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Tel: +94(0) 11 3132827

info@tiikm.com

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MESSAGE FROM THE CHAIR MEDCOM 2018



Experience has no limits, nor is it ever completed: it is a form of immense sensitivity, an enormous spider web made of silk threads suspended in the space of consciousness, which captures every particle of air in its fabric. It is the very climate of the mind, and when the mind is imaginative it draws to itself the most subtle traces of life, transforming the most imperceptible movements of the air into great revelations

Henry James, *The Art of the Novel*

Welcome to MEDCOM 2018 !! I am happy to wish you a good and fruitful participation in the conference. The media have become central in contemporary societies to the point that some researchers speak of the fourth revolution referring to the digital revolution. The centrality of the media in our daily life is now shared, they accompany us in all our activities without interruption.

Despite this there are still many situations where social and cultural inequalities do not allow conscious and productive access to media resources, but rather only as consumers and users.

The issue of crises related to natural disasters, terrorist organizations, wars, economic problems and politics has had and will have a major impact on contemporary media and their role in telling, but also in preventing and increasing awareness and knowledge.

Media education is a great resource that still has much to say and develop in the models and tools that can be used.

And yet, the ability of the media to increase social mobilization from below and build real and virtual communities.

The conference is a great opportunity both to learn about the state of the art research in the media all over the world and to build spaces for exchange, knowledge and future research among the participants.

I believe that each of you will find the right way forward. A warm greeting!!

Andrea Volterrani,
Conference Chair MEDCOM 2018,
University of Rome Tor Vergata,
Italy

MESSAGE FROM THE CO-HOSTING PARTNER MEDCOM 2018

It's really a great pleasure for my university to be a co-hosting organization of the MEDCOM 2018 Conference. Media and communication subjects have become some of the most relevant, exciting and powerful subjects in today's media-dominated cultural landscape.

In the panorama of Italian universities, the large campus of the University of Rome Tor Vergata is an environment where professors and students alike live in close contact in a stimulating community.

Since its foundation, the aim of the University of Rome Tor Vergata has been to create a "new" university with vast open-air and indoor areas and good students/teacher relations and balance.

Close interaction between science and the humanities makes academic relations extremely fruitful and stimulating. Our goals are increasing innovative and international educational programs and curricula, improving transnational and interdisciplinary research and developing selected Centers of Excellence and, finally, creating bridges between Institutions, Firms and Territory. Our mission is to contribute to people's education and training, to scientific research and to the technological, organizational and social innovation needed to achieve a truly sustainable development in Italy, Europe and worldwide pursuant to the Sustainable Development Goals approved by the United Nations in September 2015, to accomplish such ambitious purpose requires high skills and management of complex processes, not only is the University of Rome Tor Vergata deeply committed to excellent education and scientific research, but it also closely cooperates with the private sector, public institutions and non-profit organizations at national and international level and adoption of policies and behaviours focusing on sustainability both in terms of well-being for people and ecosystem conditions. Our vision aims at playing a leading role in research and education, as well as in technological, economic, organizational and social development in order to become not only a 'sustainable University' but also one of the best European Universities by 2025, being an open space to develop advanced and high-quality knowledge, lifelong learning and training for youngsters and adults, to conceive and experiment innovative solutions hence achieving sustainable development and cooperates both with similar national and international bodies and with public and private research institutes, promoting the internationalization of teaching and research, investing in lifelong learning for teaching and administrative staff, pursuing the development of existing resources to be exploited in the most efficient way.

Established in 1982, the University of Rome Tor Vergata is located in a 600-hectares campus in the South-east of Rome. Among the most important international networks developed by the University of Rome Tor Vergata is part of EUA, i.e. a network representing higher education institutions and the Rectors' Conferences of 46 European Countries. It is a reference point for and supports the development of cooperation and constant update for its members regarding political views about higher education and research; is member of YERUN, founded in January 2015 between 18 European universities under fifty years with

accredited presence in the main international rankings, with the aim of promoting joint initiatives in research and teaching, as well as encouraging research and teaching mobility. – Venice International University (VIU): in 2016, the University of Rome Tor Vergata has joined VIU. Tor Vergata currently offers 107 degree courses (bachelor degree, Master degree, single-cycle degree), 160 Post Graduate and Master Courses and 31 PhD courses. Because of our international vision 11 courses and most PhD courses are offered in English. 12 PhD programs grant a joint degree with foreign Universities. Research: our 18 Departments and 42 Interdisciplinary Research Centers are active in numerous disciplines to expand basic and applied research.

So through teaching, research and industry partnerships our universities play a key-role enabling students to develop the critical, creative and technical excellence needed to succeed and discover new possibilities and practices with interdisciplinary and innovative approaches to media studies and research.

Therefore, I confirm the complete support of Tor Vergata university to promote all the initiatives coming out from this MEDCOM Conference as a further opportunity to develop the internationalization process through such an interesting discipline with a global impact.

Prof. Giuseppe Novelli,
Rector Magnificus University of Rome Tor Vergata,
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MESSAGE FROM THE CO-HOSTING PARTNER MEDCOM 2018



The media landscape is going through a rapid change. The 21st century society today negotiates the path of information and communication technologies, involving many segments of the society into this process. Many experts call this phenomenon the “puzzle of the 21st century”; voicing their concerns that rapid technological change and its impact may be so disruptive that it may threaten the stability of society itself. The public sphere is being reconstructed as we speak and we face the complexities of public opinion making. We now need to address 21st century skills and embrace a more inclusive information-sharing culture.

Thus, academics and universities now play different roles. We are now facilitators. The Ministry of Higher Education Malaysia (MOHE) has outlined a 10 point approach in the Malaysian Education Blueprint 2015-2025 in our nation’s aspiration to ensure students have the right balance of *akhlak* (ethics and morality) and *ilmu* (knowledge and skills). Universiti Teknologi MARA (UiTM), being the pioneer in media education in Malaysia, realize that we need to adapt in our teaching approaches by rethinking content delivery through heutagogy – personalized or self-determined learning by co-creating knowledge and making the system conform to the learner – while continuously reviewing and updating our curriculum.

Students today must be well versed about the changing media systems and environment as well as things including media ownership, balanced news reporting, social media, and all forms of popular communication. The media education system must embrace the new wave of the 4th Industrial Revolution and the concepts of Sustainable, Development and Growth (SDG), if it wants to remain current and relevant. What better way of unlearning and relearning, than by attending conferences and trainings alike.

Universiti Teknologi MARA (UiTM) Malaysia is proud to be the co-hosting partner of the 4th World Conference on Media and Mass Communication 2018. It is with great honor that we welcome you, celebrated academics, thinkers, students as well as representatives from organizations, to this conference. On behalf of UiTM and the Faculty of Communication and

Media Studies, I hope that this conference will provide the platform for leaders in the media and communication industry to give insights on media vision and thought leadership, and to collaboratively develop innovative approaches to meet the challenges, ambiguity, disruption and risks brought about by the 4th industrial revolution.

I end by saying, “Through leaps and bounds we travel scholastically ; shaping the minds that broaden horizons, strengthening the hands that scribble opinions and orating ideas of many persuasion. Students may come and go, but they never actually leave. They leave imprints of their determination to flourish, so that the remaining students would emulate the same valor of success.” Academics paint the white canvas which will color the world through their graduates. Let us all work together to paint that rainbow.

