a good time for me.

NUST, Male, student 2: I like reading it as I do not get disturbed by anyone while reading news from it, otherwise, if I am watching, somebody will come and start demanding to change the channel especially my sisters.

Students in this sample indicated they preferred newspapers as they offered the chance to read in-depth, offered focus and concentration and they could enjoy it without sharing. These are the positive themes that emerged out of focus group data. They usually read newspapers when in a relaxed mode and there was nothing much to disturb them.

Some negative themes were also revealed.

Male, NUST, Computer Sc. Student 1: Newspaper has nothing, just politics and it finishes soon, I mean simply few pages and so many serious and economic topics, I go through entertainment pages and leave it. It is boring.

The lack of visual illustrations and the demand for concentration discouraged students from reading newspapers. Most of the students who said they didn't read newspapers indicated this was because they felt newspapers were unattractive and boring. The focus group discussion

carried out in 2014 and 2015 showed a key difference. A student in 2014 expressed his newspaper usage practice as

NUML, Male, Media Student 4: I read newspapers and I do read online newspapers as well whenever I have time.

However, the newspaper usage practices described in 2015 were of a different nature:

NUST, Computer Sc, Student 1: “I use multiple apps and I have set alerts and I get everything on my smart mobile, it is short, to the point, they have multiple categories like current affairs, sports there, you just scroll it and it is less time consuming and it is from main national level news organisations, it is enough, more than enough”.

There is a prominent difference in the way they describe their newspaper practices over the period. The involvement of multiple news disseminating tools such as apps and mobile alerts contribute to their news repertoire. As I mentioned at the outset of this chapter, I had anticipated that there would be indications of mediatization evident due to the presence of the internet in Pakistan since the late nineties. But this interplay of different software, such as apps, and hardware, such as mobile phones, was not mentioned by the students in 2014. There is need to conduct more focused studies to understand this change in social and cultural patterns because of the development of technology and how this has impacted on the news usage experience for the young people in this study.

Overall, it can be concluded that newspaper usage preferences are different for males compared to females. The males in my sample tend to use newspapers for serious news such

as politics and current affairs while females are more interested in the non- news sections of the newspaper. Furthermore, the students can be divided into general four categories, in-depth readers, occasional readers, daily scanners, and avoiders.

5.11 News Usage Practices Using Radio 2015:

Table 5.11: News Usage Practices via Radio 2015

Sr. No	News Usage Practices Via Radio	Strongly Agree	Neutral	Strongly Disagree	Not Applicable to me	Total
1	I stay updated because of Radio News	11.32	18.24	39.56	30.88	100
2	I use it because Radio news is precise	47.56	24.59	6.72	21.13	100
3	I use it because Radio News is accurate	28.14	45.22	9.57	17.07	100
4	I use it because it fits in my daily schedule	16.50	20.90	33.22	29.38	100
5	I use it because it provides me with the variety of stories	28.65	32.46	17.87	21.02	100
6	It is very convenient for me to follow news via Radio	54.44	14.44	11.71	19.41	100
7	Radio News is quickly available to me	36.93	23.86	20.15	19.06	100
8	I listen to Web Radio	10.73	17.31	40.31	31.65	100
9	I listen to everything on Radio except news	22.05	23.03	29.81	25.11	100
10	I listen to the News on Radio while driving	20.60	29.28	14.87	35.25	100
11	Radio news is a good backup facility for me to get news during the load shedding time	60.63	16.14	5.24	17.99	100

Reliability Check:

Cronbach's Alpha	.869	11 items
Valid Cases	N= 862	%=91.40%
Excluded Cases	N=81	%= 8.6%
Total	N=943	%=100

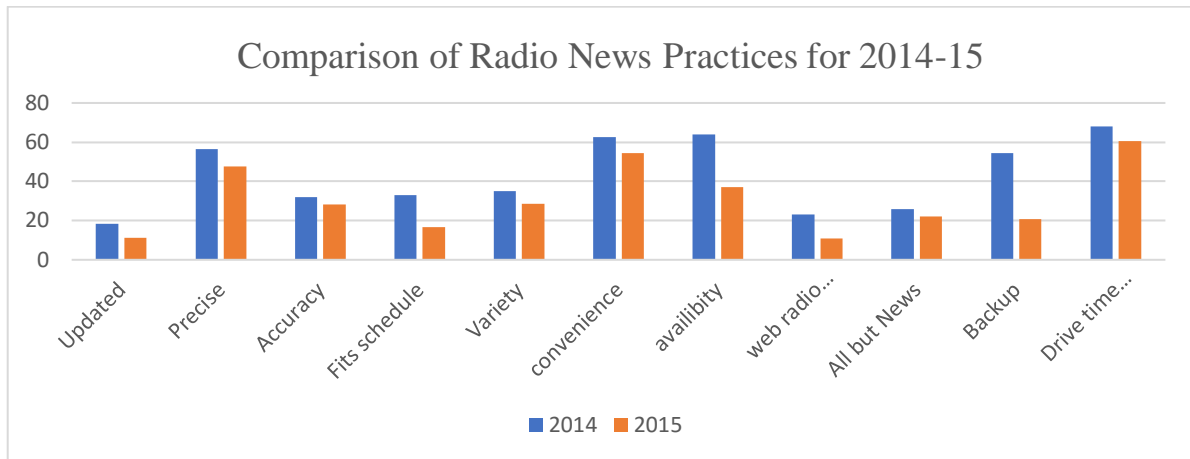


Figure 5.7: Comparison of Radio News Practices for 2014-15

Overall, the use of radio in accessing news has dropped in all categories, as the Figure indicates. There is need to monitor this on a regular basis. The data shows an internal displacement within Radio news usage among these participants. The decline relative to gender, university, subject and monthly income is presented below.

5.11.1 Gender and Radio News Usage Practices:

Male students significantly disagree with the statement mentioned in the Table 5.11(a).

Table 5.11(a): Cross tabulation between Gender and News Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I listen to the News on Radio while driving	significantly disagree	294	31.9	.000

‘I listen to the News on Radio while driving’ This is a consistent result. However, the number of both male and female students who strongly agree with this practice has significantly decreased over the year. The female percentage dropped from 30.9% to 8.1% over the period and the male radio news user’s percentage dropped from 23.7% to 12.5% over the year. This is a prominent shift of audience within one media and further research should be done to

monitor the decline and its reasons. The following figure present the summarised gender usage.

A Comparison of Male and Female radio news consumption in 2014

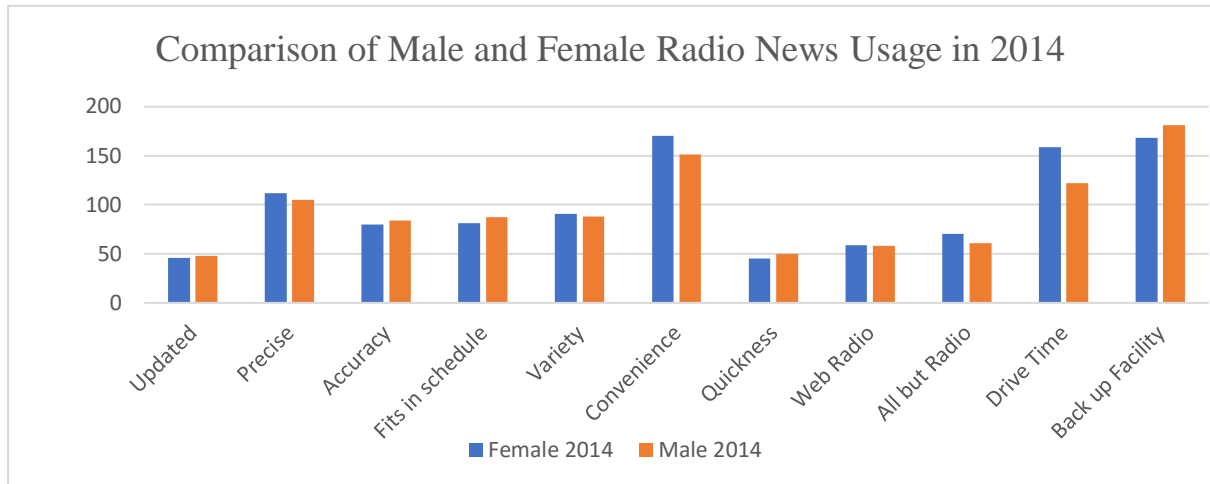


Figure 5.8: Comparison of Male and Female Radio News Usage in 2014

A Comparison of Male and Female radio news consumption in 2015

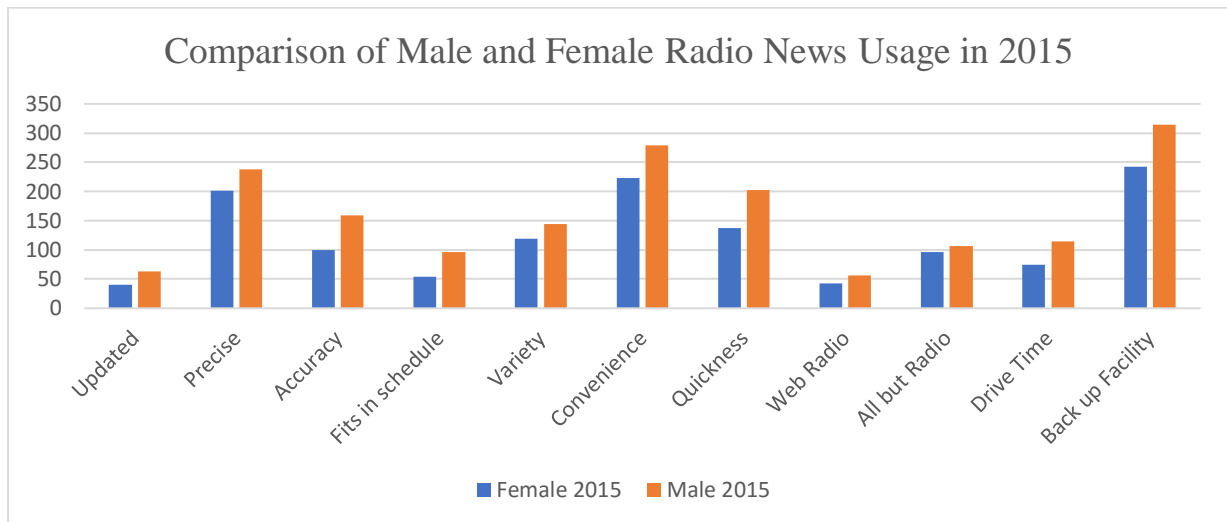


Figure 5.9: Comparison of Male and Female Radio News Usage in 2015

The gender comparison informs us that some usage practices have shown consistency while others have shown contrasting trends over the period. The consistent patterns include practices related to ‘Up datedness’, ‘accuracy’, ‘fits in schedule’, ‘quickness’, ‘Web Radio

usage' and 'Radio as a backup facility'. However, the practices related to attributes such as 'preciseness', 'Convenience', 'Drive time', 'variety' and 'All except Radio' all suggested shown opposite behavior.

And now the figure 5.10 for the male students.

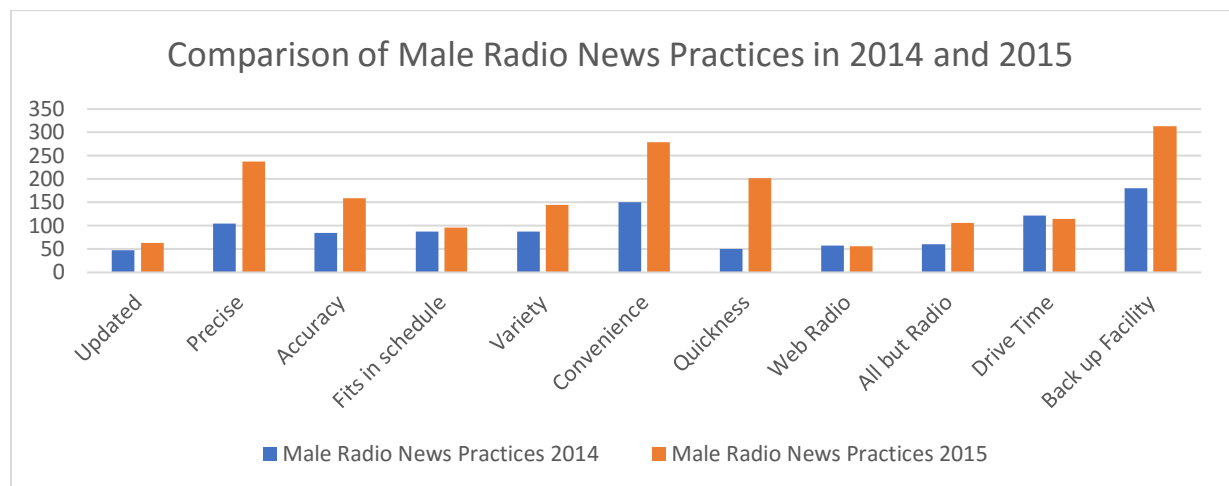


Figure 5.10: Comparison of Male and Female Radio News Usage in 2015

Male students significantly agree with the following practices

Table 5.11(b): Cross tabulation between Gender and News Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I use it because Radio news bulletin is short	significantly agree	238	25.8%	.001
2	Radio news is a good backup facility for me to get news during the load shedding time'	significantly agree	314	34.2%	.006
3	It is very convenient for me to follow news via Radio	significantly agree	279	30.3%	0.018

However, male students are neutral about the statement shown in the Table 5.11(c) .

Table 5.11(c): Cross tabulation between Gender and News Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I use it because Radio News is accurate'	Significantly Neutral	216	23.5%	.001

Male students significantly disagree with the practices shown in the Table 5.11(d).

Table 5.11(d): Cross tabulation between Gender and News Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I use it because it provides me with the variety of stories	Significantly disagree	230	25.1%	.001
	I use it because it fits in my daily schedule	Significantly disagree	339	37.3%	.015
	I stay updated because of Radio News	Significantly disagree	388	42.6 %	.042

5.11.2 University and Radio News Usage:

IIUI students significantly agree with the following practice

Table 5.11(e): Cross tabulation between University and News Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I use it because Radio News bulletin is short	Significantly agree	172	18.6%	.038
	Radio News is quickly available to me'	Significantly agree	126	13.7%	.046

IIUI students also significantly disagree with the statement shown in the Table 5.11(f).

Table 5.11(f): Cross tabulation between Gender and News Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I listen to everything on Radio except news	Significantly disagree	173	18.9%	.027

5.11.3 Subject and Radio News Usage :

Computer Sc. students significantly agree with the practice mentioned in the Table 5.11(g).

Table 5.11(g): Cross tabulation between Subject and News Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	Radio news is a good backup facility for me to get news during the load shedding time	Significantly agree	279	30.6%	.017

Computer Sc. students significantly disagree with the practice mentioned in the Table 5.11(h).

Table 5.11(h): Cross tabulation between Subject and News Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I listen to the News on Radio while driving	Significantly disagree	266	29.0%	.027

However, Computer Sc. students are neutral about the statement in Table 5.11(i)

Table 5.11(i): Cross tabulation between Subject and News Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I use it because Radio News is accurate	Significantly neutral	215	23.5%	.000

Media students significantly strongly agree with the statements

Table 5.11(j): Cross tabulation between Subject and News Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
	I use it because Radio news bulletin is short	Significantly agree	220	24.0%	.002
	It is very convenient for me to follow news via Radio	Significantly agree	250	27.3	.017

5.11.4 Monthly Income and Radio Usage:

Low Income group is significantly associated with the statements

Table 5.11(j): Cross tabulation between Monthly Income and News Usage Practices

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	Radio news is a good backup facility for me to get news during the load shedding time	Significantly agree	390	43.5%	.016
2	It is very convenient for me to follow news via Radio	Significantly agree	348	38.6%	.018

The qualitative findings from the survey suggest participants tend to rely less on radio for their news than on other media platforms or sources. This is verified by the in-depth focus group discussions. Students believe that radio is old and boring. Most of them place it as a backup medium and only really listen to it for the music:

Male, Computer Sciences Student 3, IIUI: “Radio is a backup thing, why would you use it when you have mobile, TV and internet available, every Sunday we have a big family brunch and my mother orders traditional food and I need some media to be there while eating food, I cannot eat without music so If there is no electricity, internet connection is not fine, I will turn to Radio and turn on the music so I can eat”.

Male, Media Students 5, Bahria University: “No, radio is for back up and when I go to my lands, I mean, we have agricultural land in our village, which is far from the city, I listen to radio there, as I am totally disconnected with the world there. There is no mobile service, no

electricity, no internet service so Radio is the only entertainment plus news source for me”.

Radio clearly has limitations as a medium. It is a one-way communication media and it is interactive somehow as the radio presenters are continuously talking to you, but it is not as interactive as the internet. Further to this, not many users can interact with the presenter simultaneously. Moreover, the variety of radio news, or total broadcast time is again limited, unlike internet and television.

Those who do use radio to access news, do so for convenience (during load shedding, for instance). The students in this study are aware of the fact that Radio is a news disseminating platform and offers short news bulletins. But it remains a fallback option when the power goes off or if they are travelling and preferred news sources are inaccessible or unavailable. This is especially the case in cricket-mad Pakistan when there is a big match underway.

“I just sometime listen to radio when there is cricket match and specially when there is no light in our village or in our hostel.....because I like to update myself about cricket matches and sometime for listening news, when there is no access to other medium because radio does not depend on light” (male, computer science, survey)

“Since it does not take a lot of time and radio can be carried everywhere in the shape of mobile these days. Therefore, I prefer radio”. (Female student, media studies, response in focus group discussion)

There has been some technological development within radio that has seen the emergence of online but the usage rate by students remains very low.

Radio's unique position in Pakistan as an alternative during periods of electricity shortages, is also changing, at least in big cities, with the advent of 3G and 4G technologies. With these technologies, the internet is still available during power cuts. Still, my data suggests radio remains important particularly in the rural areas (as 3G and 4G technologies are only available in the big cities so far) and the students who belong to far flung areas still use radio to stay in touch with the news.

It seemed evident from the data that some of the respondents had confused web or online radio with listening to radio via mobile phone. Many students, especially computer sciences students, said they listen to web radio but then realized they had meant mobile phone radio. In spite of this confusion, it would seem web radio is not commonly accessed for news by participants in this study.

There are a few possible explanations for the variation in results between 2014 and 2015. In 2015, male students displayed relatively more interest in radio news. In fact, the overall percentages decreased across most of the categories. This suggests a displacement effect has taken place as the entrance of 3G and 4G made it possible for students to access news via other platforms such as mobile phones. IIUI students used more radio for news compared to the other students. When further investigated qualitatively, it was revealed that IIUI is the largest university among the selected four universities and it hosts the largest number of hostel student, many of whom listen to the radio when they return home to distant, often rural, areas.

As radio is a portable device and its main usage is as a back-up. It seems radio news is also not a good fit for educated young people's tastes in contemporary Pakistan. Of course, there are reasons beyond accessibility for media preferences. Yousuf (2013, p.20) notes that in Pakistan, "news content on radio is strictly regulated. Local FM stations are not allowed to broadcast news bulletins on topics of national interest under PEMRA law (Radio Broadcast Station Operations Regulation 2012), but can re-broadcast bulletins produced by the state-owned Radio Pakistan and BBC Urdu Service. FM stations are also permitted to broadcast highly local news bulletins focusing on topics like traffic and weather updates. This limitation has prevented radio listeners from consuming diverse news sources". These political and geographical constraints may also be a factor explaining dwindling interest among young people in radio news.

Radio is the last choice for the majority of this cohort most of whom do not see radio as a particularly useful news platform. Though radio is by no means the favorite news source for these participants, it retains a unique significance, especially for the students from the rural areas. In regions where severe electricity cuts are common and 3G and 4G access is limited (by 2016, only four provisional capital cities have this facility so far), battery-driven radios perform a vital and valued news service, regardless of state regulations.

