Student's Motivation for News Media Consumption: A New Learning Approach

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Abstract

Pakistani media has passed through huge changes and significant growth since 2002. The increased number of private channels ultimately changed the user media consumption habits. The establishment of the new multiple media environment and its influence to reform the patterns of news media consumption have in turn affects the motivation level of students. The researcher's approach has combined uses and gratification and Rubin is (1984) motivational measurements for multiple news media consumption for learning and motivation from news media channels. Using simple random (probability) sampling with digital dialing, the researcher successfully completed the survey with 143 students in total from Islamabad different universities. The study result shows that education level influences the media consumption of the students'. Higher level of education is significantly associated with learning motivation for news media consumption.

Keywords: uses and gratifications, motivation, media consumption

Introduction

Mass communication research on gender and media usage focused nearly exclusively on the viewing habits of women and men, indicates the differences in viewing pattern of male and female and their motivation which drives them to use media for gratification.

From the functional perspective, the focal point on media users is to explain how the audience uses media. Research showed that personal-level distinctions for instance social and economic position along with political stance is accelerating to achieve important positions as the consumers of news in this vastly shifting media settings (Shehata & Strömbäck, 2011).

Considering the abundance of outlets in the current news media, it is easy to assume an individual will engage in the active selection of their news outlet. Diddi and LaRose (2006), whose study looked at news consumption habits among college students, show the same explanation of using media for surveillance. According to the theory of media audience when supplied with an overabundance of options to choose from, the consumers tend to fall into habitual forms of media consumption. Individuals usually

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seek out information online to supplement their print news, not to replace it (Althaus & Tewsbury, 2000). This supplementary idea is also supported by Yuan (2011) where Chinese audiences choose traditional media and new media for their gratification. The researcher confirmed the withdrawing position of nationwide newspapers in the general news setting and shifts from newspaper to small screen. And the detail that digital news is currently equivalent to TV news (Schrøder & Steeg Larsen, 2010).

Diddi and LaRose's (2006) explored that students selected Internet and cable TV to satisfy their surveillance, escapism and entertainment as a part of a habitual practice. It has further illustrated that internet portal sites were among the most frequently consulted news sources, second only to campus newspapers. Diversity between women's and men's answers to computer technology is important in advanced education, where Internet activities are gradually more a central aspect of the syllabus in a variety of department. A lot of studies in college student revealed the differences in male and female students usage of internet and perception towards computer technology (Sherman, 2015).

The present research intended to collect and view the news utilization of students. It posits that students' motivation of learning for news combine various media podiums in order to develop individual news gathering for their own news usage. The current media settings with bundle of media agency choices range from traditional news media to new media. This approach permits us to observe and identify entire variety of media in order to give data on existing situation in accordance to motivation and gratification.

Selection of Media

Among the major academic proposition, the uses and gratifications come close and frequently functional, studying media selection (Diddi & LaRose 2006; Yuan 2011). The main purpose of the uses and gratifications hypothesis is examining, elucidating, and comprehending the elementary emotional requirements that inspire and figure out an discrete causes for selecting a certain medium (Rubin, 1983). The uses and gratifications facilitate persons to motivate and participate in certain media use. Extra purpose of the theory of uses and gratifications is to study the various methods in which audience use media for satisfying the requirement of theory, and to classify the good and bad results of individual media consumption (Lin, 1996). The U & G posits that viewers choose different types of medium and the forms of programs that satisfied the scrupulous social and emotional requirements (Katz et al., 1973). Previously mostly the uses and gratification research examined the use of a specific form of media and programs for certain gratification. For instance, in instrumental function such as looking for information and incorporate into the socio-political order, newspapers is mostly used, while for escapism and entertainment televisions were mostly used by individuals (Katz et al. 1973). Perse (1986) found that females have more fondness towards soap operas than male for viewing patterns of college students. Palmgreen (1984) found that learning communication was mostly fulfilled by television supplementary gratification.

Papacharissi & Mendelson (2007) found internet as information retrieving and social learning for gratification of audience. News audiences combine traditional and new media resources and make pattern for news media use. These patterns reflect the persons individual design of media repertoire based on diverse news agenda the differences in different news repertoire based on different news agenda in audiences in current media environment (E Yuan, 2011). Demographic characteristics are found to play a role in influencing news consumption due in part to their relationship to different motivations for consuming news (Lee, 2013).