Professor Dr. Azizul Halim Yahya,
Dean,
Faculty of Communication and Media Studies,
Universiti Teknologi MARA (UiTM),
Malaysia.
April 2018

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A CRITICAL APPROACH TO MEDIA STUDIES: EXAMPLES OF #HASHTAG CAMPAIGNS

Azhagan Chenganna*

Faculty of Social Sciences and Humanities, University of Mauritius, Mauritius

Abstract: Media research and theories have been criticized for being Euro and US-centric. Important concepts like freedom and democracy have been defined mainly from western perspectives with grand narratives about the social impact of the media. Hence, media have been assimilated to powerful agents which manipulate audiences and media centrism has been the dominant frame through which media effects has been understood. In a context where media has become ubiquitous, even in the Global South, there is the need to revisit our understanding of the impact of media on society. Based on the contemporary realities of mediated societies and focusing on #hashtag movements, the paper argues that there is the need to re-align key concepts of media studies in order to understand contemporary communicative practice. Through an exploration of #hashtag movements like #MeToo which has had a global impact raising awareness about sexual harassment and violence, #rhodesmustfall in South Africa which denounced institutional racism and called for the decolonization of university curricula in Africa and the #fightfortruthmu movement to support investigative journalism and truth in Mauritius, this paper proposes an outline on what could be a critical reflection of the fields of media based on human experience and reciprocity.

Keywords: media studies, protest, human experience, justice

Introduction

The world has witnessed the recent phenomenon of digital activism. In 2017, the #MeToo campaign gathered momentum on social media as the New York Times and the New Yorker broke the Weinstein stories eponymous of the Hollywood film producer Harvey Weinstein accused of sexual misconduct and abuse. Celebrity movie stars including Rose McGowan, Ashley Judd and Asia Argento to name only a few of them exposed stories of sexual abuse by the Hollywood producer and emboldened the #MeToo movement as more women came forward to tell their stories and opening the floodgates of horror stories of sexual harassments and assaults. The Time magazine honored the women who spoke up as the “silence breakers” and as its 2017 Person of the Year in salutation to the fortitude of the women who spoke out against sexual abuse and misconduct despite the intimidations and threats which they received.

Using the hashtag #MeToo women who have been victims of sexual violence recalled through their personal stories, their traumatic and painful experiences and shamed their harassers who abused of their power and authority. The movement expanded to other parts of the world as it gained magnitude and became a rallying call for women, irrespective of class and color, to use social media to shame their offenders as in France the movement came to be known as #balancetonporcand #YoTambien being the Spanish version of the movement and it took several shapes and shades across the world. Other offshoots of the #MeToo movement like Time’s Up developed and aligned itself with the issues raised by #MeToo.

Another campaign which has gained traction and international visibility through digital activism is the #rhodesmustfall campaign in South Africa. In 2015 the #rhodesmustfall movement started at the University of Cape Town (UCT) demanding that the statue of British colonialist Cecil Rhodes be removed from the campus as a way to denounce his racism and the imperial legacy. The student uprisings were prompted through the use of the hashtag #rhodesmustfall and spread across campuses in South Africa. In the UK, the movement sparked a debate about racism, the memory of the empire with calls for the removal of the statue of Cecil Rhodes at Oriel

College, University of Oxford. Following widespread student activism in South Africa, Rhodes fell at UCT as his statue was removed on 9th April 2015 and the movement has since turned into a wider movement calling for decolonization and the transformation of the institutional culture and curricula of universities so that they are culturally close to the needs of society.

In Mauritius the rise of fake news, manipulation and political lies has seen the #fightfortruthmu campaign launched by journalists of l'express newspaper calling for public support of their journalism in a climate of political hostility. Following a 2017 investigative story of l'express based on the claims of a whistle blower about money laundering, the Mauritian Attorney General has had to step down as the police started to enquire into the case. However after a while the whistleblower changed his version and alleged that he had lied about the Attorney General's involvement in the money laundering activities and that he wished to be forgiven by him. The U-turn of the whistleblower smacked impropriety and it was believed that he had been pressured to change version. With these dramatic events the police made early morning landings and searches at the journalists' houses and called them for interrogation. A viral campaign #fightfortruthmu was conducted on social media and on the internet in support of the investigative journalists of l'express and called for the denunciation of political lies that have clouded the whole affair and for truth to prevail in a context where Mauritian politics and democracy have floundered in a state of crisis.

At the outset these stories may appear to raise and address different sets of problems. However one common tenet to these movements is that they have been carried out by activists and have mobilized the youth using hashtags as they address issues of gender, race and class inequalities. They represent acts of dissent from traditional hierarchies of social, political and cultural establishments. Whether it is on Twitter or Facebook or any other social media platforms like Instagram or YouTube or instant messaging applications like Whatsapp, these campaigns have trended online and have expanded offline on the streets and have influenced people and opened new ways for social and political activism within and across national borders. They are vocal campaigns grounded in protests, anger and civil indignation against the current prevailing social and political order. Protest and outrage are the signature mark of movements where people share their experiences of institutional harassment, racism and political lies and abuse.

However zillions of hashtags are shared online on a daily basis as every event seems to afford a hashtag. Many of them do not even turn into trends and do not get a following as their life spans are brief. This begs the question as to how should the political significance of such movements as #MeToo or #rhodesmustfall or #fightfortruthmu must be understood. What are the participatory cultures of online activism and the implications for media and democracy. Traditional approaches view the media as being centrifugal institutions that allow the maintenance of order and stability in society. Often social media is viewed as dispersed and peripheral and as opposed to traditional media which sets the agenda for the powerful and marginalizes that which is part of the counterculture. Couldry notes that "a great deal of the achievements of media and communication research in the 1970s and 1980s consisted in showing, in great detail, why media [...] mattered as a social reference point; as a reproducer of ideology; as an economic force, and, of course, as a source of pleasure, information, and mystification in people's daily lives" (Couldry, 2006, p. 11). However, media centrism is decried as Couldry points to an approach of media studies which is "*decentered*", specifically "media research whose assumptions and priorities are *media-oriented*, but not *media-centered*" as it "raises new and interesting questions, questions that bring media research closer to the problematics of other social sciences, without sacrificing any of media research's historic achievements" (Couldry, 2006, p. 13, original emphasis).

Ethnographic observations

This paper offers an exploration of how should online protests and digital activism be understood in terms of their political and democratic significance. Through ethnographic observations of the development of the online movements, the paper explores the #MeToo, #rhodesmustfall and #fightfortruthmu campaigns and their participatory cultures and the extent to which they make the politics of voice intelligible and contribute to social and political change.

Protest communication

Often it is considered that the internet is a space of diffusion of alternative political communication as people make use of the internet and social media to engage in activities which are outside of traditional mainstream media and politics. Social media are often referred to as counterpoints of traditional media (Mercea, 2012). Online media is represented as giving visibility to voices that have been sidelined by mainstream media. As social media favors a participatory culture, the Indignados, Occupy Movements and the Arab revolutions have been analyzed as being part of the “participatory ecology” (Mercea, Iannelli and Loader, 2015) of social media and the internet and as circumventing traditional media systems (Mercea, 2012).