Radio Usage Practices 2015	Drive time Listener	Radio offers Short News	Backup facility	Convenience	Accuracy	Availability	Variety	All but News	Daily Schedule	Web Radio	Updated
Drive time Listener	+++++++ p=.000	N= 235 p=.000	N= 224 p=.000	N= 239 p=.000	N= 211 p=.000	N= 271 p=.000	N= 286 p=.000	N= 313 p=.000	N= 387 p=.000	N= 411 p=.000	N= 425 p=.000
Radio offers Short News	N= 235 p=.000	+++++++ p=.000	N= 347 p=.000	N= 325 p=.000	N= 214 p=.000	N= 218 p=.000	N= 205 p=.000	N= 214 p=.000	N= 227 p=.000	N= 294 p=.000	N= 265 p=.000
Backup facility	N= 224 p=.000	N= 374 p=.000	+++++ p=.000	N= 420 p=.000	N= 289 p=.000	N= 281 p=.000	N= 225 p=.000	N= 287 p=.000	N= 308 p=.000	N= 395 p=.000	N= 374 p=.000
Convenience	N= 239 p=.000	N= 325 p=.000	N= 420 p=.000	+++++++ p=.000	N= 258 p=.000	N= 262 p=.000	N= 213 p=.000	N= 246 p=.000	N= 263 p=.000	N= 337 p=.000	N= 322 p=.000
Accuracy	N= 211 p=.000	N= 214 p=.000	N= 289 p=.000	N= 258 p=.000	+++++++ p=.000	N= 195 p=.000	N= 204 p=.000	N= 192 p=.000	N= 233 p=.000	N= 277 p=.000	N= 278 p=.000
Availability	N= 271 p=.000	N= 218 p=.000	N= 281 p=.000	N= 262 p=.000	N= 195 p=.000	+++++++ p=.000	N= 265 p=.000	N= 269 p=.000	N= 304 p=.000	N= 324 p=.000	N= 334 p=.000
Variety	N= 286 p=.000	N= 205 p=.000	N= 225 p=.000	N= 213 p=.000	N= 204 p=.000	N= 265 p=.000	+++++ p=.000	N= 270 p=.000	N= 309 p=.000	N= 323 p=.000	N= 332 p=.000
All but news	N= 313 p=.000	N= 214 p=.000	N= 287 p=.000	N= 246 p=.000	N= 192 p=.000	N= 269 p=.000	N= 270 p=.000	+++++ p=.000	N= 390 p=.000	N= 427 p=.000	N= 407 p=.000
Fits in daily schedule	N= 387 p=.000	N= 227 p=.000	N= 308 p=.000	N= 263 p=.000	N= 233 p=.000	N= 304 p=.000	N= 309 p=.000	N= 390 p=.000	+++++ p=.000	N= 505 p=.000	N= 509 p=.000
Web radio	N= 411 p=.000	N= 294 p=.000	N= 395 p=.000	N= 337 p=.000	N= 277 p=.000	N= 324 p=.000	N= 323 p=.000	N= 427 p=.000	N= 505 p=.000	+++++ p=.000	N= 560 p=.000
Updated	N= 425 p=.000	N= 265 p=.000	N= 374 p=.000	N= 322 p=.000	N= 278 p=.000	N= 334 p=.000	N= 332 p=.000	N= 407 p=.000	N= 509 p=.000	N= 560 p=.000	+++++ p=.000

Table 5.11(k): Inter cross tabulation among Radio News Usage Features

1. The shaded area is showing the inverse or opposite relationships.

Most of the radio news users have shown inverse relationships. This means that participants who listen to Radio during Drive time, significantly disagree that radio offers short news bulletins, back up facility, convenient to use, provides accurate information, easily available, offers variety, fits in their daily schedule, web radio usage and up datedness. Interestingly they also significantly disagree that they listen to everything on radio but News. This shows they listen to radio news but, as discussed earlier, radio news has less to offer as a medium and the government restrictions are the main barriers to radio news usage.

5.12 News usage Practices using Television (2015) :

Sr. No	Reasons	Strongly Agree	Neutral	Strongly Disagree	Not App. to me	Total
1.	I do not watch TV at all	13.51%	14.38%	60.87%	11.24%	100
2.	TV provides me the latest updates on news stories	81.64%	14.81%	1.08%	2.47%	100
3.	TV is the most used media in my house	82.14%	11.15%	5.63%	1.08%	100
4.	It fits in my daily schedule easily	43.68%	29.45%	22.55%	4.32%	100
5.	It provides me with the accurate information about the issue	42.63%	34.45%	20.35%	2.58%	100
6.	TV is the best medium for me to watch sports news	71.41%	17.15%	7.88%	3.56%	100
7.	I have my own TV in my bedroom	30.55%	5.64%	43.98%	19.83%	100
8.	It is very convenient for me to use News on the Television	45.94%	26.54%	25.03%	2.49%	100
9.	TV provides me the chance to sit with the family	59.06%	21.50%	17.05%	2.39%	100
10.	It does not cost me any money	44.49%	21.37%	29.66%	4.48%	100
11.	I only use news via Television	16.32%	14.58%	63.33%	5.77%	100
12.	It provides me with the variety of stories	70.51%	20.57%	6.74%	2.18%	100
13.	I watch everything on TV except News	15.21%	16.85%	60.94%	7.00%	100
14.	I believe that the Pakistani TV news Channels are biased	57.88%	30.78%	9.83%	1.51%	100
15.	There is always load shedding when I want to watch TV	39.78%	31.24%	24.54%	4.43%	100
16.	I watch the Smart TV	31.55%	12.12%	36.24%	20.09%	100

Table 5.12: Television News Usage Practices in2015

5.12.1 Gender and Television Usage Practices :

Male students significantly agree with the practices mentioned in the Table 5.12(a).

Table 5.12(a): Cross Tabulation between Gender and Television News Usage Practices in2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	TV is the most used media in my house	Significantly agree	430	46.5%	.036
2	TV is the best medium for me to watch sports news	Significantly agree	415	44.8%	.000
3	It is very convenient for me to use News	Significantly agree	241	26.1%	.007

	on the Television				
4	It provides me with the variety of stories	Significantly agree	381	41.5%,	.014

The significant relationship between Gender and TV news usage practice such as ‘TV is the best medium for me to watch sports news is a consistent result, same significant relationship was present in the 2014 data. Male students significantly disagree with the practice shown in Table 5.12(b).

Table 5.12(b): Cross Tabulation between Gender and Television News Usage Practices in 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I do not watch TV at all	Significantly disagree	404	43.7%	.017
2	I have my own TV in my bedroom	Significantly disagree	318	34.5%	.014
3	TV is the only media I have to access the news	Significantly disagree	394	42.9%	.000
	I watch the Smart TV	Significantly disagree	326	35.6%	.001

It seems from the cross tabulations that television is more of a family activity and is very much a current source of news especially for the male university students. Sports news is very much still associated with Television. Male students do not watch it separately as TV is not part of their bedrooms. The results also indicate that smart TV was not a very popular phenomenon in Pakistan during the research period nor is it likely to become popular. This is because most of students in this sample belongs to the low-income group and they are not able to afford smart TV.

5.12.2 Television News Usage Practices and Subject Nature:

Computer Sc. students significantly agree with the practices mentioned in the Table 5.12(c).

Table 5.12(c): Cross Tabulation between Subject and Television News Usage Practices in 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	TV provides me the chance to sit with the family	Significantly agree	294	32.1%	.009
	I believe that the Pakistani TV news Channels are biased’		307	33.4%,	.037

Computer Sciences students significantly disagree with the practices mentioned in the table 5.12(d).

Table 5.12(d): Cross Tabulation between Subject and Television News Usage Practices in 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I watch the Smart TV	significantly disagree	306	33.6%	.000
2	I have my own TV in my bedroom	significantly disagree	347	37.8%	.000
3	TV is the only media I have to access the news'	significantly disagree	352	38.6%	.000

However, Media students strongly agree with the practice mentioned in the Table 5.12(d).

Table 5.12(d): Cross Tabulation between Subject and Television News Usage Practices in 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	It provides me with the accurate information about the issue	strongly agree	201	21.8%	.001

Media students trust television news more than computer sciences students.

5.12.3 Television News Usage Practices and University :

IIUI students significantly agree with the practices shown in the Table 5.12(e).

Table 5.12(e): Cross Tabulation between University and Television News Usage Practices in 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	It fits in my daily schedule easily	significantly agree	161	17.4%	.009
2	It provides me with the accurate information about the issue	significantly agree	151	16.3%	.027
3	There is always load shedding when I want to watch TV	significantly agree	131	35.6%	.009

5.12.4 Television News Usage Practices and Monthly Income :

Low Income group significantly agrees with following practices shown in the Table 5.12(f)

Table 5.12(f): Cross Tabulation between Monthly Income and Television News Usage Practices in 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	TV is the most used media in my house	significantly agree	536	59.4%	.000
2	There is always load shedding when I want to watch TV'	significantly agree	126	28.9%	.049

Low Income group also significantly disagrees with the practices shown in the Table 5.12(g).

Table 5.12(g): Cross Tabulation between Monthly Income and Television News Usage Practices in 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I have my own TV in my bedroom	significantly disagree	438	48.6%	.000
2	I watch the Smart TV	significantly disagree	383	42.8%	.000

The results, as per Table 5.12, also indicate that only a very small proportion of the students in his sample do not watch television while a majority reports watching it, but without following any regular pattern. The time spent watching television is naturally an important indicator of the strength of the medium.

Intercross Tabulation of Television Features:

The television is the extensively used news media. The inter cross tabulation table is attached in the appendix-II because of its large size. The intercross tabulation reiterates the result that students like most of the features of Television and this is their main reason for using it for the watching news. There is no significant relationship between the use of television for the news and the presence of television sets in their own bedrooms.

The data indicates that most students watched television every day during the period (Television is the most used media in my house = 82%), though often only for a limited time. The following statements from the focus groups depict the extent and character of television usage in the life of students.

“It only depends on my day ... but normally it is 3-4 hours but it usually different according to the situation of the day. Mostly when you are free ... you always turn on TV or use cell phone or laptop!” (Male participant from Computer Sciences, response to the category of ‘others’ in survey)

“For 5 to 10 minutes only” (Male participant from Computer Sciences, response to the category of ‘others’ in survey)

The majority of my cohort report they do not watch much television, but there are, of course, exceptions. One student in my study revealed, during focus group discussions, his unusual use of television.

“I like watching TV, it is what mostly I use, I have TV in my bedroom and it is on all the time, even at night times I forget to turn it off and sometimes my mother comes to turn it off” (Male participant from Media Studies response during Focus group discussion in Bahria University)

“I live in hostel so I don't watch TV. When I get home after 15 days then I watch for 1 or 2 hours approx.” (Female participant from media studies)

for students living in university hostels.

“I cannot watch television in the hostel, Always senior students have the remote and you have to request them and at times they refuse so I do not like to watch it there” (Female participant from Computer Sciences, response to the category of ‘others’ in survey)

“I do not have the time for television during university classes, but after finishing dinner, I go to TV room and even if I do not have the remote, I spend some time reading the news running on the belt of each channels and that is my news feed of the day” (Male participant from Computer Sciences, response to the category of ‘others’ in survey)

This situation puts a barrier in the path of news access for those students in the cohort living in university hostels. By contrast, most universities in Pakistan provide full and free access to the internet. There are differences in usage practices when it comes to the subject nature of the students. Such as the computer sciences students described his usage as:

Male, Computer sciences, NUST: "I don't watch TV, I eat with my family and usually in the background TV is on but I do not remember these days particularly turning it on for watching news and I believe no one watches it, every one uses social media for everything".

And Media student says:

Male, IIUI, Media st.,STudenst3: "I only watch TV for the news, News is the first thing on my mind when I turn on the TV and I try to scan maximum news channels in the shorter time"

The Media students , as they work closely with news , prefer watching it while Computer sciences students sometimes passively use the news. They are around TV sets but not intentionally and they get the news whereas, Media students intentionally turn on the television for the news via Television.

The television seems to be competing with the internet but there are significant differences in the way students use both of them. I discussed the interaction differences ,of students, with traditional and Networked media in the end of the next chapter.

Now I will discuss the networked media in the next chapter and will analyze all the results in the light of mediatization theory at the end of the next and last chapter.

6 Chapter 6 Networked Media and Mediatized News Practices

In this last analysis chapter of this thesis, I will deal with the news usage practices of university students in the networked news media environment. For a holistic understanding of news usage practices, I have divided the networked news media into three subcategories. The first category is online news via the internet. The second category is news usage via mobile phones. The third category concerns social media news usage.

This latter category, which is Social Media, is further divided into three categories, news usage via Facebook, news usage via Twitter and News Usage via Blogs. The news usage via these platforms and devices is analyzed with reference to the survey and focus group discussions. There are two main sections of this chapter. The first section presents the results of the survey conducted during 2014, and is mainly descriptive. The main purpose of this section is to place all the results in systematic order. In the second section, I present the results of the repeated survey in 2015 and the comparison of these results with the survey results of 2014. I incorporated the qualitative data via Focus group discussions to support my survey results. The second section also includes the discussion of the results obtained in both surveys and focus group discussions.

Data from the two surveys enables us to see how technology has driven changing news consumption practices, which is the main claim of mediatization theory. In this chapter and based on my data, I offer my own insights on this testing of mediatization theory and make suggestions for its modification.

6.1 Online News Usage Practices 2014 :

This Table 6.1 provides the Online News practices via survey conducted in 2014.

Table 6.1: Online News Usage practices 2014

Sr. No	News Usage Practices Via Laptops	Strongly Agree + Agree	Neutral	Strongly Disagree + Disagree	Total
1	It fits in my daily schedule	83.58%	10.35%	6.07%	100
2	It is more easy to access my interest areas on line	80.55%	14.66%	4.79%	100
3	Online news is more detailed	63.33%	28.26%	8.41%	100
4	It is convenient to use online news	63.46%	21.55%	14.99%	100
5	I can access news from multiple news sources	79.28%	14.78%	5.94%	100
6	Online news is up to date	75.87%	19.33%	4.8%	100
7	I like the feature of interactivity in online news	52.84%	33.58%	13.58%	100
8	It provides me with the variety of stories	74.23%	20.06%	5.67%	100
9	It is more easy to access international news online	80.60%	14.33%	5.07%	100
10	I always follow online news via Laptop	47.8%	24.34%	27.86%	100
11	I always use online news	43.27%	33.48%	23.25%	100
12	Because of load shedding I prefer to save my mobile battery and use other media to access news	40.7%	28.20%	31.10%	100
13	News is not my interest area when I browse internet.	33.38%	29.72%	36.9%	100

Online news is offering several conveniences to the young university students. They feel more empowered over the content but still it can be argued that as students have overall less

interest in the news, only 43.27% have mentioned that they always use online news. This table confirms that students value the features of easy news access such as ‘variety’, ‘fits in time’, ‘easy access of international news’, ‘convenience’, ‘availability of multiple sources’ and ‘up to datedness’ of the online news (Costera et.al, 2015). The bit surprising thing is the less inclination of students towards the feature of ‘interactivity’, only 52.84% report that they like interactivity in news. This indicates towards the lack of will to interact with news item such as sharing it or commenting on it. Only 33.33% students have mentioned that news is not their interest area when they browse internet. Most of the students are using online news and their usage pattern is not regular, I will further discuss this using the qualitative data. But before I move on, I will present the cross tabulation on Online news usage practices with gender, subject, university and monthly income.

6.1.1 Online News Practices and Gender :

Male students have shown significant association with Online news in Table 6.1(a)

Table: 6.1 (a): Cross Tabulation between Online news and Gender

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	It is more easy to access international news online	Significantly agree	291	42.1%	.044

While, Table 6.1(b) shows the negative association of females with the online news

Table 6.1(b): Cross Tabulation between Online news and Gender

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I mostly use online news	Significantly disagree	214	31.3%	.001

Table 6.1(a) shows the positive association of male students with the online news. However, Table 6.1(b) shows the negative association of females with the online news. Pew research 2017 by Amyet.al (2017) confirms this trend that Male use more on online news than females. I will discuss the news Usage patterns based on Gender, later in this chapter.

6.1.2 *Online News Practices and Subject :*

Media students strongly agree the practice shown in the Table 6.1 (c).

Table 6.1(c): Cross Tabulation between Online News and Subject

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	It is more easy to access international news online	Significantly agree	234	33.9%	.050

It can be argued that Media students are using international news and online news websites because of the ease of access and because of their subject nature they are more interested in the online International news usage than the computer sciences students.

6.1.3 *Online News Practices and the University :*

Table: 6.1(d): Cross Tabulation between Online News and the University

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	It is convenient to use online news	Significantly agree	186	27.1%	.001
2	I can access news from multiple news sources	Significantly agree	249	36.1%	.014

The students from IIUI significantly agree with the following practices shown in the

Table: 6.1(e): Cross Tabulation between Online News and the University

Sr.no.	Practice	Nature of Association	N	%	Chi Sq.
1	I mostly use online news	Significantly disagree	197	28.8%	.002
2	I have a laptop but I have never tried using it for accessing News	Significantly disagree	238	34.9%	.001

The IIUI students significantly disagree with the practices such as online news use on regular basis. It can be argued that the IIUI (International Islamic University students) are using online news but not on regular basis as they have revealed that they are even using laptops for the news access and they value the features like convenience and availability of multiple sources via online news.

6.1.4 Online News Practices and Monthly Income :

No significant relationship was found between ‘Online News Practices’ and the ‘Monthly Income’. Overall, it shows that males are accessing International news online more than female students and female students are not as interested in using online news. Now, I will present the News practices via Mobile Phones.

6.2 Online News Usage Practices Via Mobile Phones (2014) :

Table 6.2: News Practices via Mobile Phone

Sr. No.	News Practices via Mobile Phone	Strongly Agree	Neutral	Strongly Disagree	Total
1	Accessing Online news via Mobile phone fits into my busy schedule	66.80%	21.36%	11.84%	100
2	Online news via Mobile provides me the latest updates on news stories	63.7%	22.59%	13.71%	100
3	I can obtain the news on my mobile at the time I want it	67.64%	21.86%	10.5%	100
4	It provides me with a variety of stories	61.41%	25.14%	13.44%	100

5	It provides me with news as quickly as possible	65.98%	22.83%	11.19%	100
6	I can manage my time wisely with other routine tasks	59.79%	27.29%	12.92%	100
7	It provides me multiple choices in news coverage (news from different channels)	58.37%	28.97%	12.66%	100
8	It is very convenient for me to access news through it	61.16%	25.94%	12.9%	100
9	It provides me with accurate information about the issue	46.88%	38.90%	14.22%	100
10	I browse everything on my mobile internet except news	35.60%	27.06%	37.34%	100
11	I have a simple phone which I use only for calling purposes	30.18%	16.03%	53.79%	100
12	I have a smart phone but I have never tried accessing news through it	25.03%	21.11%	53.86%	100
13	Because of load shedding, I prefer to save my mobile battery and use other media for using news	50.15%	25.29%	24.56%	100
14	I use it for watching humorous news shows like 'Has-be-Haal' and 'KhabarNak' but not for news bulletins	29.9%	24.97%	45.13%	100
15	I prefer using my mobile for interacting with my friends	68.18%	19.06%	12.76%	100

The Table 6.2 shows that most of the students are using mobile phone for interaction with friends. Students value the features of using news via mobile phones but the use of mobile phone falls slightly behind the use of general online news. The percentages of students, who agree with the features of Online news are slightly higher than the students who agree with features of Mobile news as per Table 6.1 and 6.2. It can be argued that in 2014, students are using more news via online platforms such as laptops computers and comparatively less news via mobile phones.

6.2.1 Online News Practices Via Mobile Phones and Gender :

Male students strongly disagree with the practice shown in Table 6.2(a)

Table 6.2 (a): Cross Tabulation between Gender and Mobile News

Sr.no.	Practice	Nature of Association	N	%	Chi Sq.
1	I browse everything on my mobile internet except news	Significantly disagree	160	23.3%	.033

Females disagree with the practice mentioned in Table 6.2(b)

Table 6.2 (b): Cross Tabulation between Gender and Mobile News

Sr.no.	Practice	Nature of Association	N	%	Chi Sq.
1	I have a simple phone which I use only for calling purposes	Significantly disagree	214	31.2%	.000

While, Female students strongly disagree with the following practice that ‘I have a simple phone which I use only for calling purposes’ shown in Table 6.2(b). It can be argued that females do have gadgets to access news but they are not using their mobiles phones for calling purposes. Few Female students mentioned their mobile usage as

Female, IIUI, Media studies, Student 2: “Whenever I see the dress I like I just take out my mobile and take the photo of it and then later I can share this my friends and tailor to get it ready for me”.

Female, BU, Media studies, Students 4: “I stay all the time with my friends in the university but still when I go home I stay connected with them via what’s app, even my parents say stop this you were with your friends all day and again you are talking to them on mobile.”

Females are doing many other activities such as entertainment, carrying out fashion and lifestyle needs via mobiles. The angle of ‘connection’ as per ‘Genderlect theory’ is one

important aspect of their lives, they are using mobile to stay in contact with friends. And in doing all these news is not always a priority.