Similarly, male and female have different viewing styles noted in previous research. When the mass media uses study with social systems the results indicates that with high social and economic status segments obtain information and gather surveillance at a faster rate than lower status group (van Deursen & van Dijk, 2013). The study explained in 'Nathanson, Perse, & Ferguson, 1997' found the instrumental and ritualistic oriented viewing patterns in female and male. Male have more goal-oriented viewing style and selective use of television, rather than female who have ritualistic and relationship-oriented style of watching for emotional satisfaction. Females have a entertainment oriented approach to small screen predict in maintain of a minor channel repertoire. The Pew Internet Project surveys by Fallows, Deborah (2005) shows that men are more involved in the world technology and how devices and systems work as compare to women. As a result, males are more technology oriented and dealing in new innovations in technology. They are more confident in their roles as techies and geeks. Communication patterns are also affected by demographics and socioeconomic factors. It includes income, education, gender, and age as well as awareness, concern, and perceptions of ecological issues among differing community groups (O'Keefe, Ward, & Shepard, 2002). It is proofed that mature women tend to make use of the web communication methods more, while elderly men are inclined to utilize the online media for getting information, leisure, business (Jackson, Ervin, Gardner, & Schmitt, 2001). A research by the Pew Research Center, Claire (2015) found that technology and social media are integral part of teenagers' social lives. It found persistent differences in usage of teenage girls and boys regarding technology for socializing themselves. Individuals use multiple media channels for their diverse purposive due to media convergence (Lai & Tang, 2015).

The researcher explored that individuals with less education levels along with disable individuals use web for multiple hours in a single day in their extra moments as compared to individuals with higher level of education and working people in Dutch population survey (Van Deursen & Van Dijk, 2013).

Similarly in Singapore where mobile phones and internet saturation is amongst the highest in the world and where old aged persons suffer from social barring because of the unfamiliarity with new expertise in technology, socially charged digital divide is caused (Lim & Tan, 2003). Similarly the researcher suggested that respondents who have a Smartphone with a high degree of surveillance gratification, and further occupied in

mobile news gratification with the purpose of reading mobile news and high involvement in digital news sources such as tweets, blogs, and bloggers in young adults in China (Wei & Lo, 2015). Oscar Westlund (2012) examines news consumption through the mobile phone. He states that many people today have access to news through rapid emergence of ICT worldwide. The researcher explained a frame work for examining the use of various media in society through assessment of multiple media use. Research suggested that personal determinants (e.g., concentration, enthusiasm, gratification, habits) and structural features (e.g., audience accessibility, ease to digital media use) predict the size and creation of multiple medium repertoires (Yuan & Webster, 2006). It is also investigated that those who have more interested and have higher frequency of using multiple media therefore have more broad repertoires than users who are less frequency of using media (Yuan, 2011).

The media selection and their motivational level of learning among students proposed in the present study theorize news consumption behavior as complex patterns of media usage. It identifies the differences in the patterns and sizes of repertoires in students and examines the motivational level of students consuming news media for learning and for other purposes.

RQ1: What is the frequency of students from the news media?

Media Consumption and Individual's Preferences

Individual preferences are a micro level approach in media consumption and an outcome of an individual's requirements and inclination. A leading approach in media choice such as uses and gratifications (U & G) study supposed to active audiences are mediator who uses media to satisfy their personality desires and needs (Katz, Blumler, & Gurevitch, 1973; Papacharissi & Mendelson, 2007).

Personal determinants regarding inspirations include entertainment, leisure and friendship, information getting behavior, habit, hobby and escape. U & G explained on selection of multiple media platforms and different and divergent media content. The research has discovered that gratifications are connected with conventional media podiums like newspapers, print media, television media (Rubin, 1983), similarly digital media for instance web, social media (Ferguson & Perse, 2000).

U & G includes genre gratification studies for instance soap operas (Perse, 1986), news series and news shows (Palmgreen, P., 1984), TV reality shows (Papacharissi & Mendelson, 2007) and internet social websites sites for instance Face book and tweeter (Papacharissi & Mendelson, 2007) and Twitter (Chan, 2005).