Protest is also often conceived as taking its cue in non-institutional political participation and gaining traction through digital media. Benett and Segerberg (2012) consider social media as the “organizing agents of protest” as they view social media as a key site for the staging of protests and for rendering visible the relations of power which operate in society. The contention is that traditional print and broadcasting media focus more on the dramaturgy of power relations than revealing their underlying organisation. Nonetheless, if some view social media as utopian others highlight its dystopian aspects as they hold that they are part of the structures of power of major conglomerates including Google, Apple, Facebook and Amazon (GAFA). Even though social media is often touted as agents that contrive the deficits of mainstream media and politics and allow the articulation of alternative politics, others are critical and warn that social media represent power imbalances and that individuals have to be very savvy to “overcome such constrictions on participation as surveillance and algorithmic filtering” (Mercea, Iannelli and Loader, 2015, p. 4). The 2018 revelations surrounding Cambridge Analytica tend to raise further questions about digital media which appears to be a modern day propaganda machine for collecting data and for psychological warfare (Cadwalladr, 2018) alarming further the pessimism of its critics.

Approaches to social media and the internet have developed into technologically deterministic ways. Instead, there is a need to adopt an approach which takes into consideration the “multi-faceted, complex and contradictory developments” of the internet (Wasserman, 2017, p. 8). An important feature of protest including digital protest as a form of communication is related to ‘the political’. Neoliberalism has promoted an “anti-politics” ideology of the markets in the sense that the efficacy of the markets has taken precedence over popular sovereignty. The consequences of such an ideology have resulted in the neglect of social relations and the rise of identity politics. In order to restore democracy in a substantive manner, there is the need to consider the uses of social media and of the internet as “like all media, new ICT [...] can be used for good and evil, to exclude or include, to reinforce social hierarchies, to flout them or create new ones [...]” (de Bruijn, Brikman and Nyamnjoh, 2013, p. 15).

Such an approach opens the way to a nuanced conception of social media and a radical approach to democracy (Mouffe, 2005). Radical politics entails taking into account the antagonistic character of politics especially accounting for divergences and conflicts that are part of democratic deliberation. Radical democracy does not discard conflicts and dissensus for the sake of promoting a by default democratic horizon. On the contrary, radical democracy aims to take head-on the elements of conflicts and antagonism and to foster them into the democratic process so that they are taken on board and discussed and allow for new sites of citizenship.

Traditional politics has showed its limits as conflicts are often sidelined to the benefit of consensus which often turns into political apathy or cynicism. Such an approach is detrimental to the democratic process as real issues are swept under the carpet and are not discussed. For this reason, there is the need to uphold radical politics in the sense that in unequal situations, the marginal can make their voices heard and overturn the oppressive conditions in which they are in. Hashtag movements can be analyzed as digital activists make their differend known through new forms of expression and connection. These movements position themselves as counter-hegemonic as they garner their energy in the experiences of people and develop into new affiliations (Papacharissi, 2015). They are radical because they are authentic as they narrate experiences of sexual harassment, racism and falsehood and oppression.

The personal is political

At the outset, the performances as displayed in the hashtag campaigns may seem personal even intimate. Narration of personal encounters and experiences of sexual harassment, racism and falsehood is rendered possible through the conduits of social media and its shareable contents. Couldry highlights the importance of narration in the sense that “narrative is a fundamental capacity of human beings, and its exercise crucial to living, whatever the conditions” (Couldry, 2010, p. 124). Papacharissi also highlights the importance of narration in the forms of personal stories as “the storytelling infrastructure of platforms like Facebook and Twitter invites observers to tune into events they are physically removed from by imagining what these might feel like for people directly experiencing them” (Papacharissi, 2015, p. 4). As part of the shareable contents of social media and the internet, besides testimonies of victims of sexual abuse, the audio recording of Harvey Weinstein’s confessions to actress Gutierrez have leaked online as Weinstein is heard angrily disdaining her as she shows resistance to his sexual advances (Boucher, 2018).

The testimonies are private, intimate one and yet the language is replete with anger. Social media has redrawn the lines as people share these stories of sexual abuse and the experiences resonate with the life stories of millions of women across the world and allow them to ‘affiliate’ to the stories. In the case of #MeToo the use of social media has amplified the intensity of the voices and turned these personal stories into collective voices of anger and outrage against the perpetrators. The “Me” in the “MeToo” has transmuted into a “We”, a community of women and men who have gathered courage to speak up against sexual violence despite the threats that they receive. In the wake of the #MeToo movement, the sentencing of Lawrence Nassar, the former American gymnastics and Michigan State University doctor represented a #MeToo pivotal moment as the latter was administered justice and condemned to life imprisonment for sexually abusing women (Correa, 2018)

Similarly in the #Rhodesmustfall (RMF) campaign, student activists protested against institutional racism and imperial legacies. The movement came in the heels of the #Blacklivesmatter (BLM) which use the hashtag to denounce systemic injustice against black people especially the institutional racism of the policing system. If BLM originated in the US and held protests against police brutality against black people, RMF started in South Africa and denounced the feelings of exclusion and marginalization that black students experienced on South African campuses and the need for institutional transformation. Students recounted how the education system marginalizes and alienates them. As part of the movement, Chumani Maxwele, a UCT student and South African activist, threw human excrements on the statue of Cecil Rhodes and this turned into a political performance as students joined the movement which finally toppled the statue of Cecil Rhodes. The movement has taken new shapes as it later turned into protests against university fees and kick started a debate about decolonization of university curricula and the need for social and political relevance.

In Mauritius, the #fightfortruthmu was launched in the context of an investigative story which had many twists and turns as the whistleblower who initially accused the Mauritian Attorney General changed his version and finally accused the investigative journalists to have set a trap for the Attorney General. This dramatic U-turn of the whistleblower triggered a police investigation and the zeal of the police to interrogate the journalists made them appear at the doorsteps of the journalists’ houses at 4 o’clock in the morning. The hashtag campaign allowed the public to support the investigative journalists, to follow the police events and to decry the zeal of the police and of local politicians and demand that truth prevails.

Besides the defiance of the journalists and the public, the #fightfortruthmu campaign on social media and on the internet indicated disaffection with the political class and traditional democracy. In the post-truth era, truth has become a major casualty and in Mauritius many important investigative stories have revealed corruptions and bad governance. Yet these stories have not allowed for further probes as the political class shields itself by demonstrating hostility towards journalists and uses political lies or half-truths especially in a context where there is no freedom of information. Politicians often consider journalists as being an adversary to them and accuse them of carrying political plots instead of considering investigative journalism as an essential pillar of democracy and good governance. In such a context, the #fightfortruthmu campaign has allowed a channel of

expression of the disaffection and public cynicism of the Mauritian publics towards the political class and the tenets of representative democracy.

Voice

Social media has allowed connections of networked publics which refer to spaces that are “constructed through networked technologies and the imagined collective that emerges as a result of the intersection of people, technology and practice” (boyd, 2010, p. 39). Importantly the publics are multiple and dispersed as they interact with each other. Hashtag movements may appear to be people talking past each other. In reality, they have allowed the emergence of political discussions and through distributed voice has allowed individual voices to take part in the participatory culture of social media and become part of the disgruntled collective.

The #MeToo campaigns kick started a moral dialogue about sexual coercion with several high profile figures having to vacate their office following accusations of sexual misconduct. The moral conversations started with denunciations, public anger and at times sprung into excess and backlash. Yet Etzioni, the sociologist, notes that “such dialogues do introduce major improvements but always leave room for more reforms. They often also overshoot in some parts—for instance, lumping behavior that is ambiguous (e.g. ogling) with sexual abuse. And they often engender some backlash. However, they do usher in significant changes in norms, behavior and law—but never so swiftly as the current wave against sexual harassment.” (Etzioni, 2018). The moral dialogue of the campaign has raised new understandings of sexual traumas as participants tuned into the stories of victims, reacted in anger and at other moments expressed solidarity with them.