6.2.2 Online News Practices Via Mobile Phones and Subject :

Computer sciences Students agree with practices shown in Table 6.2(c)

Table 6.2 (c): Cross Tabulation between Subject and Mobile News

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1.	Online news via Mobile provides me the latest updates on news stories	Significantly agree	248	35.8%	.032
2.	I can obtain the news on my mobile at the time I want it	Significantly agree	261	38.1%	.049
3.	It provides me with a variety of stories	Significantly agree	241	34.9%	.026
4.	It provides me with news as quickly as possible	Significantly agree	252	36.7%	.015
5.	I browse everything on my mobile internet except news	Significantly agree	155	22.5%	.046

Computer Sciences students value the online news features but they report that they like to browse everything on their mobile phones but news. This indicates their less interest in using news via mobile phones.

Table 6.2 (d): Cross Tabulation between Subject and Mobile News

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1.	I use it for watching humorous news shows like 'Has-be - Haal' and 'Khabar Nak' but not for news bulletins	Significantly disagree	152	22.1%	.000

However, Computer Sciences students disagree with the practice that watch comedy news programs via mobile phones. While, media students strongly disagree with the following practices shown in the table 6.2(e).

Table 6.2 (e): Cross Tabulation between Subject and Mobile News

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1.	I have a simple phone which I use only for calling purposes	Significantly disagree	206	30.0%	.048
2.	I have a smart phone but I have never tried accessing news through it	Significantly disagree	191	27.9%	.000
3.	I use it for watching humorous news shows like 'Has-be-Haal' and 'Khabar Nak' but not for news bulletins	Significantly disagree	159	23.1%	.000

It can be concluded that both computer sciences students and media students, in my sample are using their mobile phones to access news, some of which is comedy- or humor-oriented. According to the data, computer sciences students are more technology dependent and more likely to carry out multiple activities on their mobile phones including news. News, however, is not their priority.

6.2.3 Online News Practices Via Mobile Phones and University :

IIUI students strongly agree with the following practice shown in Table 6.2(f).

Table 6.2 (f): Cross Tabulation between Subject and Mobile News

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1.	Accessing Online news via Mobile phone fits into my busy schedule	Significantly agree	214	30.9%	.038

While, IIUI students strongly disagree with the following practice shown in Table 6.2(g).

Table 6.2 (g): Cross Tabulation between Subject and Mobile News

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1.	I browse everything on my mobile internet except news	Significantly disagree	134	19.5%	.009

2.	I have a smart phone but I have never tried accessing news through it	Significantly disagree	190	27.7%	.050
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Figure 6.1 shows the Mobile News Usage per university.

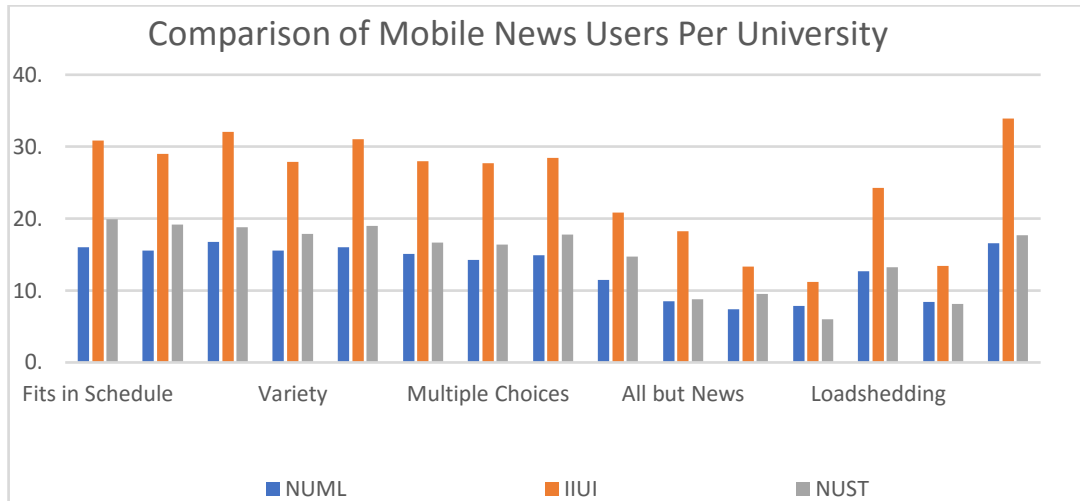


Figure 6.1: Percentage of Mobile News Users in Each University

The figure 6.1 shows the IIUI students are using mobile phones most for the news access, followed by the NUST and NUML students respectively. IIUI students are the biggest cohort in the sample and this shows data skewness in this case.

6.2.4 Online News Practices Via Mobile Phones and Monthly Income :

There is no significant relationship recorded between monthly income and online news practices via mobiles.

Overall, it can be concluded that Mobile news is catching up fast with the online news in 2014. Males students are using more mobile phones for the news access. Now, I will present the News practices via Twitter

6.3 Online News Practices via Twitter (2014) :

Table 6.3: News Practices via Twitter

Sr. No	Reasons for following News via Twitter	Strongly Agree	Neutral	Strongly Disagree	Total
1	I tweet the local online news via Twitter	17.96%	17.10%	64.94%	100%
2	I tweet the International online news via Twitter	17.68%	16.52%	65.80%	100%
3	I follow my favourite journalists via Twitter	19.36%	16.74%	63.90%	100%
4	I follow my favourite discussions via Twitter	17.08%	16.64%	66.28%	100%
5	I prefer Twitter over other news media platforms	15.79%	18.26%	65.94%	100%
6	I get the latest news updates from Twitter	18.53%	15.82%	65.60%	100%

Twitter is not a much-used news source in Pakistan for the university students. Only a small cohort is using this for the news usage. This also indicates towards the less interest of students towards exploring new news platforms.

6.3.1 Gender and News Practices via Twitter :

Table 6.3 (a): Cross Tabulation Between Gender and Twitter

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1	I Tweet the local online news via Twitter	Strongly agree	74	10.6%	0.13
2	I Tweet the International online news via Twitter	Strongly agree	72	10.4%	0.13
3	I follow my favourite journalists via Twitter	Strongly agree	86	12.5%	.001
4	I follow my favourite discussions via Twitter	Strongly agree	72	10.4%	.007
5	I prefer Twitter over other news media platforms	Strongly agree	69	10.0%	.001
6	I get the latest news updates from Twitter	Strongly agree	74	10.7%	.001

Table 6.3(a) shows the associations between Gender and the Twitter as a news source. Gender is significantly associated with the Twitter. Male students significantly use Twitter more than female students.

6.3.2 University and News Practices via Twitter :

Table 6.3 (b) shows the following positive associations of IIUI students with Twitter as a news source.

Table 6.3 (b): Cross Tabulation Between University and Twitter

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1	I Tweet the local online news via Twitter	Strongly disagree	232	33.3%	0.13
2	I Tweet the International online news via Twitter	Strongly disagree	234	33.9%	0.13
3	I follow my favourite journalists via Twitter	Strongly disagree	219	31.9%	.001
4	I follow my favourite discussions via Twitter	Strongly disagree	233	33.7%	.007
5	I prefer Twitter over other news media platforms	Strongly disagree	234	33.9%	.001
6	I get the latest news updates from Twitter	Strongly disagree	230	33.4%	.001

6.3.3 Subject and News Practices via Twitter:

Subject is not significantly associated Twitter.

6.3.4 Monthly Income and News Practices via Twitter:

Table 6.3 (c): Cross Tabulation Between Monthly Income and Twitter

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1.	I get the latest news updates from Twitter	Strongly disagree	314	46.8%	.018

Low Income group significantly does not use Twitter for the news usage. It can be argued that overall, Twitter news usage is very low and mainly male students are using it for the news access. Now, I present the Blogs as a news source.

6.4 Online News Via Social Media (Blogs) :

Table 6.5: Online News Via Blogs

Sr. No	Reasons for following News via Blogs	Strongly Agree	Neutral	Strongly Disagree	Total
1	I follow the news blogs mentioned on websites of national newspaper	30.46%	27.44%	42.10%	100
2	I follow the news blogs mentioned on the websites of International newspapers	26.7%	26.71%	46.59%	100
3	I follow the blogs by Pakistani journalists	28.03%	28.32%	43.64%	100
5	I follow the blogs by international journalists to follow News	22.46%	28.41%	49.13%	100
6	I have my own blog	14.87%	16.31%	68.83%	100
7	I write regularly on my blogs	12.48%	32.75%	45.07%	100
8	Blogs are the best source of latest news	22.17%	32.75%	45.07%	100

Most of the cohort is not using blogs for the news access. Students are following blogs mentioned on the websites of the National and International Newspapers. This indicates their inclination towards the online newspaper. It can be argued that a small cohort which is using blogs for the news access is most interested in the news and such students follow the Online news as well. The newspaper websites are their way to these news blogs and the students, who are very low in percentage but very much interested in news are using them as a news source. Now, I present the important cross Tabulations.

6.4.1 Gender and News practices via Blogs :

There is significant association between gender and the Blogs as a news source.

6.4.2 Subject Nature and practices Blogs :

Table 6.4 (a): Cross Tabulation between Subject and News Practices via Blogs

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1.	Blogs are the best source of latest news	Significantly disagree	203	29.5%	.014

The computer sciences students strongly disagree with this practice that 'Blogs are the source of latest news'. However, the number of computer sciences student (87) is more than Media students (65) who agrees with this practice. It can be argued that, as, blogs are used very less for the news usage, the overall percentage of the students is very low who use blogs as a news source. Students from both disciplines have shown the low usage rate as shown in the Table 6.5. The chart 6.2 and 6.3 shows that the computer sciences students are more in number in both cases.

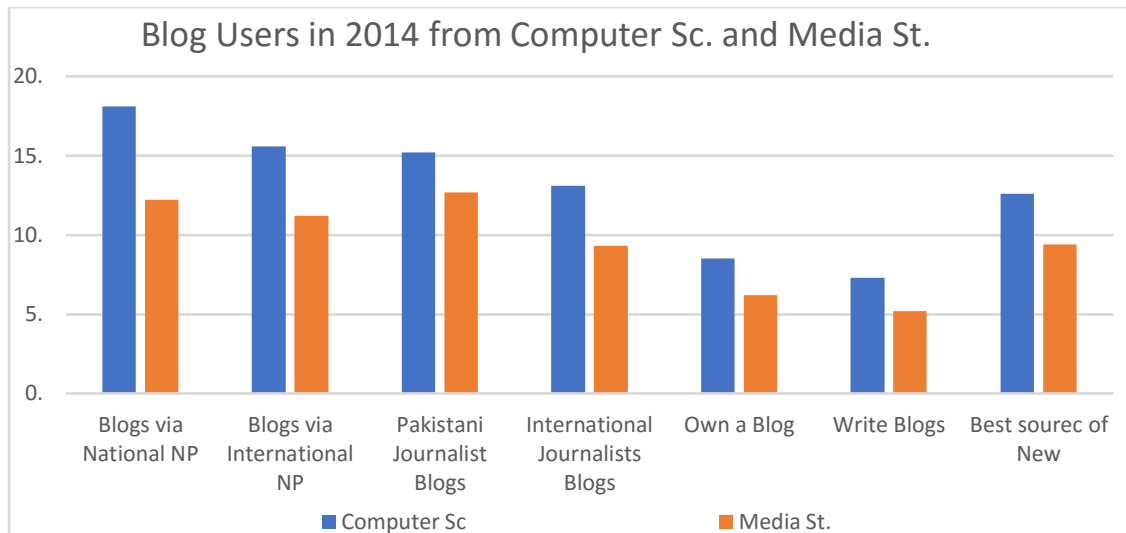


Figure 6.2: Users of Blogs in 2014

The Figure of students who do not use blogs:

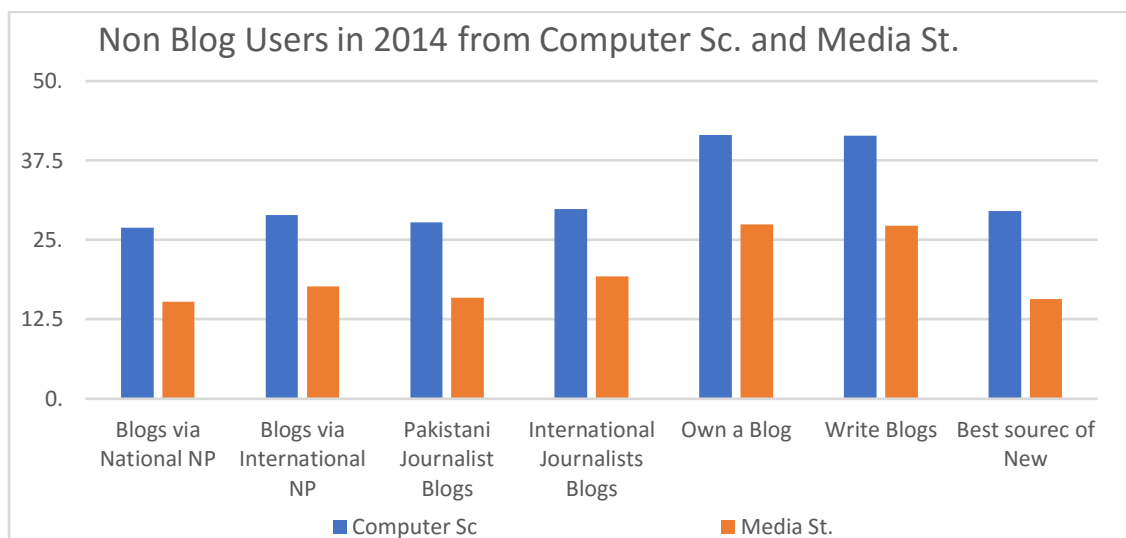


Figure 6.3: Non-Users of Blogs in 2014

The figure 6.2 and 6.3 shows that the computer sciences students are more in number in both the cases. Computer Sciences students are more in already more in number in the collected sample and this could be the reason behind their high rating in both the cases.

6.4.3 University and the News Practices via Blogs :

There is significant association between ‘University’ and the ‘Blogs’ as a news source.

6.4.4 Monthly Income and News practices via Blogs:

There is significant association between ‘Monthly Income’ and the ‘Blogs’ as a news source.

Now, I present the ‘Online News via Facebook’.

6.5 Online News usage via Face book (2014) :

Table 6.4: News Practices via Facebook

Sr. No	Reasons for following News via Facebook	Strongly Agree	Neutral	Strongly Disagree	Total
1	I get news through posts on my personal face book homepage	87.75%	8.93%	3.32%	100
2	I get news through the Face book page of Pakistani newspaper like Facebook page of Dawn, The News	79.88%	15.34%	4.78%	100
3	I get news from the Face book pages of International newspapers	74.49%	18.70%	6.81%	100
4	I use it only for socialization purposes	77.18%	11.19%	11.63%	100
5	I always get the latest updates through my Face book page	85.25%	9.49%	5.26%	100

Most of the cohort is using News via Facebook. The Facebook news usage percentages are so far the highest among the online news categories. Students are getting National and International news via Facebook along the socialization. Now, I present the cross tabulation to further show the usage patterns.

6.5.1 Online News usage via Face book and Gender :

Table 6.4 (a) shows the associations of Male students with the Facebook news usage practices

Table 6.4 (a): Cross Tabulation between Gender and News Practices via Facebook

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1.	I get news from the Face book pages of International newspapers	Significantly agree	275	53.5%	.012
2.	I use it only for socialization purposes	Significantly agree	282	52.1%	.012

Male students are using Facebook for the news and socialization purposes more than female students.

6.5.2 Online News usage via Face book and Subject:

Table 6.4 (b): Cross Tabulation between Subject and News Practices via Facebook

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1.	I get news from the Face book pages of International newspapers	Significantly agree	291	56.7%	.036

Computer sciences students have significant association with the Facebook as a news source. Computer sciences students are engaged with International news via Facebook pages.

6.5.3 Online News usage via Face book and University:

Table 6.4 (c) shows that IIUI students are positively associated with Facebook as a news source.

Table 6.4 (c): Cross Tabulation between University and News Practices via Facebook

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1.	I get news through the Face book page of Pakistani newspaper like Facebook page of Dawn, The News	Significantly agree	244	44.2%	.001

IIUI students are particularly using Facebook for using news via national Newspapers.

6.5.4 Online News usage via Face book and Monthly Income:

Table 6.4 (d): Cross Tabulation between Monthly Income and News Practices via Facebook

Sr.	Practices	Nature of Association	N	%	Chi Sq.
1.	I get news through posts on my personal face book homepage	Significantly agree	417	61.7%	.027
2.	I get news through the Face book page of Pakistani newspaper like Facebook page of Dawn, The News	Significantly agree	373	55.4%	.002
3.	I get news from the Face book pages of International newspapers	Significantly agree	343	51.0%	.004

Low Income group is using Facebook more than middle income and high income for using news. The lower income group is the largest cohort of students in this sample. It can be argued that Facebook is competing fast with other most used online news platforms such as Official and immature News sites on the internet. I will now present the second section which is about the data collected in 2015.

Section II (2015)

In this section, I present the data collected in 2015 and its comparison with data from 2014. I also highlight the main themes which emerged from the focus group discussions and reflect on how the combined data sheds light on the theory of mediatization. The principle aim of this section is to see the nature of changing news practices especially after the emergence of 3G and 4G in Pakistan. I repeated the data in 2015 under the same news categories – such as news via internet, mobile phones and social media, with slight modifications – to enable comparison and analysis of mediatized news practices.

6.6 Online News Usage Practices (2015) :

Table 6.6 : Online News Usage Practices 2015

Sr. No	Reasons	Strongly Agree	Neutral	Strongly Disagree	Not App.	Total
1	Online news fits in my schedule	81.50%	11.40%	3.66%	3.44%	100
2	It is more easy to access my interest areas on line	79.24%	15.14%	2.38%	3.24%	100
3	Online news is more detailed	56.65%	32.22%	8.43%	2.70%	100
4	It is very convenient for me to follow news online	63.59%	21.41%	12.39%	2.61%	100
5	I can access news from multiple news sources	76.02%	17.82%	3.35%	2.81%	100
6	Online news is up to date	76.03%	17.06%	4.75%	2.16%	100
7	I like the feature of interactivity in online news	49.03%	32.32%	13.88%	4.77%	100
8	It provides me with the variety of stories	72.19%	20.78%	4.11%	2.92%	100

9	It is more easy to access international news online	79.80%	13.36%	3.91%	2.93%	100
10	I follow online news via Laptop	49.29%	18.50%	22.20%	10.01%	100
11	I always use online news	36.81%	31.05%	28.12%	4.02%	100
12	Because of load shedding I prefer to save my battery and use my laptop or desktop and use other media to access news	35.64%	28.40%	28.83%	7.13%	100
13	News is not my interest area when I browse internet	38.5%	24.62%	31.02%	5.86%	100
14	I watch TV news Online	32.90%	27.69%	33.87%	5.54%	100
15	I access web radio for news	14.24%	18.45%	52.21%	15.10%	100

Students are clearly using online news and they are accessing this online news mostly via laptops (almost 49.29 %) as per above mentioned Table 6.6. The figure 6.3 provides the comparison over the year.

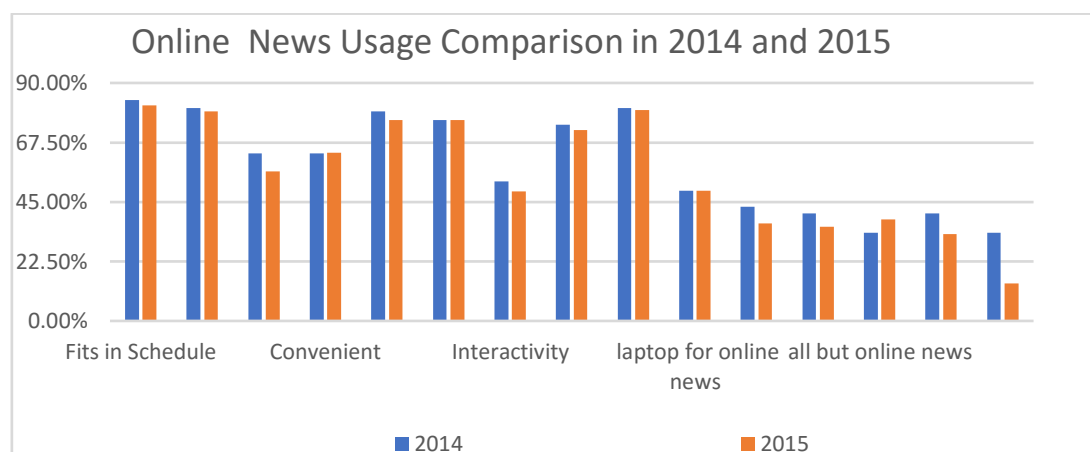


Figure 6.4: Online News Usage comparison in 2014 and 2015

The survey results are almost consistent with the results in 2014 showing only a slight decline in a few categories. However, my participants in 2015 are using less online television and

web radio for the news than in the previous year. Only 36.81% of the participants indicated they regularly accessed news online in 2015, suggesting this is not the only news resource available. The data in the above table 6.4 suggests the students use online news because it is convenient and fits into their schedule easily. The qualitative data from the survey reveals there are three main categories of student. The first category consists of those who are strongly interested in online news. Students have described their interest in the following way:

Male, Computer Sciences Students NUST: 'I read a lot of online news, especially about soccer (Liverpool) but also keep myself updated with current affairs, I use online news daily for about 2 hours'.