Rubin (1983) classified screening stimulus into two wide ranges - 'ritualistic' and 'instrumental' in small screen viewing. Ritualistic means fewer active and extra passive approach in using media, linked with motivational determinants, relaxation and time

killing (Rubin, 1984). Instrumental use on the other side is opposite to ritualistic approach. It refers to the goal oriented consumption, for instance viewers seek out specific information due to certain requirements, for instance, the desire for information.

U & G research recognized with precision viewing motivations in explaining the attention of diverse content genres. The instrumental motivations explained sports, where consumers keenly watched television for information rather than habit (Cooper & Tang, 2009). Gantz &Wenner (1995) also suggested that viewers look at sports for instrumental motivation. The research about the news viewing patterns and discovered with an increase in television news viewing is associated with political interest and inclination of news programs in comparison, habitual viewing of TV is associated with screening the entertainment contents such as soap operas or reality TV showed and confirmed the ritualistic motivations approach for media consumption (Wonneberger et al., 2011).

It explained the uses and gratifications scheme and give hypothetical explanations regarding when and why medium consumers select specific types of media podiums or content genres. Based on these arguments, we pose the following hypotheses.

H1: the higher level of education has more learning motivation than lower level of education.

Methods

The overall rationale of using the quantitative survey approach in this research was to collect data from students of Capital that is Islamabad, their nature of media usage and how they build their news media repertoire for learning. The data collection for current study was gathered from students of two universities of Islamabad by simple random sampling technique. The research successfully filled up 143 university students, who replied completely to the questionnaire, 'Do you spend time to consume any news media in a week?' The collective response percentage was 56 per cent.

The results show that the male students were 52% and 48% female students in the sample.

Operational measures

Media Usage

It is defined as only traditional media usage. It includes television, newspapers and radio. A Multiple question were asked from student's which medium is frequently used for learning, social interaction and self-driven.

Students categorization

Undergraduate students are categorized as lower education level and above graduate students is higher education level. It includes Master, MS, M.Phil and PhDs.

Frequency of time used up and attention in news: A MCQ was inquired from the individuals how many number of days in a week they consume any medium for news information. The statistic describes that on average news audience check news for any news genre every day.

Independent Variables: Individual Factors

Viewing motivations: The researcher have explained a participant's motivations for using multiple media by ten questions. The questions are taken from earlier researches on media usage for motivations by Rubin (1983).

Results:

RQ1: What is the frequency of students of news media usage?

Table 1: Any Traditional Media Usage in a Week

		Education				Total
		Bachelors	**Masters**	**M. Phil**	**Doctor**	
Media Usage In a Week	Once in a Week	18	11	2	0	31
	Twice in a Week	6	12	1	0	19
	Thrice in a Week	5	9	1	2	17
	Everyday	15	40	11	2	68
	Any other	8	0	0	0	8
Total		52	72	15	4	143

The above output shows the different media usage in any week by the students. The descriptive statistics indicates that the higher you are educated, the more you spend time on media for learning new ideas, sharing knowledge. Bachelor's students are not heavy user of the media but master and M. Phil students also spent more time on media. The chi square test was used to measure the association between the educational level and the repertoire size of the media among students. The table 2 shows the results of the chi-square value (34.867, p value =0.00) which is significant at 95% confidence interval. Those who have higher education level have higher frequency of any traditional media usage.

Table 2: Association of Education and Media Usage

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.867	12	.000
Likelihood Ratio	36.308	12	.000
Linear-by-Linear Association	3.539	1	.060
N of Valid Cases	143		

H1: The higher level of education has more learning motivation than lower level of education.

Table 3:

	Component		
	Learning	**Social Interaction**	**Self-Driven**
Find new ideas	.657		
Find out what is required	.578		
Improve what I do	.592		
To be knowledgeable what is happening around	.645	.690	
To keep an emotionally established life		.613	
To join people in circle		.624	
To be entertain			.645
To know aboutanother people's life	.250		.561
To kill time			.765
To be seen as significant person			

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

The research conducted a factor study of 10 questions on students' motivations for using multiple news media channels. Table 3 shows the different motivation factors associated with three main different motivations. The set of questions are taken from earlier studies on television watching motivations based on the demographic attributes. A Varimax rotation scheme discovered that five factors having eigen values greater than 1 explored approximately 73% of the total of squared deviations. It is observed that four factors are linked with learning motivation (M =3.63 and S.D =1.01), relaxation (M = 3.5 and S.D =1.02) and self-driven (M=2.99 and S.D = 1.02). The factor analysis shows that the learning variable is significant for exploring new ideas, to get information which is required, improve the knowledge database and keep information about surrounding activities. The correlation between these factors and the education level is significantly high (r=0.59) which shows that the higher you are educated, the more you have motivation to learn and get knowledge from media.