Similarly in the case of #rhodesmustfall, the movement has created a new ethos of relationship and triggered a dialogue about the persistence of colonialism and the racist heritage in South Africa. It has allowed the production of counter memories of heritage to the official ones. The movement of #rhodesmustfall has provided a platform to articulate and interrogate Rhodes’s legacy and beyond the figure of Rhodes it has allowed for discussions about the need to decolonize African universities. Bosch asserts that “the #RMF Twitter conversations also facilitated the creation of space where people were not only given voice, but where they also listened to each other, across their real or perceived differences. As such, the Twitter conversations around the #RMF campaign can be seen as a collective project of resistance to normative memory production” (Bosch, 2016, p. 10).

In Mauritius, the political dialogue about political lies and truth is latent and ongoing especially on social media and the internet. However in a context where people fear to speak their minds, the #fightfortruthmu platform and social media have allowed people to find spaces where they can express themselves, even though at times the expressions can be impolite even crude and rude. Yet their comments may seem juxtaposed and may not develop into coherent and neat arguments and narratives but they reveal the deep-seated malaise that exists in Mauritian society especially with regards to representative democracy and the political class as citizens are outraged with the greed and arrogance politicians. The basis of political exchanges using #fightfortruthmu and the internet is grounded in anger as people reacted to the police interrogations of the investigative journalists as assaults on truth and hostility towards journalists. However the discussions on social media also represent an urgent call for the emergence of a new generation of Mauritian politicians who are responsive to good governance, accountability and the promotion of truth.

Discussions

The paper articulates five reflections related to the fields of media studies based on digital activism. First, when referring to digital activism, there is a dichotomy between traditional media and social media which is foregrounded in traditional understanding of the media. The dichotomy is not a useful one as the new communication ecology enables activism both on social and mainstream media. Just like in the #MeToo movement, the stories have appeared in New York Times and New Yorker and have moved online and vice versa. As in the case of the #fightfortruthmu, even traditional journalists who have a platform of their own in the form of a newspaper has had to have recourse to social media in order to ask the public to support them in their

investigative stories. Hence, the mainstream and social media dichotomy is a false one as both feeds into each other as they advance the cause of activism and social justice.

Secondly, there is also the need to take into consideration the affordances of social media by the people knowing that the digital infrastructure may deepen inequalities in terms of access, impact and appropriation even if a nuanced account is required (Wasserman, 2017)

Thirdly, the end of history as envisioned by liberal scholars has seen the paradoxical emergence of counter-narratives characterized by the resurgence of particularisms which have not been fostered into the democratic process. There is the need to foster a substantive perspective to democracy. This is most relevant considering the fact that voice entails disrupting the social and political order and the direct expression creates the possibilities of listening. Even if there are excesses, it entails that the conversations must continue so that there are self-adjusting mechanisms allowing for reciprocity towards each other.

Fourthly, there is the need to account for the private experiences of people, especially when these private stories reveal stories of harassment, racism or lies and generate a sense of community and solidarity. The private is political and its exclusion from the public domain may represent forms of continued oppression and marginalization. Finally, online media has allowed new forms of audience participation and the mediated experience of digital media cannot be undermined on the basis that only face-to-face communication matters.

Conclusion

This paper has focused on digital activism through the hashtag movements using #MeToo, #rhodesmustfall and #fightfortruthmu. It has argued that activism has taken new contours as digital activists are able to protest, make their voices heard and call for social justice and change. Importantly these platforms, often in alliance with traditional media, allow citizens to narrate their experiences of oppression and to ask for redress and justice as citizens share their experiences and interact with each other. While this year of 2018 marks the fiftieth anniversary of the death of Martin Luther King, there is no doubt that social media has opened new possibilities for protest and civil action.

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EXPLORING AND EXPERIENCING THE STATE OF EUPHORIA

Shafaq Zehra*

Media Sciences Department, SZABIST, Dubai, United Arab Emirates

Abstract: The pursuit of happiness and internal bliss among humans is undergoing a paradigm shift inclined more towards individuality which demands in depth qualitative exploration. Humans engage in activities of interest to attain pleasure and sooth the senses. Many religious Saints, Sufis, scholars, expressionists, meditation practitioners and critics have invested their whole life in exploring inner self to attain peace and personal gratification. They have also transmitted their personal experience to others. The study aims to explore and interlink the human practices to achieve a state of euphoria to evaluate its impact on mind and body in space. The research links the relationship of the affiliated emotions with physical arousal of pleasure and body movements. Research data is collected through in depth interviews and observation in activities of yoga, dance, meditation classes and music events. Analysis of the results describe the peace attaining activities to be similar in its purpose of slowing down the thought process to build relaxation and seek the hidden aspects of spiritual immortality to attain state of euphoria. Leading the research, the study aims to translate the data in a visual form through linking transitory state of mind with phenomenon of plasticity to create finite and infinite generations using a video technique. The study elaborates on elevating positive energies to become a tolerant, calmer and a contented human being to impart optimism into the space and society, making this world a better place to live.

Keywords: Euphoria, video-feedback, experiences, dreams, state, peace

Introduction

We are sometimes in a transitory state in which we are conscious but our mind is engaged in another dimension. In such an ephemeral state of mind often thoughts are derived from within often merging with the external environment or a continuation of the fragments of our memories and past experiences. It can create an experience that builds ecstasy and a feeling that refreshes the senses, often being indulgent in nature. Such a state is often achieved by exploring the realms of the soul through self-exploration and deep thinking. Many great writers, poets, artists, musicians, mediators and religious mentors have spent their intact life in searching for the real inner self and trying to achieve internal bliss. They have transferred the experience to the other people through their work and knowledge. It has helped them in improving the bondage with their inner self leading to contentment with life.

Author (Nussbaum, 2005, pp.179-80) elaborates on Aristotle's philosophy of happiness who defines it as a thing which above everything else and we choose it for itself, not considering to choose anything else. Happiness is all about leading a content and active life. Comparing it with the Mill's perspective of happiness who identifies it with pleasures. Its activity includes virtue and self-dignity. The argument continues with Aristotle and Wordsworth stand on pained virtue which brings happiness, is explained with an example of a warrior who is in "imperfect state of world's arrangements" but is still happy as he is executing his chosen plan of life. Whereas Mill considers that warrior unhappy as he is sacrificing his pleasures for the sake of others happiness.

Happiness is perceived and visualized in different perspectives. Paul Coelho's "Zahir" is an incredible which is when obtained makes us forget everything else or it is something that we dream to attain and belong as it brings to us the perfect joy. The writer summarized through the story and put forward the message that the true internal

happiness is attained by exploring our own self and searching for the depth of soul. That is particularly forgetting “Zahir” and finding the real self. (Costa, 2006)

The concept and search of perfect happiness:

Surely happiness or bliss is something which is pleasurable and people desire to attain it. So explaining the perfect happiness the author explains “Since perfect happiness requires that we pursue what is intrinsically good, it is natural to ask whether or not it requires moral perfection” he further explains that moral perfection is not necessary to achieve perfect happiness. It is more or less the desire to achieve satisfaction, peace and relaxation. (Mathew, 2012)

Searching and accommodating into the state of bliss has become important in this globalized world. The falling economies, prevailing health issues and diseases, poverty, environmental degradation, pressures of the social media, developing technologies and mental depressions have become detrimental to peaceful living which has evolved the need of rethinking of finding happiness. (Helliwell, Layard and Sachs, 2012) Leading from the religious figures many practices and places have been established to promote contentment with life. It can be reflected in many forms like music, meditation, reading, writing, dancing, observing, imagination, thinking and any other activity that attracts the mind towards deeper realization and maintain peace to give pleasure.