This pattern suggests a strong interest in news. Typically, this participant regularly accesses news online, has a keen interest in sports and current affairs and, above all, likes to stay in touch and keep updated. Other students have mentioned different patterns:

Male, Computer Sciences, Student 3, IIUI: "I consult them on the weekly basis or if there is something of my interest"

Male, Computer Sciences, Student 5, NUST "Sometimes when I search about something particular, I read the online news article about it as well."

These students are occasional news users and their online news usage is dependent on either context or situation. They do not tend to follow online news regularly but do access this platform if there is something particular they are looking for. I placed such students under the category of students having a 'medium interest' in online news. There is a third category of students, namely those who are least interested in online news.

Female, Computer Sciences, NUML, Student no 3: *“I do not like to read news online, it’s a very tiring process, you read with peace, I love my eyes and read offline news stuff”.*

Male, Media studies, students 4, BU: *“I do not like accessing news via online newspapers because it is not convenient for me to read on laptop or a mobile”.*

Female, BU, Student no 1 : *“I have never experienced reading online newspaper”*

There are multiple reasons for the low usage of online news by this group. First is that students are simply less interested in news. Overall, the students who are not interested in news are also not interested in reading it online. Second, the technological revolution is quite new in Pakistan and many students are not ready for this transition. The above quotes show they are not comfortable with this shift and, naturally enough, do not find it convenient to read news online. It is possible that if they started reading online newspapers, they might find value in it and start to become more acclimatized to the online reading environment. But, currently, this group of students are not comfortable reading news on electronic devices. This contradicts the survey findings in which many participants (around 64%) said it was convenient for them to follow news online.

The participants who did access news online drew attention to another interesting practice:

Female, Computer Sciences, IIUI, Student no 7: *“I read online newspapers because I have liked many newspaper Facebook pages on my Facebook page and their feed keeps appearing on my time line and keeps me updated”*

Male, Computer Sciences, NUML, Student no 3: *“I do not use online news or online newspapers as I mostly get the news from the Facebook pages and I think that is enough for me”*

Students are using online news but they are consuming online content via social media sites. I discuss this important trend in detail below in the news via social media section. Most of the computer sciences students have mentioned it. Media students have also mentioned using news via social media but majority of the media students are females who have mentioned this trend.

6.6.1 Online News Practices and Gender 2015 :

Table 6.6 (a) shows the positive associations of Male students with Online news practices.

Table 6.6 (a): Cross Tabulation between Gender and Online News Usage Practices 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	Online news fits in my schedule	Significantly agree	453	48.7%	.003
2	It is more easy to access my interest areas on line	Significantly agree	441	47.7%	.002
3	Online news is more detailed	Significantly agree	326	35.2%	.002
4	It is very convenient for me to follow news online	Significantly agree	365	39.7%	.000
5	I can access news from multiple news sources	Significantly agree	433	46.8%	.000
6	I like the interactivity feature in Online News	Significantly agree	284	30.8%	.001
7	It provides me with the variety of stories	Significantly agree	405	43.8%	.001
8	It is more easy to access international news online	Significantly agree	450	48.9%	.000

Table 6.6 (b) shows the negative associations of Male students with Online news practices.

Table 6.6 (b): Cross Tabulation between Gender and Online News Usage Practices 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	News is not my interest area when I browse internet	Significantly disagree	225	24.4%	.001
2	I watch TV news Online	Significantly disagree	203	22.0%	.005

Male students have shown positive associations with most of the features of online news and they also significantly disagree with the practices such as ‘News is not my interest area when I browse internet’ reiterates the fact that Male students are keen users of news from online resources as well.

Female students have not shown any significant association with online news practices. This supports the argument within my cohort that male students are generally more interested in ‘Online’ news. This also confirms the findings of 2014 survey. The Pew Survey (2017) also confirms the same result that the male students use more online news than female students. However, male students in this sample also tended not to watch TV news online. While participants commonly read news from online sources, the data suggests watching news such as via TV programming online is less frequent.

6.6.2 *Online News Usage and Subject :*

Table 6.6 (c) shows the negative association of Online news practice with subject.

Table 6.6 (c): Cross Tabulation between Subject and Online News Usage Practices 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I watch TV news Online	Significantly disagree	203	22.0%	.005

Computer Sciences students in my sample particularly do not watch TV news Online. This reiterates the finding that watching TV news online is not a regular feature.

6.6.3 Online News Usage Practices and University :

IIUI students significantly agree with the following practices mentioned in Table: 6.6 (d).

Table 6.6 (d): Cross Tabulation between University and Online News Usage Practices 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	It is more easy to access my interest areas on line	Significantly agree	254	27.5%	.012
2	I like to respond to the news items, I like interactivity	Significantly agree	167	18.1%	.003
3	I always use online news	Significantly agree	143	15.5%	.001
4	Because of load shedding I prefer to save my battery and use my laptop and use other media to access news	Significantly agree	133	14.4%	.042

IIUI students significantly disagree with the following practice mentioned in the Table 6.6(e)

Table 6.6 (e): Cross Tabulation between University and Online News Usage Practices 2015

Sr.	Practice	Nature of Association	N	%	Chi Sq.
1	I access web radio for news	Significantly disagree	197	21.3%	.006

The International Islamic University Islamabad, (IIUI) students have shown the most of the associations with online news. The students are using online news via mobile phones but are not using specifically web radio for the news.

6.6.4 Online News Practices and Monthly Income :

No significant relationship was found between Online News Practices and Monthly Income.

Now I present the Online News Via Mobile Phones 2015

6.7 Online News Usage Practices Via Mobile Phones 2015 :

Table 6.7 : Online News Usage Practices 2015

Sr. No.	News Practices via Mobile Phone	S. Agree + Agree	Neutral	S. Disagree + Disagree	Not App.	Total
1	Accessing Online news via Mobile phone fits into my busy schedule	70.2%	18.54%	5.68%	5.57%	100
2	Online news via Mobile provides me the latest updates on news stories	72.61%	17.29%	4.51%	5.59%	100
3	I can obtain the news on my mobile at the time I want it	76.37%	13.80%	3.85%	5.99%	100
4	It provides me with a variety of stories	72.19%	16.56%	5.3%	5.95%	100
5	It provides me with news as quickly as possible	74.95%	13.39%	6.05%	5.62%	100
6	I can manage my time wisely with other routine tasks	65.01%	20.24%	8.94%	5.81%	100
7	It provides me multiple choices in news coverage (news from different channels)	54.8%	26.00%	10.46%	8.74%	100
8	It is very convenient for me to access news through it	64.31%	20.17%	8.68%	6.83%	100
9	It provides me with accurate information about the issue	51.73%	32.68%	8.98%	6.60%	100
10	I browse everything on my mobile internet except news	30.08%	23.02%	39.3%	7.60%	100
11	I have a simple phone which I use only for calling purposes	21.74%	9.69%	63.05%	5.52%	100
12	I have a smart phone but I have never tried accessing news through it	26.05%	17.95%	50.12%	5.88%	100
13	Because of load shedding, I prefer to save my mobile battery and use other media to use news	50.65%	20.09%	26.66%	2.6%	100

14	I use it for watching humorous newsshow like 'Has-be-Haal' and 'Khabar Nak' but not for news bulletins	32.22%	24.78%	37.19%	5.81%	100
15	My Phone is my most used media to access News	41.87%	23.21%	26.79%	8.13%	100
16	I watch TV news programs on my smartphone	34.2%	21.68%	33.66%	10.46%	100
17	I access news websites via my smartphone	49.02%	20.48%	21.24%	9.26%	100

Students are using mobile phone for news and a substantial rise has been seen in most of the categories shown in the figure 6.5.

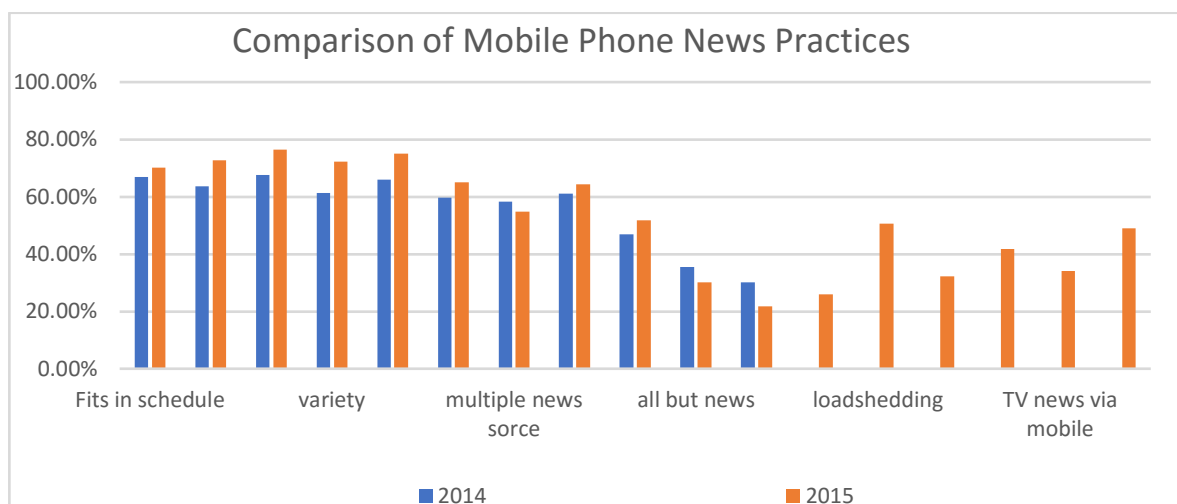


Figure 6.5: Comparison of News via Mobile Phones in 2014 and 2015

The figure 6.5 further shows that purpose of mobile phone is not only calling rather news use via mobile is on the rise. It can be argued that news via mobile is catching up fast with the online new via Laptops.

Now I present the important cross tabulations:

6.7.1 Online News Practices Via Mobile Phones and Gender :

Male students strongly agreed with the practices mentioned in the tables 6.7(a) and disagree with the practices mentioned in 6.7 (b).

Table 6.7(a): Cross Tabulation between Gender and Online News Usage Practices 2015

Sr. no.	Practices	Nature of Association	N	%	Chi Sq.
1	Accessing Online news via Mobile phone fits into my busy schedule	Strongly agree	400	42.9%	.005
2	Online news via Mobile provides me the latest updates on news stories	Strongly agree	405	43.5%	.003
3	It provides me multiple choices in news coverage (news from different channels)	Strongly agree	317	34.2%	.003

Table 6.7(b): Cross Tabulation between Gender and Online News Usage Practices 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I have a simple phone which I use only for calling purposes'	Strongly disagree	351	37.8%	.000
2	I have a smart phone but I have never tried accessing news through it	Strongly disagree	322	34.8%	.015
3	I browse everything on my mobile internet except news	Strongly disagree	281	30.5%	000

The results are consistent with the survey 2014 and reinforce the fact that male students use online news via mobile phones. They strongly disagreed with the practices which suggest that they do not use mobiles for the news usage. The Online news usage trend as per Table 6.6 has shown slight decline over the period of one year, whereas, the mobile phone news usage has shown slight rise over the same time period as per Table 6.7. This indicates the medium displacement and longitudinal studies should be done to further map such trends. It can be

argued that this rise, partly, is because of the entrance of the 3G and 4G mobile services. Although, the subsidies smart phones and free Wi-Fi are also contributing factors.

6.7.2 Online News Practices Via Mobile Phones and Subject :

Computer sciences students within my sample strongly agreed with following practices:

Table 6.7(c): Cross Tabulation between Subject and Online News Usage Practices 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	Accessing Online news via Mobile phone fits into my busy schedule	Strongly agree	335	36.1%	.014
2	I can obtain the news on my mobile at the time I want it	Strongly agree	367	39.5%	.033
3	It provides me with a variety of stories	Strongly agree	342	37.2%	.001
4	It provides me with news as quickly as possible	Strongly agree	354	38.5%	.001
5	It provides me multiple choices in news coverage (news from different channels)	Strongly agree	260	28.2%	.000
6	It is very convenient for me to access news through it	Strongly agree	309	33.7%	.033

Interestingly, Computer sciences students strongly disagreed with the practice mentioned in the Table 6.7(d).

Table 6.7(d): Cross Tabulation between Subject and Online News Usage Practices 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	My Phone is my most used media to access News	Strongly disagree	208	22.7%	.000

Computer sciences students agreed with most of the features of online news but still access it less frequently. Media students, on the other hand, strongly agree with the same practice:

Table 6.7(e): Cross Tabulation between Subject and Online News Usage Practices 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	My Phone is my most used media to access News	Strongly agree	198	21.7%,	.000
2	I access news websites via my smartphone'	Strongly agree	235	25.8%	.000

It can be concluded that media students in my sample tend to access news on their mobiles more frequently than computer sciences students.

6.7.3 Online News Practices Via Mobile Phones and University :

Table : 6.7(g) shows association of IIUI students with news via Mobile phones.

Table 6.7(g): Cross Tabulation between University and Online News Usage Practices 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	Because of load shedding, I prefer to save my mobile battery and use other media for using news	Strongly agree	119	12.9%	.035

IIUI students are particularly believe that they should save the battery of their mobile phones and use other platforms to use the news. This practice is a bit surprise as in 2014, IIUI students had shown interest in news via mobile, it can be argued that as most of the students with smart phone do the excessive us of smart phones and they prefer not news over their other mobile usage practices such as entertainment and social media usage.

One students shared his experience as:

Computer Sc. IIUI, Male, student 4: "All I know is that I have to fully use my battery so I keep using my phone unless the battery is fully empty and

when there is no charging left in my mobile, I plug it in the switch and go to bed”

There is another possibility as mentioned by a student

Computer Sc., IIUI, Male, Student 1: *“Smart phones are very expensive, you see china has produces so cheap smart phones, everyone can afford it but sometimes the quality of Samsung and Apple is much much better than these chines Q mobiles”*

The market is full of cheap mobiles, which are of not very good quality and they are easily affordable for the students but their battery life is not good. It can be argued that the cheap smart phones, because of their low quality possess poor battery life which is restricting students from using news.

6.7.4 Online News Practices Via Mobile Phones and Monthly Income :

Table 6.7(f): Cross Tabulation between Monthly Income and Online News Usage Practices 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	Online news via Mobile phone fits into my busy schedule	Strongly agree	435	47.7%	.013
2	Online news via Mobile provides me the latest updates on news stories	Strongly agree	453	49.8%	.015
3	I can obtain the news on my mobile at the time I want it	Strongly agree	491	53.8%	.050
4	It provides me with a variety of stories	Strongly agree	454	50.3%	.011
5	It provides me with news as quickly as possible	Strongly agree	481	53.2%	.040
6	I access news websites via my smartphone	Strongly agree	296	33.0%	.019
7	It provides me multiple choices in news coverage (news from different channels)	Strongly agree	339	37.5%	.003
8	It is very convenient for me to access news through it	Strongly agree	401	44.6%	.000
9	It provides me with accurate information about the issue	Strongly agree	333	36.9%	.012
10	Because of load shedding, I prefer to save my mobile battery and use it only for call purposes	Strongly agree	329	36.4%	.044

The low-income group has shown significant associations shown in the table 6.7(f). Interestingly there is very small difference between groups with in the same category of 'Monthly Income' who significantly use and do not use their mobile phones for news access.

Table 6.7(g): Cross Tabulation between Monthly Income and Online News Usage Practices 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	My Phone is my most used media to access News	Strongly agree	247	27.4%	.013
2	My Phone is my most used media to access News	Strongly disagree	242	26.9%	.013

The low-income group students can be divided in to two categories such as those who always use mobile for the news and those who do not use mobile phone for the news usage as per Table 6.7 (g).

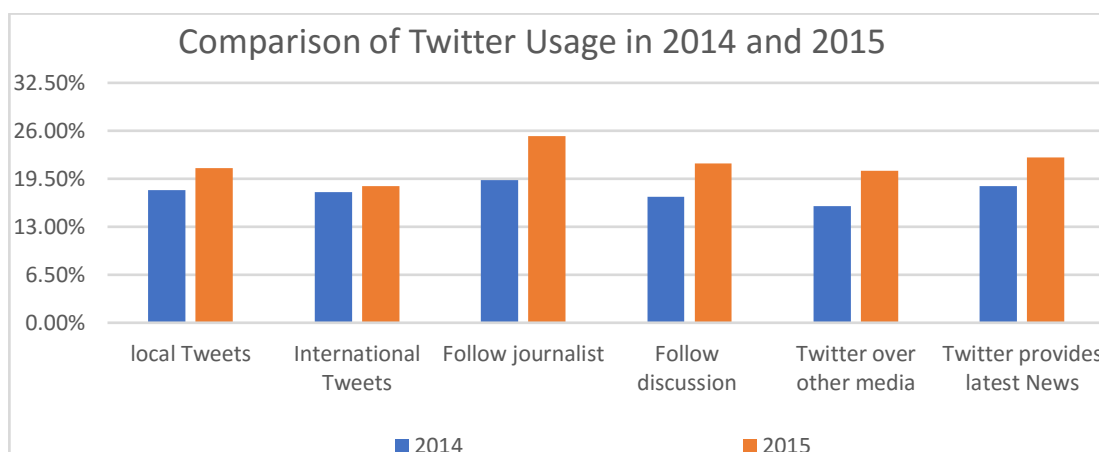
6.8 Online News Via Social Media (a: Twitter 2015)

Table 6.8 : Online News Usage Via Twitter

Sr.	Reasons for following News via Twitter	Mostly	Sometimes	Do not use	Total
1	I tweet the local online news through Twitter	20.95%	16.42%	62.63%	100
2	I tweet the international online news through Twitter	18.52%	15.14%	66.34%	100
3	I follow my favourite journalist through Twitter	25.33%	12.12%	62.55%	100
4	I follow my favourite discussion group through Twitter	21.6%	13.93%	64.47%	100
5	I prefer Twitter over other forms of media for accessing news	20.59%	14.81%	64.60%	100
6	I get latest news from Twitter which I don't get from conventional media	22.44%	13.29%	64.27%	100

The figure 6.6 presents the rise in the use of Twitter over the period of one year.

Figure: 6.6 Comparison of Twitter Usage in 2014 and 2015



6.8.1 Inter Cross Tabulations of Twitter :

Table : 6.8(a) Inter Cross Tabulations

	2014	Local news Tweets	International news Tweets	Following journalists	Following favourite discussion	Prefer Twitter	Twitter over others
1	Local news Tweets	=====	N=295=63.6%, p=.000	N=286.3=62.0% , p=.000	N=296.9=62.2% , p=.000	N=296.1=62.8% , p=.000	N=293=62.8% , p=.000
2	International Tweets	N=295=63.6% =, p=.000	=====	N=289=62.6% , p=.000	N=300=63.3% , p=.000	N=298.7=63.3% p=.000	N=297.4=63.3%, p=.000
3	Following journalists	N=286.3=62.0% , p=.000	N=289=62.6% , p=.000	=====	N=291.8=62.7% , p=.000	N=290.1=62.0% , p=.000	N=288.4=62.2% , p=.000
4	Favourite discussion	N=296.9=62.2% , p=.000	N=300.5=63.3% , p=.000	N=291.8=62.7% , p=.000	=====	N=301.6=63.4% , p=.000	N=300.2=63.1% , p=.000
5	Prefer Twitter	N=296.1=62.8% , p=.000	N=298.7=63.3% p=.000	N=290.1=62.0% , p=.000	N=301.6=63.4% , p=.000	=====	N=297.8=64.0%, p=.000
6	Twitter over others	N=293.2=62.8% , p=.000	N=297.4=63.3% , p=.000	N=288.4=62.2% , p=.000	N=300.2=63.1% , p=.000	N=297.8=64.0% , p=.000	=====+

Table : 6.8(b) Inter Cross Tabulations

	2015	Local news Tweets	International	Following journalists	Following favourite discussion	Prefer Twitter	Twitter over others
1	Local news Tweets	=====	N=295=63.6% , p=.000	N=383.2=61.3% , p=.000	N=296.9=62.2% , p=.000	N=296.1=62.8% , p=.000	N=293=62.8% , p=.000
2	International	N295=63.6%=,	=====	N=289=62.6% ,	N=300=63.3%	N=298.7=63.3	N=297.4=63.