Table 4: Association Between Education and Motivational Factors

		Motivation New Ideas	Motivation learn	Motivation Improve What I Do	Motivation Informed
Education	Pearson Correlation	.59	.30	.098[*]	.50
	Sig. (2-tailed)	.000	.000	.028	.000
	N	143	143	143	143

Self-oriented motivations contain an aspiration to recognize more about other's lives and to be more prominent from others. Students have more motivation for the learning prospective and to get news ideas. Table 4 shows the relationship between the education and learning motivational factors with high level of significant value .000. It clearly indicates that in Islamabad universities students of higher education level have positive person correlation with learning motivation from media.

Discussion

This study is one of the initial attempts to prove the level of motivation as a student's media consumption and their use of the media as a decision. Although most studies have tried to explain the type of television in large displays, in this study researchers have investigated how personal factors affect the news media's perspective. In the process, we take the most important factor as the level of education and motivation, when the student's media consumption is predicted. In addition, he explores whether there are differences in the use and duration of the media. We use a set of special data to enable us to have a complete list of individual students and explore association between the level of education and the motivation for news consumption.

The growth in the media channels has given new structures of media consumption. Individual determinant has identified the basic ingredient for news media selection. Individual determinant includes individual own motivation to choose media for some purpose. This purpose includes learning, entertainment, escapism, and self-driven.

When analyzing the first research question we can conclude that the education has a significant effect on online news consumption, even when we control for age and gender as demographics. It is explored that students have different motivation level for consuming news genre. The result of this study is persistent with (Lai & Tang, 2015) that explained the teenage boys and girls consume media to socialize themselves. Students use news media channels for their diverse purposive due to media convergence. The researcher also found that under graduate students both male and female use media for entertainment, self-driven and social interaction. This is due to fact come to know from previous researches that students of undergraduates have more ritualistic approach. It is explained by (Rubin, 1983) means fewer active and extra passive approach in using media, linked with motivational determinants, relaxation and time killing.

The higher level of education, for instance M.Phil and PhD students has different motivation level than bachelors and masters students. Their motivation for news media consumption is found to be instrumental. Instrumental motivation is associated with learning and surveillance. It refers to the goal-oriented consumption, for instance viewers seek out specific information due to certain requirements, for instance, the desire for information.

The media consumption against education level is found to be significant. The higher educated people have news media consumption ratio is every day of a week. It is found that 50% of PhD students screen media for news consumption for learning and information. And 73% of M.Phil students turn towards media for information gratification. On the other side only 28% of bachelor's students use news media every day. It draws an attention that undergraduate students have traditional media.

The study successfully explained the consumption patterns of students and the motivation level according to (Rubin, 1984). It is found clearly that undergraduate students have ritualistic oriented approach for news consumption and post graduate students have instrumental approach regarding news consumption behavior.

Summary

In short, the repertoire-based scheme is specifically associated in the framework in today's Pakistani media. The media is growing day by day in the Pakistan in terms of numbers; therefore, it is expected from the audience to adapt accordingly to get the contents from multiple sources parallel. The study explained that media and new media technology influence the motivation level of students. Students consume media for their different gratifications.

The results show the education level is significantly associated with learning motivation and influences the media repertoire size and the frequency of the media usage. The study explored individual factor (motivation) influence the media repertoire size and the frequency of the media type usage. Demographic variables play the significant roles in building the media repertoires, specifically education affect the new media usage among Pakistani students.

Due to time constrain, the study failed to examine other issues which may affect the media consumption habits of students. The present study has predominantly relied on quantitative methods of data collection and is therefore restrictive. Therefore, more qualitative data collection could be undertaken in future research in order to provide broader, more in-depth perspectives of students' behavior for media consumption.

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