Religions:

Happiness is presumed as a central issue in the major religions. According to it, a man struggles all his life to achieve happiness. The Jewish scripture says “You should take pleasure in all the things, the spiritual things, the familial relationships, material things, enjoy the life.” In contrast in Catholics the idea of happiness is different than mere enjoyment and perfect happiness can only be attained after death. Whereas Islam and Buddhism emphasize on adopting an ethical path mixed with enlightenment and enrichment of soul that can lead to the perfect happiness. (UNRIC, 2012) Buddha the founder of the Buddhism meditated all his life to achieve the state of “Nirvana” which has been described as a state of calm or composure in which passions and the sorrows accumulating from it are becalmed. (Harvey, 2004, pp 3-4) Similarly, in Islam, there are three mediums of attaining the internal bliss. These are: Dhikr (Remembrance), Muraqabah (Contemplation of Scripture) and Tafakkur (Contemplation of Nature) all these practices deviate a mind to a much higher level of logical thinking combined with exploring the right path to stay peaceful. Many Sufis and saints have been successful in attaining these states. (Turabi, E. 2011. pp.1-3). as according to Muslim scholars “true enrichment doesn’t come through processing of a lot of wealth but true enrichment is the enrichment of the soul” For Buddhists happiness is an inner feeling and a mental state. In Hinduism that are four aims of life: Artha, Kama, dharma, and Moksha. Whereas Moksha means the search of ultimate happiness. (UNRIC, 2012) Similarly ‘OM’ in Hindu religion means allowing your inner light to guide you. The concept of OM revolves around swiping all the worldly thoughts to remove distraction of mind to create vigour in the body. It develops a connection of the soul with the body. (Gurjar, Ladhaki, Thakare, 2009, pp. 363).

Yoga and meditation:

Many yoga classes have now been established due to increase in its demand by general public. The NHS (<http://www.nhs.uk>) states: “Most studies suggest that yoga is a safe and effective way to increase physical activity, especially strength, flexibility and balance” it is also good for the patients of arthritis and prevents falls. It is also one activity that demands relaxation and concentration of mind.

Of all the leisure activities of modern society, some individuals may still feel a fundamental need for silence, inner peace, and a moment of reflection. Similarly, meditation can reduce stress and help us relax; but, it can also give us a lot more. The benefits include reduced stress, health benefits, controlling thoughts, detachment,

happiness and peace of mind, concentration, enhanced creativity and spontaneity with discovering the true purpose of life. (Cheung, 2012).

Dance and Music:

Similarly dance and music also cast a smoothening effect on body and mind helping to relax and live a balanced life. The benefit of dancing is not only restricted to increased exercise but also is a useful participation in an art form. Moreover it is routed in technique and giving the opportunity for a creative outlet. (Langer, K.S. 1974. pp. 260)

According to Ludwig Van Beethoven (1770-1827)

“Music is a higher revelation than all wisdom and philosophy. Music can change the world.” (Chang, L. 2006, pp. 518)

Some archaeologists believe that music and dance are the preceded language. The history states that even in the Roman and Greek era music had an impact on the human brain. More interestingly healing and sound were considered as scared science but with the passage of time in 18th century, healing became part of medicine while sound was considered part of the entertainment. In the modern world every culture has a history of music. (Music for health services, 2011)

Emotions:

Love: It is believed that one experiences the feeling of love; emotions are felt both in our brain and body. It can bring happiness along with health benefits. It arouses the motivation and enhances imagination illustrating the softer part of one's personality. Neurotransmitters like dopamine and epinephrine are responsible for the elation that is brought by the feeling of love. Meanwhile serotonin which is makes us feel happy drops down when one is love. The study has proved that love impacts the immune system. Danish college students found that those who were in love were healthier and usually had low activity in natural killer cells whereas those whose love was unrequited suffered from colds and sore throats thus their immune systems having an increased activity to fight for those diseases. (Hammond, 2005, pp 291)

Hope:

Similarly some would not consider hope as an emotion because it does not have a particular facial expression. But hope certainly changes the way we think and maintain our attitudes. It is an emotion that demands fulfilment, yields desires and preaches to be patient and contented. (Hammond, 2005, pp 348-350)

Imagination, words and poetry:

The author quotes the painter Paul Klee as he describes the instant of the creation of an art piece. “The eye of the artist concentrates on his pencil, the pencil moves and the line dreams” (Zinder, 2002, pp. 9)

The whole process of picking up the pencil and concentrating on the point and then allowing the line to dream to create the work of art “requires an infinitely delicate balance between technique and inspiration, control and release, containment and freedom, consciousness and unconsciousness” states the author in his book “Body voice imagination”. Maintaining natural balance in the thought process is essential to attain the state which is personal and can lead to the feeling of ecstasy. The example is like a soap bubble which if push too hard is burst and if not pushed remains still but it demands the application of sufficient pressure and energy so that it follows the path requires delicacy, strength, concentration and determination. (Zinder, 2002, pp. 9-10)

There are many activities that lead the mind to the state which is natural and one acquires the internal pleasure and happiness. These include dance, music, singing, poetry, imagination, observation, meditation and any other activity which is enjoyable to an individual as each having their own personal preferences. Any individual involved in these practices is not enforced but willingly throws himself in to the immersive feel of the moment which is followed by the transition of mind to the less conscious. It is believed that these activities release positive energies and elate emotions thus facilitating the mind to relax and attain inner peace. Many individuals are now involved into these activities on personal basis. Nowadays many free training classes are held that train the people to attain the appropriate body position to fully avail the benefit of the activity. Similarly, according to the view of Zinder (2002, pp.3) “An untrained body is like an unturned musical instrument its sounding box is filled with a confusing and ugly jangle of useless noise that prevents the true melody from being heard”.

Relationship of body and mind in space

The human mind interacts with the body causing movements and forms in space. This interaction of mind and body enables the mind to relax and attain a state where there is a transition of logical thinking amalgamated with the inner exploration for bliss. The author Vera Maletic (1928, pp 175) explains the spatial relationship and order of movement with space harmony considering the theories of the dance theorist Rudolf Laban who believes that;

“There is no limit to the possibilities of the study and practice of choretics. It penetrates every human action and reaction, since all actions and reactions spring from movement within us”

According to many psychologists it is believed that we are using very small percentage of our brain whereas training brain to support our physical and mental health is also essential for our spiritual growth. It is about ascending the mental capacities over the higher levels of consciousness. It puts us in the control of the happiness or unhappiness by the choices and decisions that we make in life. As the researchers believe that;

“There is no limit to how far you can go; there is no limit to what you can do because there is no limit to the power of mind” (Mind-body-spirit-411, 2012)

A good health is defined when mind and body are in balance. Any disease is caused due to the invasion of the external environmental forces into our bodies. It also affects the mind allowing the manifestation of the disturbance into our bodies. The body position also influences the state of mind. (Mind-body-spirit-411, 2012. Human body is made up of fluids (water, blood and lymph) the adult body is made up of 60% of water. Hence when muscles are relaxed and stretched we experience the energetic flow in our body. The emphasis on the circular, spiral and wave movements awakens the fluidity of the body stretching the joints, muscles meridians and the connective tissues in a rhythmic way. As authors Schleip and Muller (2012, pp. 472-73) explain the fluid body and our associated movements, our breathing explores our internal landscape and let the body teach us where it needs to open. Participants rapidly increase their sensitivity to the subtle energy circulating within and outside self. The whole body mind conditioning is to broaden the realms of our perceptions and initiate us into transformation and flexibility.