	Tweets	p=.000	=====	p=.000	, p=.000	% p=.000	3%, p=.000
3	Following journalists	N=286.3=62.0% , p=.000	N=289=62.6% , p=.000	=====	N=291.8=62.7% , p=.000	N=290.1=62.0% , p=.000	N=288.4=62.2% , p=.000
4	Following discussion	N=296.9=62.2% , p=.000	N=394.9=62.3% , p=.000	N= , p=.000	=====	N=301.6=63.4% , p=.000	N=300.2=63.1% , p=.000
5	Prefer Twitter	N=296.1=62.8% , p=.000	N=298.7=63.3% p=.000	N=290.1=62.0% , p=.000	N=301.6=63.4% , p=.000	=====	N=297.8=64.0% , p=.000
6	Twitter over others	N=293.2=62.8% , p=.000	N=297.4=63.3% , p=.000	N=288.4=62.2% , p=.000	N=300.2=63.1% , p=.000	N=297.8=64.0% , p=.000	=====

*The shaded area means inverse relationship, such as those who do not Tweet local news on twitter also significantly do not Tweet international news on Twitter.

The usage table 6.8 (a) and cross tabulations tables 6.8(a) and (b) reveal that most of the students do not use Twitter. All relationships, during both years i.e. 2014 and 2015 suggests that those who do not use twitter also significantly do not carry out any news related practice via twitter. The above-mentioned percentages suggest that most of the students do not use Twitter as a news source. Generally, it is evident that there are two groups of students. The majority group does not use Twitter whereas the minority group is using Twitter to access news. Remarks from the qualitative survey confirm the data in the above-mentioned tables. Much of the cohort mentioned they do not have Twitter accounts. The students shared their experience as

Male, NUML, Computer Sc., Student 2: “I don't use Twitter”

Female, IIUI, Computer Sc, Student 3: M“I do not have a Twitter account”

and one student even mentioned

Male, NUST, Computer Sc., Student 2 “What is Twitter?”

Most of the cohort does not have an account on Twitter and there were a few who were not even aware of it. However, there is a small group of students in the sample who did use Twitter to access news. Such students have shared their news practice as:

Female, NUML, Media st., Student 2 “Twitter is the best among all social media sites. It is the best platform for accessing the latest information and happenings”

Male, NUST, Media st., Student 2 “Twitter is much faster and more reliable even than Facebook, because sometimes stakeholders such as politicians and celebrities themselves tweet the news.”

Male, BU, Media St., Student 2 “Quick news, least biased news. News can be discussed openly. I get to listen to both extremes of the news.”

Qualitatively , more media students are currently following news via Twitter. The students who are using Twitter are enjoying its unique characteristics such as providing the latest and fastest information. Students believe that Twitter offers a reliable, less biased and holistic picture and, in addition, they do believe that the actual politicians and celebrities are tweeting their news via Twitter.

The qualitative focus group discussion revealed a variety of usage practices.

Male, NUST, Computer Sc., Student 2 “I follow Joe Root”

Here, a student interested in sport follows their favourite (cricket) players via Twitter.

6.8.2 Online News usage via Twitter and Gender:

Male students disagree with the following Practices: shown in the Table :6.8

Table : 6.8(c) Cross Tabulations between Gender and Twitter

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	I tweet the international online news through Twitter	significantly disagree	333	36.3%	.003
2	I follow my favourite journalist through Twitter	significantly disagree	314	34.0%	.008
3	I follow my favourite discussion group through Twitter	significantly disagree	328	35.4%	.020
4	I prefer Twitter over other forms of media for accessing news	significantly disagree	326	35.5%	.012
5	I get latest news from Twitter which I don't get from conventional media'	significantly disagree	325	35.4%	.031

Overall, male students in my study tend to use Twitter more than female students. It can be concluded from both the surveys that male students also tend to use Twitter more as a news source than female students. However, Twitter is still not a very popular news platform among university students in Pakistan. The Figure 6.7 mentioned below illustrate this situation.

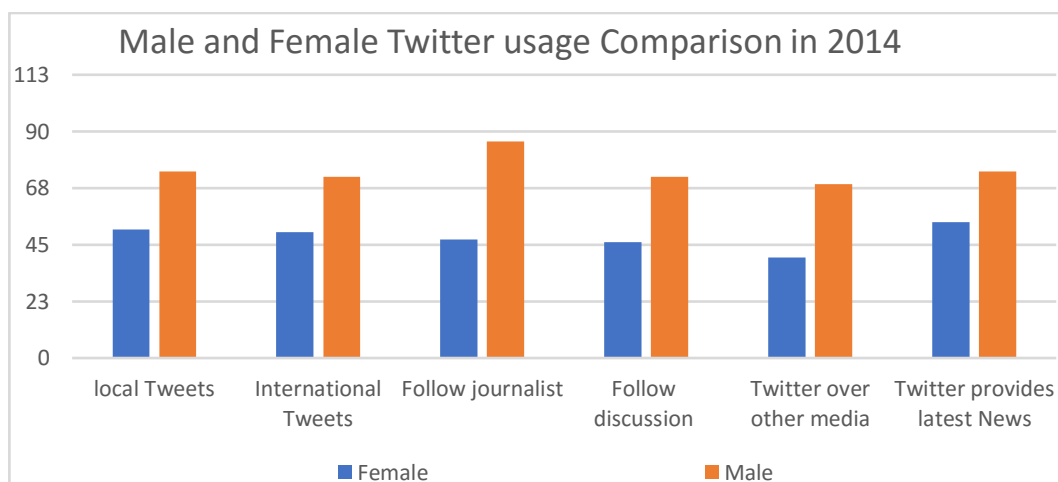


Figure 6.7: Male and Female Twitter usage Comparison in 2014

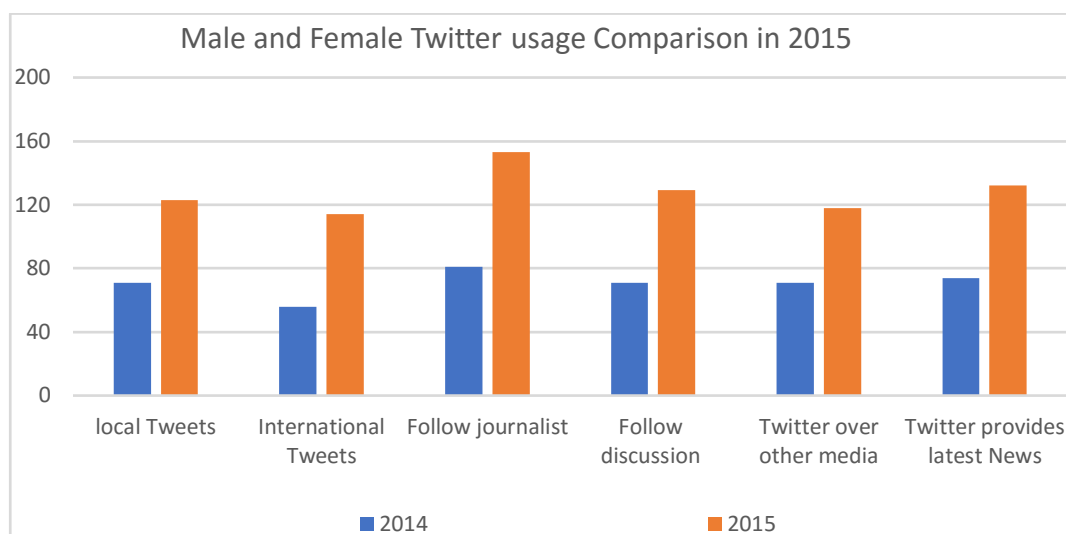


Figure 6.8: Male and Female Twitter usage Comparison in 2014

The Figure 6.7 and 6.8 of both 2014 and 2015 year shows that though Twitter is not very much in use by Pakistani university students but still male students are using this more than female students. This reinforces this finding that in Pakistani universities, male students are more interested in news.

6.8.3 Online News usage via Twitter and Subject:

Table : 6.8(d) Cross Tabulations between Subject and Twitter

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
	I follow my favourite journalist through twitter	significantly disagree	334	36.4%	.003
	I follow my favourite journalist through twitter	significantly disagree	338	36.7%	.017
	I prefer twitter over other forms of media for accessing news	significantly disagree	342	37.5%	.000
	I get latest news from twitter which I don't get from conventional media	significantly disagree	336	36.8%	.011

Computer Sciences students disagree with the following practices as shown in the Table 6.8(d).It can be concluded that Computer Sciences students use Twitter less than media students to access news.

6.8.4 Online News usage via Twitter and University:

There is no significant relationship between University and Twitter as a news source.

6.8.5 Online News usage via Twitter and Monthly Income

There is no significant relationship between Monthly Income and Twitter as a news source.

6.9 Online News Via Social Media (Blogs) 2015:

Table 6.9 : Online News Usage Via Blogs

Sr. No	Reasons for following News via Blogs	Strongly Agree	Neutral	Strongly Disagree	Total
1	I follow the news blogs mentioned on websites of national newspaper	30.46%	27.44%	42.10%	100
2	I follow the news blogs mentioned on the websites of International newspapers	26.7%	26.71%	46.59%	100
3	I follow the blogs by Pakistani journalists	28.03%	28.32%	43.64%	100
5	I follow the blogs by international journalists to follow News	22.46%	28.41%	49.13%	100
6	I have my own blog	14.87%	16.31%	68.83%	100
7	I write regularly on my blogs	12.48%	32.75%	45.07%	100
8	Blogs are the best source of latest news	22.17%	32.75%	45.07%	100

Now, I present the News via Facebook in 2015.

6.10 Online News Via Social Media (a : Face Book)

Table 6.10: Online News Usage Practices via Social Media 2015

Sr. No	Reasons for following News via Facebook	Strongly Agree	Neutral	Strongly Disagree	Total
1	I get news through posts on my personal Face book homepage	91.83%	5.05%	3.12%	100
2	I get news through the Face book page of Pakistani newspaper like Facebook page of Dawn, The News	86.31%	9.70%	3.99%	100
3	I get news from the Face book pages of International newspapers	80.8%	13.05%	6.15%	100
4	I never used my Face book page to access news	27.62%	10.95%	43.49%	100
5	I use it only for socialization purposes	76.61%	6.34%	17.05%	100
6	I always get the latest updates through my Face book page	87.31%	5.31%	7.38%	100
7	My Facebook account is always open on my mobile phone.	76.28%	6.29%	17.44%	100

News usage via Facebook was considerably more frequent in 2015 compared to 2014 but surprisingly it declined in the category of socialization as shown in the chart below.

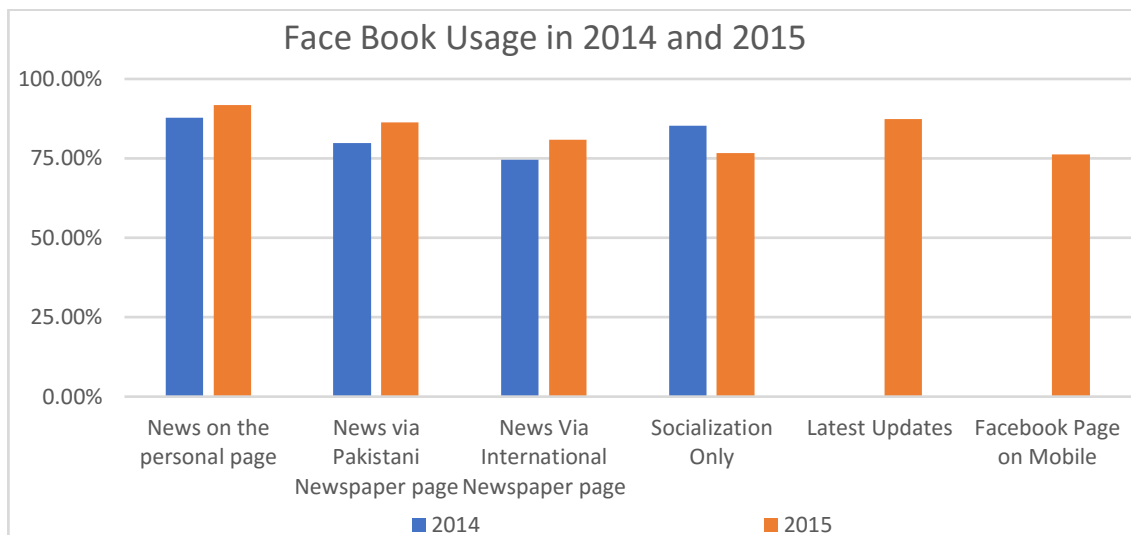


Figure 6.9: Comparison of News via Facebook in 2015 and 2015

The missing blue data in last two categories was not the part of investigation in 2014 that is why only 2015 data is presented in figure 6.5.

It is interesting to notice that the news usage via Facebook is increasing while the socialization factor is slightly decreasing in this, as shown in this chart. Facebook is a socialization networking site (Madge et al., 2009) and mainly it is not the news dissemination website but apparently, in case of Pakistan, its usage as a news source is slightly higher than its actual role which is socialization. Almost 87.31% of the students are in this cohort are getting latest updates, which they need, from the Facebook and 76.28 % state that Facebook is always open on their mobile phones.

6.10.1 Inter Cross Tabulation

Table 6.10 (a): Inter cross Tabulation of News via Facebook in 2014

		Posts on personal Face book	National NP FB pages	International NP FB pages	Socialization	Updates only via FB
1	Posts on personal Face book	+++++	N=541=78.4%, p=.000	N=450=72.6%, p=.000	N=500=72.9%, p=.000	N=564=82.5%, p=.000
2	National NP FB pages	N=541=78.4%, p=.000	+++++	N=493=71.6%, p=.000	N=447=65.2%, p=.000	N=517=75.6%, p=.000
3	International NP FB pages	N=500=72.6%, p=.000	N=493=71.6%, p=.000	+++++	N=424=61.9%, p=.000	N=483=70.7%, p=.000
4	Socialization	N=500=72.9%, p=.000	N=447=65.2%, p=.000	N=424=61.9%, p=.000	+++++	N=487=71.6%, p=.000
5	Updates only via FB	N=564=82.5%, p=.000	N=517=75.6%, p=.000	N=483=70.7%, p=.000	N=487=71.6%, p=.000	+++++

Table 6.10 (a): Inter cross Tabulation of News via Facebook in 2015

		Posts on personal FB	National NP FB pages	International NP FB pages	Socialization	Updates only via FB	Fb open on mobile
1	Posts on personal FB	+++++	N=797=86.3%, p=.000	N=745=80.7%, p=.000	N=699=76.6%, p=.000	N=803=87.4%, p=.000	N=641=76.3%, p=.000

2	National NP FB pages	N=797=86.3% , p=.000	+++++	N=716=77.7% , p=.000	N=617=67.9, p=.000	N=732=79.8% , p=.000	N=583=69.8% , p=.000
3	International NP FB pages	N=745=80.7% , p=.000	N=716=77.7% , p=.000	+++++	N=590=64.9% , p=.000	N=678=73.9% , p=.000	N=558=66.5% , p=.000
5	Socialization	N=699=76.6% , p=.000	N=617=67.9% , p=.000	N=590=64.9, p=.000	+++++	N=641=70.9% , p=.000	N=522=63.1% , p=.000
6	Updates only via FB	N=803=87.4% , p=.000	N=732=79.8% , p=.000	N=678=73.9% , p=.000	N=641=70.9% , p=.000	+++++	N=598=71.4% , p=.000
7	FB open on mobile	N=641=76.3% , p=.000	N=583=69.8% , p=.000	N=558=66.5% , p=.000	N=522=63.1% , p=.000	N=598=71.4% , p=.000	+++++

NP*= Newspaper FB*=Facebook * No shaded areas²⁶

The usage Table: 6.9 (a) reveals again that a high percentage of the participants in my study use Facebook as a news source. The cross tabulations Table 6.9 (a) and (b) reveals that the users of Face book news usage practices are all positively associated with each other. This indicates the medium growth such as the those who follow Facebook for the national news also follow it for using International news. The qualitative data from the survey informs us about the news role of Facebook among this cohort of Pakistani students:

Computer Sc., Male, NUST, Student 3: “My area of interest is sports news....so when it comes to the news about football no source is faster than Facebook or maybe I have not found it yet”

Female, Student 2, Media Studies, NUST: “Keeps me informed and allows me to share it with friends, Facebook is a big source of news for me, I have liked many pages on it such as about politics, multiple newspaper pages, fun and entertainment pages etc.”

²⁶ There are no shaded areas in these tables as all of them are direct proportion of each categories such as those who use Facebook for following National News also significantly follow International news via it.

Female, Student 2, Media Studies, NUML: “Most of the times It raises those issues which are important but not much highlighted on traditional media (T.V., Newspapers etc.)”

Computer Sc., Male, NUST, Student 1: “Entertainment, information and News are available together, you also get to know the multiple opinions and you can contribute your own bit”

Facebook is offering unique features such as fast news, in-depth news, instant sharing with friends, commenting on news and knowing other’s opinion, and access to the news which are not available via main stream media. For young students, Facebook is a complete package.

There is an ample evidence that students are using Facebook for news, but many students have their apprehensions too.

Computer Sc., Male, BU, Student 3 “Facebook news is not accurate at times, it is twisted and you cannot trust that, you have to like the pages of newspapers to get the authentic news.”

Female, Student 2, Media Studies, NUST: “I do not believe in social media news, they are never accurate”

Female, Student 3, Media Studies, IIUI: “I have joined multiple groups on Facebook, many news sites, and their authenticity depends on the page, since most groups and news pages are not reliable”

Despite its excessive usage students are aware of fake news on social media. This hints on the active users narrative that users can sense the fake news. Facebook is currently the most used social media site in Pakistan and its users are growing rapidly²⁷. The participants enjoyed the

²⁷ IWS – Internet World Statistics retrieved from <http://www.internetworldstats.com> on January 20,2017.

mix of entertainment, socialization, news and the platform's capacity to facilitate sharing online. Students who shared their news practices via Facebook mentioned

Computer Sc., Male, NUST, Student 3: "I do not open my Facebook page with an intention of getting news in mind. I just open it to pass time and I just keep scrolling down and down and out of nowhere after sometime, I find myself reading the news".

Computer Sc., Male, NUST, Student 3: "I think social media is faster than main stream media, My father likes to share news with me and he mostly uses and feels more comfortable with newspapers and Television and, at times when he talks about some news while reading it from newspaper in his hand, I already have read that few days ago on social media"

Computer Sc., Male, BU, Student 1: "I do not read online newspapers due to many other online sources such as Twitter, Facebook, Instagram etc. Newspapers are limited and boring"

Mostly, students from this study go to Facebook for entertainment. While doing so, they tend to receive some news as well. This does not appear to be intentional, but is a feature of the platform and its patterns of use. Sometimes students accidentally get the news when someone shares it on their Facebook page. One student mentioned:

Computer Sc., Male, NUST, Student 2: "I call this trend of getting news from Facebook a short cut to news. It is effortless and you get all the news which you might have to search on any other media such as newspaper and television without any effort".

For users, Facebook is a converging platform where they can create their own news feed. News they are interested in will become available and news they are not interested in will be blocked. In this way, the participants create their own world and live in it. However, doing so can deprive them knowing what is happening in the outside world. The desire for effortless

news or the luxury of getting news without searching for it is a key advantage of Facebook as a news medium. Facebook is, therefore, a source through which it is convenient for students to access news, but it also has its consequence of restricting people's news cognition skills, possibly making them idle and dependent on one news platform. It can be argued that Pakistani society is oral society. This is evident from the survey result in which the overwhelming majority of participants (around 75%) reported they received and shared their news by the oldest platform of all word of mouth with friends and family. In this scenario, Facebook has become, in the Pakistani context, the virtual and technological form of word of mouth.

These students represent the first generation in Pakistan to get their news from social media, especially Facebook. This can be explained by the fact that with internet penetration, which is currently low and is around 17.8%²⁸ and 14%²⁹ Facebook penetration, most social media users are youngsters in the country. Their parents are not comfortable using internet and networked gadgets and they prefer using traditional media for news usage, as per the above-mentioned quotes. Social media at times breaks the stories first and young people tend to receive this information before their parents. It is still questionable whether all of this is making students more aware of their surroundings or turning them into well informed citizens. Many of the participants in my study have substituted mainstream media with Facebook as their primary news source. Philipp et. al. (2016, p.12) warn us that the use of

²⁸ Internet world statistics ,IWS retrieved from <http://www.internetworldstats.com/asia.htm> on Jan 20,2017.

²⁹ Internet world statistics ,IWS retrieved from <http://www.internetworldstats.com/asia.htm> on Jan 20,2017.

Facebook as an alternate news source and the shift from mainstream news sources “could increase societal knowledge gaps”.

The paradoxical situation here is that while participants are benefitting from news in a lighter, less pressured environment, at the same time they are depriving themselves of knowledge and of the potential to become informed citizens. The trend raises questions not only about whether platforms are ‘good’ or ‘bad’, but also highlights the rapidly changing nature of journalism and the role of journalists within our contemporary world. Are we soon going to have social media journalists or social media newspapers? Who would own a social media newspaper? Are we going to witness the merging of newspapers and social media news platforms and, if so, who will regulate these organizations or set policy? These scenarios raise serious questions about the future of news journalism, news values and the practices of news users.

6.10.2 Online News usage via Face book and Gender :

Table 6.10(c): Cross Tabulation of Gender and News via Facebook in 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
	I get news from the Face book pages of International newspapers	significantly agree	450	48.5%	.044
	My Facebook account is always open on my mobile phone	significantly agree	394	46.7%	.020

Male students in my sample agreed with the practices shown in Table 6.9(c).Male students tended to use Facebook to access news.

6.10.3 Online News usage via Face book and Subject :

Table 6.10 (d): Cross Tabulation of Subject and News via Facebook in 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
	My Facebook account is always open on my mobile phone	significantly agree	334	39.9%	.006

Media students significantly agreed with the practice shown in the Table 6.9(d).

6.10.4 Online News usage via Face book and University :

No significant relationship was found of any university with news usage via Facebook.

6.10.5 Online News usage via Face book and Monthly Income :

The low-income group significantly agreed with the practices shown in the Table 6.9(e).

Table 6.10(e): Cross Tabulation of Monthly Income and News via Facebook in 2015

Sr. no.	Practice	Nature of Association	N	%	Chi Sq.
1	My Facebook account is always open on my mobile phone	significantly agrees	426	51.7%	.039

At the end of the 2015 survey, I asked one concluding question which was not the part of survey in 2014. The question was ‘Which Online Platform do you consult mostly for accessing News?’

Table 6.10 (f): Online News Usage Source

Sr. no.	Practice	Percentage
---------	----------	------------

1	via official websites of Newspaper like website of 'Dawn' or 'The News' etc.	36.14%
2	via General news sites on Internet	12.36%
3	Via my Face book Page	38.25%
4	Via my Twitter account	3.04%
5	Blogs	0.27%
	Others	9.94%
	Total	100%

The Table 6.9(f) shows that in the online environment, Facebook is closely competing with the usage of official websites of Pakistani National Newspapers such as Dawn, The News etc. Another aspect of Facebook usage is that they feel connected to their friends and cousins across the planet and share different experience but on more interpersonal level their connections are becoming weak.

6.11 Nature of Interaction via Traditional and Networked News Media:

Daily Time Spent on The Newspaper:

Sr.	Time spent on Newspaper Reading	Percentage
1	Do not read Newspaper at all	19.64%
2	I do not have any regular Newspaper reading pattern	48.45%
3	Less than 1 Hour	20.49%
4	For 1 to 2 Hours	6.51%
6	For 2 to 4 Hours	1.38%
7	More than 4 Hours	0.53%
8	Others	2.99%

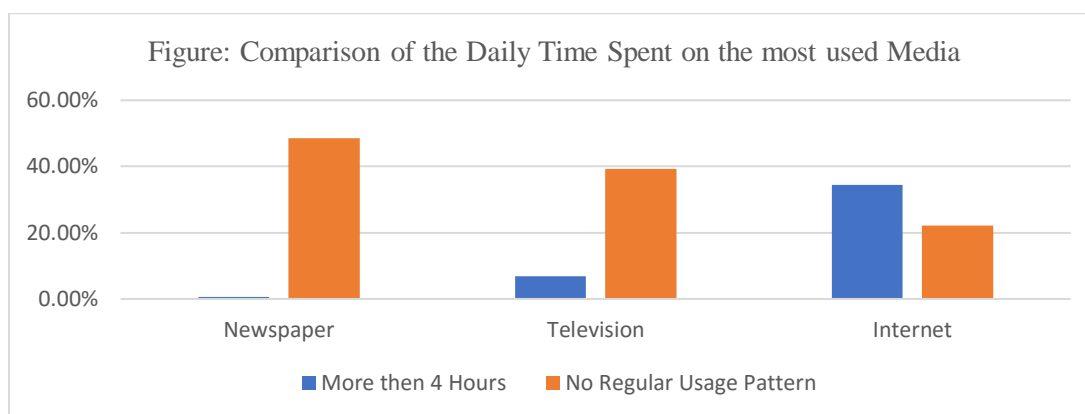
Daily Time Spent on Television:

Sr.	Time spent on Watching Television	Percentage
1	Do not read Television at all	6.17%
2	I do not have any regular Television watching pattern	39.26%
3	Less than 1 Hour	12.55%
4	For 1 to 2 Hours	16.17%
6	For 2 to 4 Hours	17.45%
7	More than 4 Hours	6.80%
8	Others	1.60%

Daily Time Spent on The Internet:

Sr.	Time spent on Internet	Percentage
1	Do not use internet at all	0.20%
2	I do not have any regular Internet usage pattern	22.12%
3	Less than 1 Hour	4.47%
4	For 1 to 2 Hours	10.71%
6	For 2 to 4 Hours	26%
7	More than 4 Hours	34.47%
8	Others	2.04%

The figure presents the daily time spent on the most used news media.



The figure presents the daily time spent on the most used news media. The time on social media was not calculated assuming it is to be part of the internet. However, it should be checked explicitly to see the daily time on social media as well. It can be argued that newspapers are the most used media, as time devoted to it might not be regular but it is more frequent in the lives of students. This again hints on the strength of the traditional news media platforms. Contrary to this, few students said:

Male, Computer Sc, NUST, Student 1: I do not like to watch TV news or read the Newspapers, it feels like as they are trying to control me so I rather go to the internet and the control is all mine, I can switch on and off things whenever I want and watch whatever I want

The student has mentioned the control, by control he meant that he can control the content more easily on the networked media. He feels freedom on such networks and this freedom is

not present on the traditional news media. This freedom is gluing them with the networked media. This freedom is giving them the chance to enjoy the news in the less harsh, virtual and controlled environment at the one end but at the same time, it is also providing them with the conditions which could lead towards various social actions. For example, one student mentioned that:

Male, Computer Sc, BU, Student 2: Facebook is not a good platform , if you comment and people do not like it they block it , it is less tolerant , In real life if you have an argument, you discuss and resolve it but virtually you cannot.

Nature of interaction, with news, in the traditional and net-worked media environment is very different. The traditional media limits an individual's ability to react on the news items, whereas, the networked media can cause the amplification of conflicts. This is why Hjarvard (2015) says that media does not cause the conflict but conditions it. Hjarvard (2015) also hints on such interactions, as the media logics. The concept of media logic is not restricted to the features of media such as how do they shape the message in terms of formats etc. but it is also the way in which, the media, conditions the social action and causes social change.

It can be argued that more time on networked media means more of such possibilities when students are at the risk of being conditioned for conflicts. In this way, the students who believe that they are controlling the media, in reality, get controlled by it.

Now, I present the impact of the 3G and 4G mobile technologies on the news usage practices of the students.

Impact of 3G and 4G :

Another question that was not included in 2014 data concerns the internet source. While most of the students in the study were using Wi-Fi internet in their homes and universities, 3G and 4G were only introduced after 2014. The question was: ‘What source do you use for Internet access?’

Table 6.11: Internet Usage Source in 2015

Sr.	Internet Usage Source	Percentage
1	Wi-Fi	49.36%
2	PTCL Landline	2.34%
3	3G	8.07%
4	4G	2.44%
5	3G+ Wi-Fi	33.12%
6	4G+ Wi-Fi	4.67%

Most of the sample reported using Wi-Fi, however many students were catching up fast with the combination of 3G + Wi-Fi: 3G for their mobiles and Wi-Fi in homes and universities.

Students shared their experience of internet sources:

Media Student, Male, NUST, Student 5: “I do not have 3G connection, I do not need that, I have Wi-Fi available in my home and in the university, I mostly use it.”

Computer Sc., Male, NUST, Student 2: “I am very satisfied with my 3G, now I can use internet on go and this is very much required”

Computer Sc., Male, BU, Student 3: “3G has not affected me. Wi-Fi is everywhere, in buses, in café, at home, and now wingle is (portable internet disk) also there, so I am ok without 3G”.

The second round of data was collected exactly one year after the introduction of 3G and 4G in Pakistan. It can be argued that this is too short a time to fully analyze the impact of the technology.

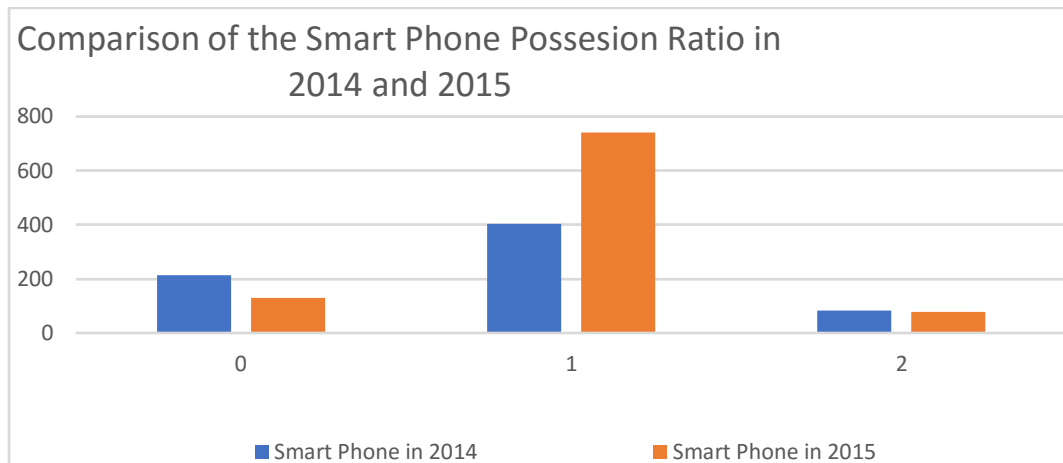


Figure 6.10: Comparison of the Smart Phone Possession Ratio in 2014 and 2015

The Figure 6.10 shows that smart phone penetration has gone up considerably in Pakistan and is expected to rise. The introduction of 3G and 4G have also contributed to this increase, but are clearly not the sole responsible factors for the changes within the digital environment in Pakistan during the period. Digitization was already underway before 3G and 4G were rolled out, but this will certainly further support the expansion of the digital environment in the future.

The situation in Pakistan described by the data I have gathered poses a significant theoretical challenge to current thinking on the transformative power of technology. Nick Couldry (2010, p.6) has suggested that “The transforming moment when the technical medium in question does its work to format and twist an ongoing communication is usually a step in a longer process of mediation. Mediatization may encompass parts of the longer process or stand out as turning points in this process.” In this respect, the introduction of 3G and 4G in

2014 into Pakistan's digital ecosystem can be considered as a transformative moment, as it represented the sole means of internet access on the go. The rise in usage, especially on the go, and the growing popularity of Facebook via mobile phones created a substantial boost for digital communications in the country.

Schulz, (2004) associates the social change with the technological development of the media. The four postulates i.e. 'Extension', 'Substitution', 'Amalgamation', and 'Accommodation' of mediatization are very clear in terms of the use of Online media especially the Facebook as a news source (Schulz, 2004). Social media, especially Facebook, represents a perfect example of mediatization and mediatized news usage behavior. The site does not produce any news content, rather it is feeding its users from multiple mainstream sources, shared posts by others and by immature news sites. Media organizations themselves are opening pages on Facebook and, in effect, submitting to the logic of media. This is a mediatized behavior.

The feature of extension was initially proposed by McLuhan (1964) when he described the media (at that, time mostly traditional media) as the extension of human senses. This extension is, 'by default' a feature of all news media and not just social media such as Twitter and Facebook. However, it is the social media platforms that have given impetus to the notion of extension as social practices from dating to accessing and sharing news, have demonstrably proved McLuhan's predictions. This extension has triggered many advantages, not least the availability and ease of access to news content, but at the same time it has caused many challenges. Extension has taken control from the hands of news organization owners and have given it to the owners or controllers of social media sites. A lack of trust is one consequence of this. Literally anyone can produce or reproduce or alter the news and share it.

This in part explains the rise of ‘fake news’ that has become such a key feature of the Trump administration in the US. Students in this study have shown their concern.

Students are reluctant to trust general social media news sites and are conscious of the reliability of news on social media. They have shown trust of the social media sites run by the newspaper organizations themselves. This hints on the strength of main stream organizations. Pew survey 2017 report shows that “ News sources are most remembered when the online link is directly from the news organization. (Mitchell, et. al, 2017, p .26)

Another prominent form of extension feature is the ‘Abundance’. The consequence of presence of too many news sources is causing information overload. Pakistani society has moved from the information scarcity to the information overload in the time of few decades. A high level of mediation can be seen here.

Female, Computer Sciences, NUST, student 8: Information is good but too much information is bad. Big, even good news channels are showing insane things all the day round, they stick to the issue and start dragging them, Tell me, you tell me how many times can you tolerate same information again and again and in the loud manner less way (showing hand gestures) what is this? And then news of murder from across Pakistan, Is Pakistan the only country where people get killed every day by road accidents robbery and theft. Media reports every sneeze these actors do, it is too much of information. Then you see news where you go either it is your social media page or home television. News and just more news.

Many students reported that they feel information overload because of the unlimited supply of news all the time and this is another factor which contributed towards the shifting Pakistani society from news scarcity to the news information overloaded society. This also reflects the change in the media itself, the landscape of media has changed. It has more actors

involved now. Here I am not suggesting the technological determinism but technology did play a role in the manufacturing of multiple gadgets and devices to send and receive news information. And Mediatization theory again confirms the fact that ‘too much’ does not always mean ‘good’. Further, the mediatization theory rejects the technological determinism as well.

The second consequence of extension is the rise of ‘giant news platforms’ online and especially in the social media space. I have termed this trend ‘the rise of the news giants’ because of its immense and easy reach, embedded with the capacity to bring the news from all possible news sources (Bell, 2016; Lee & Chyi, 2015). McLuhan (1964) also coined the phrase that the media had turned the world into a global village. Facebook is the nearest possible virtual representation of the global village. This characteristic of Facebook also reflects the feature of Mediatization theory called ‘Substitution’.

Substitution suggests that “The media partly or completely substitute social activities and social institutions and thus change their character” (Schulz, 2004,p.88). In case of online media, the percentage comparison show that students using substitution traditional media with the networked media. Students are substituting bonding roles, they are using media for connecting to parent via media, the In the case of Facebook, students are substituting the ‘socializing role’ with the ‘news usage role’. Facebook is social media site which is turning into a news platform and it is offering students a diverse, if not in-depth, news experience. It can be concluded that, as far as this cohort of university students from Pakistan is concerned, Facebook is substituting for the rest of the news platforms. I argue this is a classic mediatized

news practice. It is also a change, a social change as social network site is performing the role of a news media.

Another feature of Mediatization is Amalgamation. Schulz, (2004, p.89) defines it as when “media activities and non-media activities amalgamate. For example, we listen to the radio while driving, read the newspaper in the metro, watch television during dinner, and have a date at the movies.” The online new media is offering the amalgamation in multiple ways such as Facebook is offering amalgamation in a unique way. On one page, you see the wedding pictures of your friends, and the very next moment you see a post from news channel Al Jazeera. While trying to relax, and enjoy some entertainment, users are also experiencing, effortlessly, news. This combination is not available on any other platform. Media such as Facebook has become a complete package offering unlimited news, information and entertainment.

The fourth feature of Mediatization is accommodation. “The mere fact that communication media exist induces social change” (Schulz, 2004, p.89). The concept of change is a difficult concept to grasp when it comes to the situations that are already in transition such as the digital news environment. The accommodation in this situation is the change happening in the way news is used in the form of news exchange, further commenting on it, reproducing it and even creating news. The social media, such as Blogs, Twitter and Facebook, have this feature and constitute this last form of mediatized behavior.

Hepp & Krotz (2014) states that the media such as television, newspapers and radio etc. themselves are the agents of big social change. The presence and availability of a huge

number of news outlets itself is a big social change. The mushroom growth of Pakistani media itself is a big change and this change is further growing and it is influencing the multiple dimensions. Hjarvard (2015) mentions that media has become so deeply embedded in the fabric of our daily routine that is not it visible while it conditions our social actions. Similar claim has been made by Deuze, (2011) that we live in media not with media. Media is influencing us from all directions and social and cultural change is happening because of that hidden influence. In short, media has become the social tools which conditions our social actions and this is somewhat different to what we have been seeing in media research so far. This, according to him, this is the third paradigm. He terms the effects studies as first paradigm and audience studies as second and Mediatization as a third paradigm. The reason that we stayed in the first two paradigms was, that, the researchers so far have been viewing media as something as a separate entity influencing our society. Media is within us and is continuously shaping our usage experience. This situation demand the continuous longitudinal research to follow the interactions as they appear as the outcome of the situation structured by the media.

7 Chapter 7: Conclusion

In recent years, most scholarship investigating changing patterns of news usage in the digital era has emanated from the West, notably from the United States and Europe. This trend has been evident for decades across many of media studies' sub-disciplines prompting repeated calls for the "de-westernization" of media studies (Curran & Park, 2000). This thesis forms part of a growing movement of scholarship that seeks to address this deficit and, in so doing, provide new insights into how the media is evolving.

As many important scholars have found Hallin and Mancini, (2012), gathering and analysing data from non-Western states enables a more nuanced look at developments in which cultural and political contexts are often unique and almost always critical. This is certainly true of Pakistan, an environment in which young, educated people have moved in just a few years from information scarcity to overload. The introduction of 3G and 4G technology in the middle of my study has given me an extraordinary opportunity to track the actual change in news usage patterns and analyse the precise impact technology has had on my large sample of more than a thousand students. During my study, participants advanced from being news users struggling to cope with power shortages and unreliable connectivity, to consumers with full access to a mind-boggling range of platforms and outlets.

I have been able to see, and I hope I have demonstrated in this thesis, that the technology itself has been the driver of change in the Pakistani context. My data has re-affirmed the

importance and validity of mediatization as a theoretical paradigm, but it has also revealed subtle deviations and contrasts that I believe have advanced the theory and the knowledge that underpins it. My data, for instance, suggests that the hyper-accessibility of news and information online has made my participants increasingly dependent on media, on the one hand, but ironically is depriving them of a balanced view of the world, on the other, creating a new generation of under-informed citizens. This distortion of access to information, created largely through the algorithms of popular social media channels, has implications for the consolidation of democracy in Pakistan and also for the general advancement of the country and its people. What is true in Pakistan, which shares many of the features of the world's large emerging democracies including a high proportion of young people, may be true elsewhere. Comparative studies will shed further light on this.

It is evident from the research and data presented here, that the landscape for news usage has been enhanced with multiple actors. These actors are not only the mainstream media news outlets and their offspring (in the form of social media sites) but also other platforms such as general social media news sites and amateur online news sites. The students who are less interested in news, ironically, are more likely to encounter these sites while browsing on the internet. This research confirms the trend that not all students are equally interested in news (Papathanassopoulos et al., 2013). There is certainly a need to carry out in depth research to further explore this trend.

Every surviving news medium, platform and mode of communication is offering a unique usage value, which is responsible for its existence in the networked news environment. Television provides visual details and a chance to spend time with the family, whereas the

newspaper provides a more, in-depth reading experience. Moreover, in Pakistan, newspapers are favoured for features such as its trust-worthiness but are also disliked for an over-reliance on heavy political content, a lack of innovation and the ubiquitous presence of advertising. The radio is for drive time and offers short, bite-sized versions of the news. In Pakistan, among my sample, radio is the least used media for accessing the news. Online news is available beyond the limits of time and space. Social media platforms are able to bring order to the chaos of limitless news, by providing news in a lighter, less pressured and more targeted environment. The social media is, in other words, playing a key role within Pakistan's news ecosystem. Facebook occupies the most prominent position in the media landscape in Pakistan.

The already contested argument that new news platforms will replace old ones requires revision. Currently no old media exists today. The current, so-called traditional media such as newspapers, television and radio have evolved into the modern form of their older versions. Their working dynamics are not carried out in the way it used to be carried out in the past or even two decades ago. Newspapers are not paper-based news disseminating platforms any more. They have taken on many new shapes, such as online newspapers and e-papers. This rapid evolution prompts the crucial question: Can we still even call newspapers the print media? Similarly, television has been upgraded technologically and has become more interactive. Television audiences use smart television or consume television content via social media.