Space:

The author quotes from the Rudolf Laban notion of the reach space; the kinesphere: “the human body is completely oriented toward itself. It stands free in space. Its only resource, if we can call it that, is its environment, the spatial sphere which surrounds it, and into which it can reach with its limbs” (Maletic, 1928, pp. 59)

Laban introduced three diagrams illustrating human body in three systems of orientation. These orientations are based on the space the body movement creates around itself. First is called octahedron (figure1) which is the six

dimensional directions of high, low, left, right, backwards and forwards. The second (figure 2) is called cube as it forms eight diagonal directions which form the corners of the cube. Third (figure 3) is called the three dimensional planes which form the twelve diametric directions. Three planes are horizontal, vertical and the sagittal. A spatial path which links two or more directions creates various shapes such as straight, curved, rounded and twisted ones. (Maletic, 1928, pp. 61)

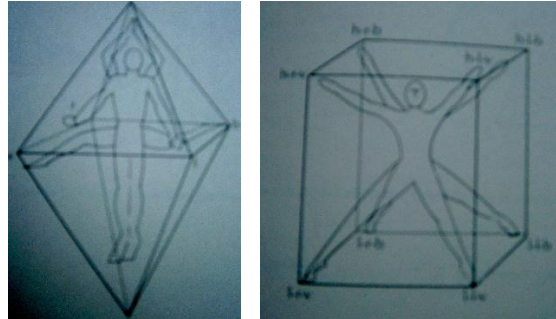


Figure 1 Octahedron Figure 2 Cube



Figure 3 Three dimensional plane.

Aim of study:

The study aims to investigate the self-exploration and contemplation practices of individuals from different ethnic, cultural and religious backgrounds to achieve one state of peace or happiness to find a relationship between body and mind in space. The prime objectives of the study include incorporating the qualitative in depth findings to create a medium of display, thus translating the output in an experiential form to create impact on the individuals receiving the research.

The purpose of the study is to deliver the experience which is easy for a mind to envision helping individuals to relate to themselves to build tranquility. It aims to inculcate confidence in self-exploration and belief. The research aims to demonstrate the optimism offered by life and our purpose of discovering the hidden aspects of spiritual immortality to stay blissful and contented with our true inner self.

Methodology

Participants:

The study included individuals participating in activities of religion, yoga, dance, meditation classes and music events in the city of Manchester, United Kingdom. The organizations included in research were Saint Mathews Church Hall, Crumpsall for participants in yoga (n=20), Dance house theatre for participants in belle dancing (n=15), Friends meeting house for participants in Sahaja meditation and world music and meditation event (n=25) and Brahma kumaries Centre of Meditation for participants in Raja yoga meditation (n=25). Along with that street buskers (n=4) were also involved in the research. Participants were both tutors and students in different activities with their age group ranging from 20 to 72 years old. Activity of yoga observed more elderly people whereas there were only female participants in the activity of belle dancing. One consistent attribute of the participants was their residence in the same city for more than 5 years. In the sample thirty participants were

university students (male, n=12; female, n=18) twenty were retired (male, n=14; female, n=6) nine housewives and thirty were working (male, n=19; female, n=11)

Procedure:

The study followed the constructivist/interpretive paradigm in which observations and in depth qualitative interviews were conducted among the study participants using Charmaz grounded theory (Charmaz and Belgrave, 2012, pp.347). The recording was done in a video camera from the beginning to the end of each activity. A validated observatory checklist was formulated to capture the details of the aspirations, body movements and experiences of the participants. This was followed by in depth interviews. Participants were asked open ended questions related to their views on a particular activity and how it is linked with pursuit of happiness. They were asked to share their experiences and purpose of opting a particular activity to explain their association and personal development.

Analysis:

Thematic analysis was done keeping interview as the unit of analysis. To explore the factors and determinants of activities, thought processes, internal motivations and beliefs etc, initial codes were generated in a systematic fashion. Codes were used to create “big ideas” (or themes) from each interview. Descriptive analysis regarding each theme was performed along with related data. (Saldana, J. 2013. Pp. 58-68). A subset of transcripts was also double coded by the qualified volunteer researchers who were not involved in formulating codes. Disagreements and insights were discussed and alternative interpretations were incorporated in the analysis. Finally, interview transcripts were indexed and mapped on the basis of recurring major themes with corresponding sub-themes. (Girbich, 2013 pp.260-63) The visual data was used to make an abstract film using a video feedback technique. A background narration was developed which was the symbolic summary of the gathered data. All of the movements and elements were depicted that were observed in the research activities.

Ethical consideration:

A general introduction to research design, interviewing skills, gaining trust and adherence to ethical boundaries were discussed. Special permissions were taken from the participants while recording activities. The tutors gave video interviews and provided with valuable assistance in further reference materials.

Results

The recorded data was transcribed and categories were established to derive themes from the information collected. The higher level categories that emerged from the interview process are:

- All activities were working towards slowing down the thought process
- Music, light and ambience was used/created to attain the state of peace
- Music, body movements, voice and sounds were used to elevate positive energy
- All activities focused on increasing concentration and building relaxation
- The tutors and participants are in search of inner self
- The pursuit to discover the hidden aspects of spiritual immortality
- Selfless efforts to improve self and impart happiness

From the higher level categories, following important themes were developed, “healthy body and mind” “inner peace” “impact of music and voice” and “inner contentment and happiness”

Healthy mind and body:

Yoga has positions that act upon various joints which are not touched during regular exercise hence increasing the flexibility. It is the only activity that messages the internal organs in a thorough manner. The stimulation of the organs helps the body to stay away from diseases. (Health and yoga, 2012)

A yoga class is held on every Tuesday in Saint Mathew's church hall (Crumpsall, Manchester) which is free to the general public. The tutor "Mr George" teaches some yoga techniques that can, not only relax mind but also lead to a healthy physical body. It mainly involves stretching of body parts in different directions for a certain time to regulate the flow of blood. As seen in figure 4, People who attended the yoga class were mostly elderly people with physical health problems such as pain in joints.