All these structural changes are symptomatic of the trend known as Mediatization. The nomenclature (Newspaper, Television and Radio) is confusing because the terms have

remained unchanged for decades while the platforms themselves have changed dramatically. Coexistence is the current reality in an environment in which the boundary between the so-called traditional media and the networked media has blurred. The suggestion that the internet is a feature only of the new media no longer holds value. In the light of this context and based on the results of this study, I can say that partial replacement as well as full displacement is a reality. Technology is indeed a critical contributor which exerts a fundamental influence on the patterns of news usage but it also contributes in shaping up of the cultural, political, social and economic knowledge dissemination. In addition to this the news usage behavior is dependent on all these cultural, political, and economic factors.

The key technological factors that have had such a profound, recent impact on the Pakistani news environment are the introduction of 3G and 4G broadband, the penetration of smart phones in Pakistani society and the availability of free Wi-Fi in universities. The decision to subsidise smart phones by the Ministry of Information, in particular, had a strong impact. These new platforms are the source of endless information for users with news being just one form of that information. Students use news for a variety of reasons, including entertainment, diversion, social utility, escapism and networking. While these functions are unchanged, the way these practices are carried out has completely transformed and now takes place in a virtual world.

In terms of culture, in Pakistan, newspaper readerships are declining. Students in my study still believe newspapers are more reliable than the electronic media and the rate of decline is not as rapid as in other parts of the world, particularly in the West. The availability and unique positioning of newspapers in libraries, cafeterias, in barber shops and elsewhere

provides the students with frequent opportunities to pick them up and go through them. The attraction to newspapers in Pakistan is further supported by their history of resistance against incursions on press freedom and by the high status of experienced print media journalists and editors, particularly among the older generation.

Usage practices of newspapers vary with the context and the daily routine of students. In my study, most participants scanned newspapers during the day between classes or engaged in in-depth reading at home, especially during the summer holidays. Many participants found newspapers a bit boring and complained about the level of attention demanded by newspapers. Pakistani university students, as my data supported, do not have good reading habits which affects their consumption of newspapers, often despite parental encouragement.

Television is the big source of non-stop news in Pakistan but the electronic media has been exposed for unethical practices on a number of occasions and the style of broadcast presentation is often found unattractive. This has pushed students away from television as a means for accessing the news. The electronic media also generally lags behind newspapers in terms of trust and credibility.

Pakistan's oral culture is deeply ingrained into the fabric of the country's social history. It is little wonder that Facebook has become so popular. In my sample, it is the most used method for accessing news. This is in spite of the fact that social media is the least trusted news source. My participants did indicate they trusted the social media sites of formal media organisations, emphasising the importance of the mainstream media even via social media.

The political environment in Pakistan is a hugely important factor in the consumption patterns of news, according to my data. The current political environment in the country is not transparent and fair and students have clearly reflected this in their views. The students believe that even if they were highly efficient at accessing news on various platforms and were well informed, they would still be powerless to change the political architecture of Pakistan. They believe the political elite is corrupt, can harm them and this reduces their inclination for political participation and impacts on their willingness to be politically active. This constrained level of political participation is further linked to their news interests. My participants admitted to being unmotivated politically and, therefore, were less interested in actively accessing news.

Most of the time, students received and consumed news passively. This disinclination and passivity is exaggerated by social media algorithms further shaping and constraining their news horizon. This is the mediatized environment that I uncovered from the data. My understanding is that the virtual environment - which displays quite a different set of dynamics compared to the real environment - exacerbates political disinterest and news avoidance suggesting a powerfully negative impact on the political participation of a large proportion of the Pakistani population. This, too, suggests a modification to the general theorising on mediatization when it is evaluated in the context of a developing country. This is certainly an element that should be further investigated.

Media technologies in the form of gadgets to access the news are entering the market every year. This race of marketisation and innovation is also causing technological displacement, for example new iPhones coming onto the market every two years. People who want to enjoy

specific media, who love innovation and who have the means to afford such gadgets will find and buy them for the sake of their interest. My data shows that students now have access to multiple news platforms and devices and are facing what can only be described as news information overload.

Individual levels of change, the data suggests, are often related to technological developments that enabled students to access news from their handheld devices. This meant student in my sample were given full choice and control over the medium which was not always available in the non-networked media environment. The forms of control include being able to travel with their handheld news access devices and turn them ‘on and off’ as they desire. In the conventional, non-networked media age, with non-networked media devices and platforms it was also possible for the students to carry their platforms (such as newspapers and radios) but the nature and chemistry of networked media is making it all different.

Now, when students carry their networked devices with them, they feel that they are carrying an unlimited source of information and news which will satisfy and cater for all their informational and recreational needs, if required. This makes them dependent on the media, on one hand, and turns them into less informed citizens on the other. The sense that they can access news at any moment is depriving them from having a thorough news experience.

Too much information is another factor. Before my respondents can form an opinion on some issue or understand it, the landscape of media events changes so fast that it becomes impossible for them to catch. Consequently, they don’t bother trying and stop following the

news. The availability of diverse opinions from multiple news experts can also cause confusion.

Although, it is not possible and not mandatory for them to have a detailed in-depth understanding of every news issue, I would argue that the lack of in-depth and detailed usage experience will have long lasting consequences. This is one of the reasons that despite the fact that the media landscape is full of, multiple media devices and platforms, the students are still under-informed. There is no direct relationship found between technological affluence in terms of multiple news devices and platforms with an enhanced news experience and understanding. If anything, the opposite seems to be true.

I used mediatization theory to show that news usage practices in Pakistan within my sample are undergoing the mediatization process. My overall finding is that the mediatization that is underway within Pakistani universities does not present a very rosy picture. The online news environment is a complex theatre of competing and conflicting information. The media itself has become a tool for social change. It has become so much part of our daily routine that it is structuring the way we communicate as well as what we communicate about. The cultural change at individual level, because of the media, is the consequence of this technological affluence.

Another proof that students are least informed is apparent in the way they have expressed their 'social media news' experience in this research. They have provided lots of insights in their Facebook usage and very less on the Twitter and Blogs news usage as they are most on Facebook and not on the Twitter and Blogs. Most of the media content produced by

mainstream news organisations is being consumed and disseminated by platforms such as Facebook, Twitter and YouTube. They are normally known as user generated content websites, but they are also aggregating content from mainstream news organisations. Technological affluence, spawned by cheap technology and by rising living standards, has created an environment that has empowered users. But there remains a very serious issue of control and transparency.

Mediatized behavior is strong proof against technological determinism. The abundance of technology, as my study clearly indicates, does not always mean positive social and cultural change. In addition, in spite of a technology-filled and user friendly environment, students are still not adequately informed.

7.1.1 Theoretical Contribution :

Most of my findings from this study strengthen Mediatization theory. The theory, which is still in a developmental stage, has been further extrapolated in recent years by many researchers including Asp (2016), Lunt & Livingstone (2015), Hjarvard (2015), Hepp et al. (2015), Doxa & Pressures (2015), Bourdieu (2015), Deacon & Stanyer (2014), Esser et. al (2014), Krotz & Hepp (2014), Livingstone & Lunt (2014), Lundby (2014), Altheide (2013), Kammer (2013), G. Bell et al. (2013), Landerer (2013), Hepp (2013) and Khan (2012) As the theory is relatively new, one of the biggest limitations of mediatization theory has been an absence of empirical evidence. All the above-mentioned researchers have contributed theoretically towards mediatization theory and have stressed the need for further empirical evidence. This research contributes to addressing that gap and provides a valuable set of

empirical evidence. Rigorous methodological investigation has revealed reliable results which, I hope, will further guide the research in this field. The four postulates suggested by Schulz (2004) are further developed within this research and new dimensions, such as the overall impact of digitisation, have been elucidated.

Further to this, Hjarvard (2015) has specifically called for mediatization as a phenomenon happening in technologically affluent countries and that it is not happening in the developing countries. Here again, I am happy to make a small contribution. My research suggests that mediatization is a universal process that is inevitable in a networked media environment, with some different features depending on the political and cultural context. However, the degree of mediatization could be different depending on the interaction and penetration of certain media tools in society.

Further to this, I have framed ‘mediatization’ as an ‘interaction-centred approach’ as opposed the effects studies which tend to be ‘Media centered’ and Audience Studies which are ‘User-centred’.

7.1.2 Methodological Contribution:

This research potentially forms the first two legs of a future longitudinal study and has importance as it includes data from both before and soon after the introduction of 3G and 4G technology in Pakistan. There is no data available on the news practices of young university students in a Pakistani context and, as such, this study makes a substantial contribution to the gathering of new knowledge and the assessment of its implications. I have made use of both

structured and non-structured instruments in my research. The structured instrument was the survey which included op-ended questions with each section.

This generated rich, qualitative data which successfully provided for the triangulation of data and method. The focus group discussions were, again, a combination of structured and non-structured questions and this, too, helped investigate the nuances and contours of prior themes. It is a challenge for media researchers to conduct highly structured instruments, and I would recommend the use of non-structured instruments while conducting research on news usage practices in the networked news environment.

Furthermore, the study successfully incorporated mixed methods and focus group data was also compiled which provided detailed insights into my cohort's distinctive news usage practices.

7.1.3 Social and Cultural Contribution :

This research has questioned news usage practices at a time when technological growth has been at a very significant stage. The dynamics of the networked news environment and the youth's news usage practices have implications not only on the development of media in Pakistan but also on social and political development more broadly. Mediatization, from my research, evidently has a profound impact on knowledge acquisition and on levels of understanding among the educated youth. The possibility that this impact is negative and that its further evolution will create a sustained information and democratic deficit in Pakistan is food for thought and the subject of future research.

7.1.4 Limitations :

Several possible limitations in this study need to be pointed out.

1. The most prominent one is the population of this study which is university students. Further to this, my sample includes students from just two disciplines and not all university students. These results are therefore generalisable only to the students studying in these two departments. The results cannot be generalised for the whole of Pakistani society and certainly not for students in the developing world. These students, however, are more equipped with the gadgets and technological resources in comparison with the students from other departments and in the society and even to their peers in other departments.
2. The students in Pakistan are more technologically friendly and relatively more educated in comparison with others in the whole population and, subsequently, their news practices could be described as being more liberal and modern. Thus, this thesis presents the reflections of a young and educated sample only.
3. The communication landscape is changing continuously and these results may well look different in a relatively short period when the media landscape has itself shifted. But, most importantly, these results and findings reveal the current (2014 and 2015) usage practices of university students in Pakistan. I understand that their patterns of news consumption will change as they get older.

4. Another limitation is the process of mediatization can only be best understood via a longitudinal study. While the gathering of data did take place over 12 months, this is not an ideal longitudinal study. The time duration of this project did not allow to carry out the longitudinal study over a longer time-scale.
5. An additional limitation is the diverse nature of the research. Research is about news usage practices and the detailed study of all platforms and devices was not possible. That is why, only the most used platforms and devices are investigated in detail.
6. The last limitation is that this project needed to be completed in a specific time and with fixed resources. This effected the actual breadth and depth of the research. More financial resources could have generated the data from all over Pakistan. Thus, more time was required to paint the larger picture of news usage.

7.1.5 Recommendations :

Based on overall experience, I am able to offer a number of recommendations.

Firstly, more studies should be conducted to analyse media usage patterns in the networked media age within diverse groups of population to understand the broader picture of the media usage landscape.

Secondly, the data collected from university students should be repeated every three to five years to gain a longitudinal perspective on news usage practices of young university students in Pakistan.

The theory of mediatization should be extensively applied in multiple media usage scenarios for the further theoretical development of the theory. There is a need to conduct more focused studies, particularly in developing world contexts, to understand social and cultural change and the impact of technology on the news usage experience.

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8 Appendix-I

Survey (2014)

News Seeking Pattern of Students

Dear Students

This survey has been designed to investigate the news usage pattern of students in Pakistani universities. The asked questions are about the news usage through traditional platforms (like TV, Radio and newspaper) in comparison with the digital platforms (newspaper websites-papers, social media).

This research forms part of a doctoral research project carried out by Ms Saadia Ishtiaq Nauman in the Department of Communication, Media and Culture, University of Stirling, in the United Kingdom.

Your kind support is requested to fill this given questionnaire in the light of your experience with news seeking across different platforms. Please answer the questions as completely and honestly as possible. Your answers will be purely used for the academic research. Your answers will take less than 20 minutes.

[1] Definition of News

Q(1)-In general, which of the following topics or issues do you personally believe are **important** to be covered as news? [Tick the appropriate number for the given option]

Sr. no	Topics	Very Important	Quite Important	Not Very Important	Not at all Important
1.	Celebrity behaviour	4	3	2	1
2.	City, Business and financial issues	4	3	2	1
3.	Entertainment	4	3	2	1

4.	Human interest stories	4	3	2	1
5.	International politics & current affairs	4	3	2	1
6.	Pakistani politics & current affairs	4	3	2	1
7.	Current local events where I live	4	3	2	1
8.	Youth issues and activities	4	3	2	1
9.	Crime news	4	3	2	1
10.	Sports news	4	3	2	1
11.	Travel news	4	3	2	1
12.	Weather news	4	3	2	1
13.	Environmental news	4	3	2	1
14.	Science news	4	3	2	1
15.	Education news	4	3	2	1
16.	If others (specify max 2) 1)_____	4	3	2	1
17.	2)_____	4	3	2	1
18.	3)_____	4	3	2	1

[2]Reasons for following News:

Sr. No	Reason for following News	SA	A	N	D	S	D	Total
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1.	To know what is going on across the country						100
2.	To know what is going on in the world						100
3.	To acquire knowledge relevant to my studies and knowledge						100
4.	As a responsibility to keep myself up to date						100
5.	For general information about daily life e.g. travel, health, education						100
6.	To be able to form my own opinions about issues						100
7.	To join in conversations with friends, family and colleagues						100
8.	For personal interest						100
9.	To get a different perspective from another country/countries						100
10.	For Entertainment						100
11.	Knowing what is happening in the world makes me feel safer						100
12.	It is my habit to follow news						100
Others: If your reason is not mentioned in the above, Kindly mention it below.							

News Usage Practices through different platforms

[3] Q (a): Which of the following Media are you using for accessing News? Rank it according to the provided scale?

Sr. No	Media	Always	Mostly	Few Times a month	Few times every six months	Do not use	Total
1	Newspaper						100
2	Radio						100
3	Television						100
4	Internet						100
5	Word of Mouth						100

Q(b): Which of the following Networked Media are you using for accessing News? Rank it according to the provided scale?

Sr. No	Media	Always	Mostly	Few Times a month	Few times every six months	Do not use	Total
1	Laptop						100
2	Desktops						100
3	Mobile						100
4	Facebook						100
5	Twitter						100
6	Blog						100

Q4: Given below are the statements regarding News Usage Practices using Newspapers. Kindly rank them according to the provided scale, keeping in mind your personal newspaper usage?

Sr. No	News Practices via Newspapers	S A	A	N	D	S D	Total
1	Newspapers are my favorite media to access news						100
2	I believe that Newspaper has mostly authentic news						100
3	Newspaper comes to my house/hostel regularly						100
4	Newspaper provides me more information than TV						100
5	Newspapers provides me limited information in comparison with the Internet						100
6	Newspaper information is more reliable to me than any other medium						100
7	Newspaper reading improves my vocabulary						100
8	Newspaper are not costly for me						100

9	I can read them on my convenience						100
10	They are the best news source during load shedding crisis for me						100
11	Pakistani newspapers are biased in my point of view						100
12	Newspapers journalism is more serious and less sensational to me						100
13	I like the non -news sections of newspaper like cartoons, puzzles and horoscope						100
14	I think that the Pakistani newspapers have less news and more advertisements						100
15	I think that the Pakistani newspapers have less news and more advertisements						100
16	I think that the Pakistani newspapers are full of political news only						100
Others: If your reason is not mentioned in the above, Kindly mention it below.							

Q5: Given below are the statements regarding News Usage Practices using Radio. Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No.	News Practices via Radio	SA	A	N	D	S D	Total
1	Morning news bulletins on Radio provides me most of the information I am looking for						100
2	Radio news is short and to the point						100
3	Radio news is a good backup facility in the load shedding time						100
4	My mobile has a radio and I can listen to it on my convenience						100
5	Radio News are authentic						100

6	I am a regular radio news listener						100
7	It provides me with the variety of stories						100
8	Radio listening is my Hobby						100
9	I listen to everything on radio except news						100
10	Radio news don't fit in my daily schedule						100
11	I don't have access to radio						100
Others: If your Radio news Usage Practice is not mentioned in the above, Kindly mention it below.							

Q6: Given below are the statements regarding News Usage Practices using Television. Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No	News Practices Via TV	SA	A	N	S D	D	Total
1	TV provides me the latest updates on news stories						100
2	TV is the most used media in my house						100
3	It fits in my daily schedule easily						100
4	It provides me with the accurate information about the issue						100
5	TV is the best medium for me to watch sports news						100
6	I have my own TV in my bedroom						100
7	For me TV is the best way to kill the time						100
8	TV provides me the chance to sit with the family						100
9	It does not cost me any money						100
10	TV is the only media I use to access the news						100
11	It provides me with the variety of stories						100
12	I watch everything on TV except News						100

13	I believe that the Pakistani TV news Channels are biased						100
14	There is always load shedding when I want to watch TV						100
15	TV talk show experts confuse me at times						100
16	I believe that the Pakistani News Channels are not playing any positive role in the society						100
Others: If your Television news usage practice is not mentioned in the above, Kindly mention it below.							

Q7: Given below are the statements regarding News Usage Practices using Internet. Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No	News Usage Practices Via Internet	S	A	N	SD	D	Total
1	It is less costly						100
2	I can read it at any time of the day						100
3	It is more easy to access my interest areas on line						100
4	Online news is more detailed						100
5	It is easy to read news on laptop						100
6	I can access news from multiple news sources						100
7	Online news is up to date						100
8	I like the feature of interactivity in online news						100
9	It provides me with the variety of stories						100
10	It is more easy to access international news online						100
11	I have a laptop but I have never tried using it for accessing News						100
12	I always watch or listen or read news on laptop						100
13	Because of load shedding I prefer to save my battery and use my laptop or desktop and use other media to access news						100

14	News is not my interest area when I browse internet through my laptop						100
Others: If your news usage practice via Internet is not mentioned in the above, Kindly mention it below.							

Q8: Given below are the statements regarding News Usage Practices using Mobile Phones. Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No.	News Practices via Mobile Phone	S	A	N	D	S	Total
		A			A	DA	
1	Mobile news fits into my busy schedule						100
2	Mobile news provides me the latest updates on news stories						100
3	I can obtain the news on my mobile at the time I want it						100
4	It provides me with a variety of stories						100
5	It provides me with news as quickly as possible						100
6	I can manage my time wisely with other routine tasks						100
7	It provides me multiple choices in news coverage (news from different channels)						100
8	It is very convenient for me to access news through it						100
9	It provides me with accurate information about the issue						100
10	I browse everything on my mobile internet except news						100
Others: If your news usage practice via Mobile Phone is not mentioned in the above, Kindly mention it below							

Q9: Given below are the statements regarding News Usage Practices using Facebook.

Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No	Reasons for following News via Facebook	S A	A	N	D A	S D A	Total
1	I get news through posts on my personal face book homepage						100
2	I get news through the Face book page of Pakistani newspaper like Facebook page of Dawn, The News						100
3	I get news from the Face book pages of international newspapers						100
4	I use it only for socialization purposes						100
5	I always get the latest updates through my Face book page						100
Others: If your news usage practice via Facebook is not mentioned in the above, Kindly mention it below							

Q10: Given below are the statements regarding News Usage Practices using Twitter.

Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No	Reasons for following News via Twitter	S A	A	N	S D	D	Total
1	I Tweet the local online news through twitter						100
2	I Tweet the international online news through twitter						100
3	I follow my favourite journalist through Twitter						100
4	I follow my favourite discussion group through Twitter						100

5	I prefer twitter over other forms of media for accessing news						100
6	I get latest news from twitter which I don't get from conventional media						100
Others: If your news usage practice via Twitter is not mentioned in the above, Kindly mention it below							

Q11: Given below are the statements regarding News Usage Practices using Twitter. Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No	Reasons for following News via Blogs	S	A	N	S	D	D	Total
1	I follow the news Blogs mentioned on websites of national newspaper							100
2	I follow the news Blogs mentioned on the websites of International newspapers							100
3	I follow the Blogs by Pakistani journalists							100
4	I follow the Blogs mentioned on International newspapers websites							100
5	I follow the Blogs by international journalists to follow News							100
6	I have my own Blog							100
7	I write regularly on my Blogs							100
8	Blogs are the best source of latest news							100
Others: If your news usage practice via Blog is not mentioned in the above, Kindly mention it below								

Demographic Data:

Q. What is Name of Your University? Q. Kindly Select your Department:

- a) Media Department b) Computer Science

Q. Please Mention you age.

Q. Please mention your Gender

- a) Female b) Male

Q. Select the appropriate option to indicate your family monthly Income.

- a) less than 50 thousand b) 50 thousand to 1lack rupees c) One lack rupees to one lac and fifty thousand rupees d) I lack fifty thousand rupees to two lacks e) more than 2 lacks

Q. Select the Number of Mobile phones you own?

- a) ZERO b) ONE c) TWO d) More than two

Q. Select the number of Smart Phones you have?

- a) ZERO b) ONE c) TWO d) More than two

----- ☺ Thank You ☺ -----

Survey 2015

News Seeking Pattern of Students

Dear Students

This survey has been designed to investigate the news usage pattern of students in Pakistani universities. The asked questions are about the news usage through traditional platforms (like TV, Radio and newspaper) in comparison with the digital platforms (newspaper websites-papers, social media).

This research forms part of a doctoral research project carried out by Ms Saadia Ishtiaq Nauman in the Department of Communication, Media and Culture, University of Stirling, in the United Kingdom.

Your kind support is requested to fill this given questionnaire in the light of your experience with news seeking across different platforms. Please answer the questions as completely and honestly as possible. Your answers will be purely used for the academic research. Your answers will take less than 20 minutes.

News Usage Practices through different platforms

[1] Q (a): Which of the following Media are you using for accessing News? Rank it according to the provided scale?

Sr. No	Media	Always	Mostly	Few Times a month	Few times every six months	Do not use	Total
1	Newspaper						100
2	Radio						100
3	Television						100
4	Magazine						100
5	Internet						100
6	Word of Mouth						100

Q(b): Which of the following Networked Media are you using for accessing News? Rank it according to the provided scale?

Sr. No	Media	Always	Mostly	Few Times a month	Few times every six months	Do not use	Total
1	Laptops						100
2	Desktops						100
3	Mobiles						100
4	Tablets						100
5	Facebook						100
6	Twitter						100
7	Blogs						100

Q4: Given below are the statements regarding News Usage Practices using Newspapers. Kindly rank them according to the provided scale, keeping in mind your personal newspaper usage?

Sr. No	Reasons	S	A	A	N	D	S	N
		A				A	D	A
1	Newspapers are my favorite media to access news							
2	I find Newspaper news more authentic than other media							
3	Newspaper comes to my house regularly							
4	Newspaper keeps me updated all the time							
5	I only read online Newspapers							
6	News from newspaper is more reliable to me than any other medium							
7	Newspaper reading improves my vocabulary							
8	Newspaper are not costly for me							
9	I can read newspapers on my convenience							

10	They are the best news source during load shedding crisis for me						
11	Pakistani newspapers are biased in my point of view						
12	Newspapers journalism is more serious and less sensational to me						
13	I like the non -news sections of newspaper like cartoons, puzzles and horoscope						
14	I believe that the Pakistani newspapers have less news and more advertisements						
15	I believe that the Pakistani newspapers are not innovative in terms of layout						
16	I think that the Pakistani newspapers are full of political news only						
17	I get a variety of news from the newspapers						
18	Newspapers fit in my daily schedule						
19	I often access newspaper sites via my mobile phone						

Q5. How much daily time do you spend on Newspaper reading ?

Sr.	Time spent on Newspaper Reading	Percentage
1	Do not read Newspaper at all	
2	I do not have any regular Newspaper reading pattern	
3	Less than 1 Hour	
4	For 1 to 2 Hours	
6	For 2 to 4 Hours	
7	More than 4 Hours	
8	Others	

Q6.How do you access your Newspaper?

Sr.	Mode of Newspaper Access	Percentage
1	Printed Newspaper	
2	Online newspaper via Laptop	
3	General news website	
4	By liking the newspaper pages on Facebook	
6	I access Newspaper via Tablet	
7	I access Newspaper via Mobile phones	
	Others	

Q7: Given below are the statements regarding News Usage Practices using Radio. Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No.	News Practices via Radio	SA	A	N	D	S D	Total
1	Morning news bulletins on Radio provides me most of the information I am looking for						100
2	Radio news is short and to the point						100
3	Radio news is a good backup facility in the load shedding time						100
4	My mobile has a radio and I can listen to it on my convenience						100
5	Radio News are authentic						100
6	I am a regular radio news listener						100
7	It provides me with the variety of stories						100
8	Radio listening is my Hobby						100
9	I listen to everything on radio except news						100
10	Radio news don't fit in my daily schedule						100
11	I don't have access to radio						100
12	I use web Radio						
Others: If your Radio news Usage Practice is not mentioned in the above, Kindly mention it below.							

Q8. How much daily time do you spend on using News Via Radio ?

Sr.	Time spent on Using Radio News	Percentage
1	Do not use Radio at all	
2	I do not have any regular Radio news usage pattern	
3	Less than 1 Hour	
4	For 1 to 2 Hours	
6	For 2 to 4 Hours	

7	More than 4 Hours	
8	Others	

Q9.How do you access your Radio?

Sr.	Mode of Radio News Access	Percentage
1	Radio itself	
2	Online Radio via Laptop	
3	Online Radio Via Mobile Phone	
4.	Others	

Q10: Given below are the statements regarding News Usage Practices using Television.

Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No	News Practices Via TV	SA	A	N	S D	D	Total
1	TV provides me the latest updates on news stories						100
2	TV is the most used media in my house						100
3	It fits in my daily schedule easily						100
4	It provides me with the accurate information about the issue						100
5	TV is the best medium for me to watch sports news						100
6	I have my own TV in my bedroom						100
7	For me TV is the best way to kill the time						100
8	TV provides me the chance to sit with the family						100
9	It does not cost me any money						100
10	TV is the only media I use to access the news						100
11	It provides me with the variety of stories						100
12	I watch everything on TV except News						100
13	I believe that the Pakistani TV news Channels are biased						100
14	There is always load shedding when I want to watch TV						100

15	TV talk show experts confuse me at times						100
16	I believe that the Pakistani News Channels are not playing any positive role in the society						100
17	I use Smart TV						
Others: If your Television news usage practice is not mentioned in the above, Kindly mention it below.							

Q11. How much daily time do you spend on using News Via Television?

Sr.	Time spent on Watching Television	Percentage
1	Do not read Television at all	
2	I do not have any regular Television watching pattern	
3	Less than 1 Hour	
4	For 1 to 2 Hours	
6	For 2 to 4 Hours	
7	More than 4 Hours	
8	Others	

Q12 How do you access your Television News?

Sr.	Mode of Radio News Access	Percentage
1	Television itself	
2	Via Smart TV	
3	TV new via Facebook	
4.	TV news via general News sites	
	Others	

Q13: Given below are the statements regarding News Usage Practices using Internet. Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No	News Usage Practices Via Internet	S	A	A	N	SD	D	Total
--------	-----------------------------------	---	---	---	---	----	---	-------

1	It is less costly						100
2	I can read it at any time of the day						100
3	It is more easy to access my interest areas on line						100
4	Online news is more detailed						100
5	It is easy to read news on laptop						100
6	I can access news from multiple news sources						100
7	Online news is up to date						100
8	I like the feature of interactivity in online news						100
9	It provides me with the variety of stories						100
10	It is more easy to access international news online						100
11	I have a laptop but I have never tried using it for accessing News						100
12	I always watch or listen or read news on laptop						100
13	Because of load shedding I prefer to save my battery and use my laptop or desktop and use other media to access news						100
14	News is not my interest area when I browse internet through my laptop						100
Others: If your news usage practice via Internet is not mentioned in the above, Kindly mention it below.							

Q 14. How much daily time do you spend on using News Via Internet?

Sr.	Time spent on Internet	Percentage
1	Do not use internet at all	
2	I do not have any regular Internet usage pattern	
3	Less than 1 Hour	
4	For 1 to 2 Hours	
6	For 2 to 4 Hours	
7	More than 4 Hours	
8	Others	

Q15.How do you access your Television News?

Sr. no.	Practice	Percentage
1	via official websites of Newspaper like website of 'Dawn' or 'The News' etc.	
2	via General news sites on Internet	
3	Via my Face book Page	
4	Via my Twitter account	
5	Blogs	
	Others	

Q16: Given below are the statements regarding News Usage Practices using Mobile Phones. Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No.	News Practices via Mobile Phone	S	A	N	D	S	Total
		A			A	DA	
1	Mobile news fits into my busy schedule						100
2	Mobile news provides me the latest updates on news stories						100
3	I can obtain the news on my mobile at the time I want it						100
4	It provides me with a variety of stories						100
5	It provides me with news as quickly as possible						100
6	I can manage my time wisely with other routine tasks						100
7	It provides me multiple choices in news coverage (news from different channels)						100

8	It is very convenient for me to access news through it						100
9	It provides me with accurate information about the issue						100
10	I browse everything on my mobile internet except news						100
Others: If your news usage practice via Mobile Phone is not mentioned in the above, Kindly mention it below							

Q17: Given below are the statements regarding News Usage Practices using Facebook.

Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No	Reasons for following News via Facebook	S	A	N	D	S D	Total
1	I get news through posts on my personal face book homepage						100
2	I get news through the Face book page of Pakistani newspaper like Facebook page of Dawn, The News						100
3	I get news from the Face book pages of international newspapers						100
4	I use it only for socialization purposes						100
5	I always get the latest updates through my Face book page						100
Others: If your news usage practice via Facebook is not mentioned in the above, Kindly mention it below							

Q18: Given below are the statements regarding News Usage Practices using Twitter.

Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No	Reasons for following News via Twitter	S	A	N	S	D	D	Total
1	I Tweet the local online news through twitter							100
2	I Tweet the international online news through twitter							100
3	I follow my favourite journalist through Twitter							100
4	I follow my favourite discussion group through Twitter							100
5	I prefer twitter over other forms of media for accessing news							100
6	I get latest news from twitter which I don't get from conventional media							100
Others: If your news usage practice via Twitter is not mentioned in the above, Kindly mention it below								

Q19: Given below are the statements regarding News Usage Practices using Twitter.

Kindly rank them according to the provided scale, keeping in mind your personal Radio usage?

Sr. No	Reasons for following News via Blogs	S	A	N	S	D	D	Total
1	I follow the news Blogs mentioned on websites of national newspaper							100
2	I follow the news Blogs mentioned on the websites of International newspapers							100
3	I follow the Blogs by Pakistani journalists							100
4	I follow the Blogs mentioned on International newspapers websites							100
5	I follow the Blogs by international journalists to follow News							100
6	I have my own Blog							100
7	I write regularly on my Blogs							100
8	Blogs are the best source of latest news							100
Others: If your news usage practice via Blog is not mentioned in the above, Kindly mention it below								

Q20. How do you access Internet?

Sr.	Source	Percentage
1	Wi-Fi	
2	PTCL Landline	
3	3G	
4	4G	
5	3G+ Wi-Fi	
6	4G+ Wi-Fi	

Demographic Data:

Q. What is Name of Your University?

Q. Kindly Select your Department:

- a) Media Department b) Computer Science

Q. Please Mention you age.

Q. Please mention your Gender

- a) Female b) Male

Q. Select the appropriate option to indicate your family monthly Income.

- a) less than 50 thousand b) 50 thousand to 1 lakh rupees c) One lakh rupees to one
lakh and fifty thousand rupees d) One lakh fifty thousand rupees to two lakhs e)
more than 2 lakhs

Q. Select the Number of Mobile phones you own?

- a) ZERO b) ONE c) TWO d) More than two

Q. Select the number of Smart Phones you have?

- a) ZERO b) ONE c) TWO d) More than two

9 Appendix-I

From: Madhushala Senaratne <H.M.Senaratne@sussex.ac.uk>
Sent: 13 December 2016 06:48
To: Saadia Ishtiaq Nauman
Cc: Chrysi Dagoula]cdagoula1@sheffield.ac.uk[;Patricia Prieto]patriciaprietoblanco@gmail.com[
Subject: Networking Knowledge - Selection of abstract and invitation for full paper submission

Dear Saadia,

Thank you for sharing with us your abstract for presentation in the special issue of the MeCCSA PGN journal, *Networking Knowledge*. We are happy to inform you that your abstract has been selected for publication.

We invite you to submit your full paper by January 15, 2017 to the co-editors of the issue via the following email addresses:

Chrysi - cdagoula1@sheffield.ac.uk
Madhu - H.M.Senaratne@sussex.ac.uk

The style guide is also attached for further information on the article requirements.

Networking Knowledge is an online, peer-reviewed journal that has been published since 2007. Every year features a selection of papers that have been presented in the previous MeCCSA PGN conference and the first issue of 2017 is reserved for you, the presenters and delegates of MeCCSA PGN 2016 (Leicester).

Please do get in touch with us if you have any questions, or require any more information.

We look forward to receiving your full paper.

Thank you,
Madhu and Chrysi (co-editors)

10 Appendix-II

Reasons2015 A table	It provides me the latest updates on news stories	News via TV is the most used media for news in my house	TV news fits in my daily schedule easily	TV News provides me with the accurate information about the issue	TV is the best medium to watch sports news for me	I have my own TV in my bedroom
latest updates	+++++++ +++++++	N= 527 p=.000	N= 378 p=.000	N= 146 p=.000	N= 450 p=.008	NON SIGNIFICANT
most used media	N= 527 p=.000	+++++++ +++++++	N= 374 p=.000	N= 219 p=.000	N= 457 p=.000	N= 297 p=.000
fits in schedule	N= 378 p=.000	N= 374 p=.000	+++++++ +++++++	N= 186 p=.000	N= 326 p=.000	N= 179 p=.000
accuracy	N=221 p=.000	N= 219 p=.000	N= 186 p=.000	+++++++ +++++++	N= 200 p=.000	N= 145 p=.000
TV for sports news	N= 450 p=.008	N= 457 p=.000	N= 326 p=.000	N= 200 p=.000	+++++++ +++++++	N= 257 p=.000
TV in bedroom	NON SIGNIFICANT	N= 297 p=.000	N= 179 p=.000	N= 145 p=.000	N= 215 p=.000	+++++++ +++++++
kill the time	N=334 p=.000	N= 334 p=.000	N= 240 p=.000	N= 150 p=.000	N= 290 p=.001	N= 171 p=.001
TV with family	N= 393 p=.010	N= 408 p=.000	N= 291 p=.000	N= 174 p=.000	N= 347 p=.026	N= 222 p=.001
cost	N= 324 p=.002	N= 336 p=.000	N= 249 p=.000	N= 149 p=.000	NON SIGNIFICANT	N= 171 p=.000
only media for news	N= 304 p=.000	N= 305 p=.000	N= 196 p=.000	N= 145 p=.000	NON SIGNIFICANT	N= 239 p=.000
variety	N= 472	N= 469	N= 328	N= 193	N= 420	N= 272

	p=.000	p=.000	p=.000	p=.000	p=.000	p=.017
All but news	N= 324 p=.045	N= 325 p=.000	NON SIGNIFICANT	N= 145 p=.000	NON SIGNIFICANT	N= 231 p=.000
Biased	NON SIGNIFICANT	NON SIGNIFICANT	NON SIGNIFICANT	N= 145 p=.000	N= 332 p=.000	NON SIGNIFICANT
Load shedding	N= 303 p=.011	NON SIGNIFICANT	NON SIGNIFICANT	N= 120 p=.004	NON SIGNIFICANT	NON SIGNIFICANT
Talk show confusion	NON SIGNIFICANT	N= 378 p=.000	N= 256 p=.042	NON SIGNIFICANT	NON SIGNIFICANT	NON SIGNIFICANT
No positive role in society	N= 309 p=.030	NON SIGNIFICANT	N= 207 p=.016	N= 132 p=.000	N= 264 p=.033	NON SIGNIFICANT

The B-Table:

Reasons2015 B table	TV is the best way to kill the time	TV provides me the chance to sit with the family	It does not cost me any money	TV is the only media I have to access the news	It provides me with the variety of news stories	I watch everything on TV except News
latest updates	N= 334 p=.000	N= 393 p=.010	N= 324 p=.002	N= 304 p=.000	N= 472 p=.000	N= 324 p=.045

most used media	N= 334 p=.000	N= 408 p=.000	N= 336 p=.000	N= 305 p=.000	N= 469 p=.000	N= 325 p=.017
fits in schedule	N= 240 p=.000	N= 291 p=.000	N= 249 p=.000	N= 196 p=.000	N= 328 p=.000	NON SIGNIFICANT
accuracy	N= 150 p=.000	N= 174 p=.000	N= 149 p=.000	N= 145 p=.000	N= 193 p=.000	N= 145 p=.000
TV for sports news	N= 290 p=.000	N= 347 p=.026	NON SIGNIFICANT	NON SIGNIFICANT	N= 420 p=.000	NON SIGNIFICANT
TV in bedroom	N= 171 p=.001	N= 222 p=.001	N= 171 p=.000	N= 239 p=.000	N= 272 p=.017	N= 231 p=.000
kill the time	+++++++ +++++++	N= 264 p=.000	N= 221 p=.000	N= 176 p=.001	N= 297 p=.002	N= 189 p=.000
TV with family	N= 264 p=.000	+++++++ +++++++	N= 290 p=.000	N= 226 p=.000	N= 363 p=.000	N= 233 p=.002
cost	N= 221 p=.000	N= 290 p=.000	+++++++ +++++++	N= 165 p=.000	N= 310 p=.000	N= 185 p=.000
only media to access news	N= 176 p=.001	N= 226 p=.000	N= 165 p=.000	+++++++ +++++++	N= 278 p=.000	N= 269 p=.000
variety of news stories	N= 297 p=.002	N= 363 p=.000	N= 310 p=.000	N= 278 p=.000	+++++++ +++++++	N= 296 p=.000
All but news	N= 189 p=.000	N= 233 p=.002	N= 185 p=.000	N= 269 p=.000	N= 296 p=.024	+++++++ +++++++
Biased	NON SIGNIFICANT	N= 294 p=.011	N= 243 p=.007	N= 243 p=.006	N= 351 p=.000	N= 236 p=.000
Load shedding	N= 204 p=.000	N= 246 p=.000	N= 202 p=.000	N= 153 p=.000	N= 274 p=.000	N= 159 p=.000
Talk shows and confusions	NON SIGNIFICANT	N= 306 p=.000	N= 256 p=.000	NON SIGNIFICANT	N= 340 p=.000	N= 221 p=.000
I positive role	NON SIGNIFICANT	N= 251	N= 207	N= 194	NON	N= 182

in society		p=.001	p=.002	p=.004	SIGNIFICANT	p=.000
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C-Table

Reasons2015 C table	Pakistani TV news Channels are biased	There is always load shedding when I want to watch TV	TV talk shows confuse me at times	I believe that Pakistani News channels are not paly positive role in society
latest updates	NON SIGNIFICANT	N= 303 p=.011	NON SIGNIFICANT	N= 309 p=.030
most used media	NON SIGNIFICANT	NON SIGNIFICANT	N= 378 p=.000	NON SIGNIFICANT
fits in schedule	NON SIGNIFICANT	NON SIGNIFICANT	N= 256 p=.042	N= 207 p=.016
accuracy	N= 145 p=.000	N= 120 p=.004	NON SIGNIFICANT	N= 132 p=.001
TV for sports news	N= 332 p=.000	NON SIGNIFICANT	NON SIGNIFICANT	N= 264 p=.033
TV in bedroom	NON SIGNIFICANT	NON SIGNIFICANT	NON SIGNIFICANT	NON SIGNIFICANT
kill the time	NON SIGNIFICANT	N= 204 p=.000	NON SIGNIFICANT	NON SIGNIFICANT
TV with family	N= 294 p=.011	N= 246 p=.000	N= 306 p=.000	N= 251 p=.001
cost	N= 243 p=.007	N= 202 p=.000	N= 256 p=.000	N= 207 p=.002
only media to access news	N= 243 p=.006	N= 153 p=.000	NON SIGNIFICANT	N= 194 p=.004
variety of news stories	N= 351 p=.000	N= 274 p=.000	N= 340 p=.000	NON SIGNIFICANT
All but news	N= 236 p=.000	N= 159 p=.000	N= 221 p=.016	N= 182 p=.000
Biased	+++++++	N= 235	N= 315	N= 273

	+++++++	p=.000	p=.000	p=.000
Load shedding	N= 235 p=.000	+++++++ +++++++	N= 258 p=.000	N= 205 p=.000
Talk shows and confusions	N= 315 p=.000	N= 258 p=.000	+++++++ +++++++	N= 277 p=.000
I positive role in society	N= 273 p=.000	N= 205 p=.000	N= 277 p=.000	+++++++ +++++++