According to Mr George:

"It's a very good service to the local community helping them relax and keeping healthy body and mind"



Figure 4 Saint Mathews church hall, 2012

According to one of the participant in Yoga class:

"I am an old person and this class helps me relieve my joint pains. It is effective plus I get some time off for myself"

While an elderly woman stated:

"My fingers are changing shape. I am diagnosed with arthritis. I feel tired and weak from inside, George (tutor) has taught me some movements to help me to deal with this terrible pain"

Dance is sometimes defined as

"any patterned, rhythmic movement in space and time" but a broader definition of dance which refuses to distinguish between the humanly and non-humanly bodies describes dance as "the movements of waves or orbits of the heavenly bodies" according to the imitation and expression theory dance is an art as it involves human actions and passions reflecting expressions and emotions. (Copeland and Cohen, 1983, pp. 2-4)

Belle dancing was attended in the Dance House theatre of Manchester. (Figure 5) It is exclusive for females only. It is held every Wednesday for an hour at the entrance charge of £5 only. The number of participants varies every week as it is a non-follow up class. The tutor was teaching Egyptian style belle dancing, she states:

"One of the biggest benefit of dancing is the release of gorgeous epinephrine that we get through physical movement combining that with the emotional aspect to put in the music of pattern and shape"



Figure 5 Belle Dancing, Dance house theatre Manchester

She believes that dancing is not just jumping up in down, the use of muscles makes us release stresses and stay happy. In the view of one participant

“I forget worries for one hour, it is a happy exercise”

While the others stated

“It makes me feel energetic and healthy”

“I dance and feel good maybe I will lose some weight too

Inner Peace:

Meditation is a gradual process that starts with deep concentration and progresses into a state of inner peace. It is a complex practice which often leads an individual in seeking a way to relax one’s mind. (Easwaran, 1991, pp. 8-18)

The weekly class of Sahaja meditation which is organized at Friends meeting house, Manchester, every Thursday was attended. It is free for the general public and is supervised by the specialist tutors who have been practicing meditation for years. The tutor, Raj Roy, who has been practicing Sahaja yoga for the past 30 years, explained Sahaja meditation as “Chakar” based yoga meditation (Figure 6) which is founded by Shri Mataji Nirmala Devi who elevated the different channels in the body through meditation. She states:

“Raising meditation is such an important element as it able us to stay in a balance state and a calmer state. That is good for our health and our sense of joy and wellbeing. It not only benefits us but also people around us”



Figure 6 Chakar based Sahaja meditation, Friends meeting house, Manchester, 2012

The tutor helped people to meditate by building arches and tying knots around and above the body to retain the positive energy into the body thus preventing the negative energy to invade into the body and mind, keeping the thought process aligned.

According to the participant of Sahaja Meditation:

“For me it works well as a tool to find myself and to relax. At the end of session I feel internally revived”

Raja yoga meditation is different than Sahaja meditation as it does not requires any physical movement or building arches. It’s all about relaxing mind through closed eyes to create thoughts that can progress to the transition of state of mind where inner vision of real self is explored.

Rachel, (Figure 7) who has been involved in the print and media for the Brahma kumaries Centre for meditation, Manchester, has been practicing Raja yoga for the last 7 years. She shared her experience that Raja yoga has helped her recognize her spiritual self. She says:

“Raja yoga is not about dulling my mind or forcing my mind, it’s about treating my mind like I treat a child, I want that child to do the best and I would want my mind to do good.”



Figure 7 Racheal. Brahama Kumaries Centre of Meditation, Manchester. 2012

The participants also find Raja yoga as a medium to blissful thinking and an optimistic approach towards their daily routine. One of the participant states:

“I want to work for which can help me. I use meditation to slow down my thought to see the goodness in myself and other people. It’s all about lovely feelings of peace, I am just going to allow myself to go into the depth of it”

Similarly, Mo (Figure 8) has dedicated her life to Raja yoga and has accommodated herself voluntarily at Brahma Kumaries Centre in Manchester. According to her “it is to achieve oasis of calm, settling from stress outside and getting in touch with inner self, teaching to live our lives in a spiritual, enriched way, tapping into strength of inner self, it’s all about finding the inner happiness and maintaining the internal peace”



Figure 8 Mo, Brahma Kumaries Centre of meditation, 2012

Impact of Music and Voice:

A group activity which involves meditation and concentration into deeper sphere of the mind forms the basic fundamentals of the activity at friends meeting house, Manchester. Friends meeting house organized a ‘World music and meditation event’ which attracted a considerable number of participants which was held on 22nd July 2012. It was organized by young individuals who united together to promote meditation that leads to inner peace and happiness, they believe meditation opens up a mind making one more creative and thoughtful. As members of the meditation team (Figure 9) remarked about the event:

“We have come together through meditation, it is something that is not our job, it is something that we feel and we want to give to the other people. We make them experience the same experience that we are feeling”



Figure 9 Members of world meditation event, friends meeting house, Manchester. 2012

They incorporated music with Sahaja meditation techniques. The prime focus was helping the participants to meditate provoking soft solitude and then enticing excitement through music. This was achieved initially by playing Indian Raags which is a kind of combination of slow and fast vocals with music with a soothing effect on the senses. To warm up the event, the organizer, Daniel Firth, (Figure 10) played the flute to help begin meditation by saying: “Try to pay attention inside yourself, hold your hands on your lap and try to keep your mind as peaceful as you can”



Figure 10 Daniel Firth, Friends meeting house, Manchester. 2012

The group then experimented with slow and fast music. The basic aim of using slow music was to elevate the left channel of the body to relax the mind. Furthermore, it also provided the medium to think positively among the participants. Fast music was then amalgamated with slow beats to arouse enthusiasm, thus elevating the right channel. It created an urge to actively involve the mind to provoke activity. Participants stated:

“Something fresh and new has touched my body from inside, I enjoyed this event”

“The classical music was good... I enjoyed instruments and relaxation”

“Positivity is what I can say I felt”

“I work from morning to evening every day. I have a messed up life but I enjoy this stuff it relaxes me for some time, a little peace is something we all need. Oh and I love music and this blend was effective”

‘A world mediation hour’ was observed in all Brahma kumaries centres of meditation over the world on 15th of July 2012. Suman Karla, (Figure 11) the meditation practitioner from oxford conducted the event in Manchester. The hour time that is fixed is between 6.30 p.m. to 7.30 p.m. The similar time is coordinated at every center of Brahma Kumaries around the world to meditate. Meditation is carried out through narration supported by music and echoes in voice. Participants meditate by practicing raja yoga through closed eyes. It establishes a peace ring by collecting positive energies across the globe as many minds are thinking positively and building peace at the same time.



Figure 11 Suman Karla, Brahma Kumaries centre of Meditation, 2012

The narration explains the importance of inner light (OM) as it says:

“I sent the peace message, and now I turn my attention inwards to the place where my thinking belong, a place close to my brain, that is my forehead and I imagine in the centre of my forehead is the tiny beam that resembles a little star that little star is light radiating life”

The event was organized to promote peace of mind and soul. It gave the message of peace to make every part of the body comfortable. It focused on imparting relaxation to arms, legs, shoulder, neck and spine and knees. The purpose to relax the body is to slow down the thought process to make the mind comfortable, thus enabling it to follow the transition and visualize blissful thoughts to attain pleasure through positive thinking.

Inner contentment and happiness:

Street dancing is a free style dancing practice to attract audiences for display of talent. It is analysed that people perform activities of interest to gain inner contentment and happiness irrespective of specialized places.

A street dancer (Figure 12) who danced for long hours with a smile was interviewed and according to him “Dancing makes me feel happy, movements come from within me. I was this small (raising his hands few inches above ground) when I started dancing. These luxury movements they come to me like a gift. They ask my hand and feet to move in a different directions”



Figure 12 Piccadilly gardens, Manchester, 2012

Similarly according to a street singer, (Figure 13) stated:

“I am trying to give a Short positive influx into the conventional daily routine of the people who were passing by. Yes I do this to earn some money as well but u can’t stand for hours to sing and catch attention on every song until and unless it is not coming from your heart”



Figure 13: Market Street, Manchester, 2012

The actors' imagination can only be perceived in performance when it is made present by the actor's body in space. Hence Zinder (2002, pp. 5) quotes from "the open door" by Peter Brook;

"Since what frightens people most of all today is speaking, one must begin neither with words, nor ideas but with the body. A free body is where it all lives or die"

A performing artist Dr Syed Abbas was interviewed and according to him acting brings the inner contentment out of him. He states:

"There is meaning in every aspect of life. Some just live through the pages of life and some breathe every word written in it. That is exactly how I felt enacting the given script. There was joy, sorrow, satisfaction, freedom and a feeling of versatility..."

Discussion & Conclusion

The journey of self-discovery and attainment of inner peace in the human life is complex and transcends from one state of mind to another. Different practices whether in the form of creative art, meditation exercises, musical and physical interventions, religious rituals, poetic indulgence and much more serve as a pathway to enlightenment, self-belief, romanticism, hope, internal bliss, self-appreciation and discovery. (Coon, Mitterer, 2016, pp. 168)

The mind frames are set in a complexion fashion of different individuals which seldom work in coordination and mostly vary in preferences in seeking pleasure and a sense of satisfaction. The observations and findings suggest the variances in the different practices adopted by different segments of the society. On the contrary, the main ideology remained the same behind such activities. The ideology was mostly pertaining to seeking happiness and attaining a state of harmony with the mind and the soul.

In research study it was high lightened that seeking happiness is the central issue of all the religions. Jewish believe in seeking pleasure in present life where Buddhism and Islam preaches to attain happiness after death. In contrary to both the Hindu religion preaches to become immortal in seek of internal bliss. (UNRIC, 2012)

Human emotions impact the mind thus causing change in various body reactions. The emotion of joy is short lived but breathes in the optimism and recollects the pleasant memories from the past. Similarly emotion of love begins with elation arouses motivation and enhances imagination with changing attitudes towards others. (Hammond, 2005, pp 348-350) Whereas hope demands fulfilments by yielding desires and preaches to be patient and contented. Our relationship of mind and body in space depends on the intensity of these emotions. (Hammond, 2005, pp 356)

The research aimed to approach, observe and investigate free training sessions (yoga, dance meditations, music) held in Manchester which are supervised by individuals who have dedicated their lives in absorbing and

imparting internal peace. It was analysed, Rhythmic movement of dance, the nostalgic essence of singing, and the spiritual enlightenment attained through these meditation and yoga releases the stress, helping a mind to reside in the immediate present. The participants showed much gratification and content to these services provided by the community. All participants experienced a positive impact of these activities to reduce levels of stress and achieve a calmer state of mind.

It is extracted through the results of the study, there is a strong relationship of the mind with the body in relation to sensations regarded as pleasurable that provoke a state of internal bliss. All activities used different body movements and ambiances to help the participants relax and discover the internal bliss. As author (Maletic, 1928, pp. 59-60) explains the human brain can be trained to ascend the mental capacities over higher levels of consciousness. The body and mind conditioning is to broaden the horizons of our perceptions as it initiates the physical form to transform and be flexible.

The research study reflects back to demonstrate the idea of 'infinite mirrors reflecting infinite mirrors' where Arthur Koestler (1978) writes in his book "Janus: Summing Up" describing a Buddhist concept. "Try it yourself. You'll see that the 'I' cannot truly be found. You'll try to fool yourself by describing characteristics, or beliefs, or behaviours, likes and dislikes. But those are not you"

The research used filming (recording) of the various activities of dance, yoga, meditation events, singing and religious practices held in groups or at individual levels. The key message was mainly carried forward by the research observations and its practical implementation through reproducing the results of the data in an abstract experiential film. It aims to impart the motivation to ponder more to our inner selves than just living the conventional roles defined by the society.

The body movements, ambience and interviews were recorded for further implementation of research to create its display. Findings were then formulated into a narration which was the symbolic summary of the gathered data. The narration symbolized and summed up the experiences and emotions of the participants of the activities through the voice of an imaginary character.

The participants' transitory state of mind was linked with the phenomenon of the brain plasticity which can be defined as "The phenomenon of change and learning in the adult brain." MedicineNet.com (<http://www.medicinenet.com>). The ascending of human brain to higher level of consciousness was demonstrated through finite and infinite generations created through the technique of video feedback (Cuellar, 2011). It helped in demonstrating the concept of absorption into the state of bliss. Such a technique was adopted to reflect the transitional states of the human mind in the quest for a state of internal bliss and self-indulgence yielding euphoric sensations. As author, Pallasmaa (2014, pp.14) states;

"The invention of the perspectival representation made the eye the centre point of the perceptual world as well as of the concept of the self. Perspectival representation turned out to be the symbolic representation of the form; one that only describes but also conditions perception"

The problems faced were to film the ongoing activities which were personal to participants. These activities require a personal space and in meditation centres, music schools and religious places people were not comfortable in being filmed. It made them conscious of what they were practicing, disallowing them to fully absorb in the activity. However, when the purpose of research was narrated to the participants they agreed and helped further through providing references. The researcher participated along with the others participants in various activities of meditation, yoga, dance etc. to make the participants less cognisant of being filmed and also to gain the experience of research observations.

Every human has the right to self-discovery and self-appreciation. The more we explore our inner selves the better we can communicate and coordinate with the outside world. The harmony with the inner self and relaxation of the mind is fundamental for a healthy living. The journey of self-discovery sets oneself free from the entanglement of conventional thoughts and invokes a realization of the Euphoria'.

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AN INVESTIGATION OF ONLINE NEWS CONSUMPTION BEHAVIOUR OF A MALAYSIAN HIGHER EDUCATION INSTITUTION: A CASE STUDY OF SOUTHERN UNIVERSITY COLLEGE

Hup Xiao Hui* and Ker Yuek Li

Southern University College, Malaysia

Abstract: The Internet and new technologies have created new versions of news reporting, and they have changed the news consumption behavior of people around the world. The online news consumption among adolescents nowadays may differ from the older news consumers because of the accessibility of the Internet and other news sources provided in their growing environment. This study examines the online news consumption behavior among the students in private university college by applying uses and gratifications theory. There were 341 respondents engaged in this study. The Pearson correlation coefficient and one-way ANOVA analysis are applied in data analysis to identify the relation of interactivity, demassification, and asynchrony to the online news consumption behavior. The finding reveals there is a significant difference between the attribute of interactivity, demassification and asynchrony to online news consumption behavior. These attributes have led the respondents toward online news use to fulfil their cognitive needs, social integrative needs and affective needs. Meanwhile, news from Facebook specifically lifestyle news is generally consumed by university students today.

Keywords: online news consumption, higher education students, uses and gratifications theory

Introduction

Internet is a global network that connects people all around the world. This means that two or more people are able to communicate with each other when connected to the Internet, even deal with ideas and events outside their home (Sullivan, 2013). It encouraged the growth of social networking sites, blogs and so on, which helped increase the popularity of the Internet (Dominick, 2010). The Internet begins as the supplement of traditional media's surveillance function. According to Qayyum et al. (2013), internet and the subsequent development of new online media serves as a new model of news that allows people to create articles or provide more detailed information compared to traditional media and spread it to all who are interested. In addition, its interpretation function also allows users to put in their opinion on the news topics or even controversial issues (Dominick, 2010). Internet also provides the check and balance to the traditional news media and make the traditional media reporting more transparent (Dominick, 2010).

However, the issues of credibility of online news sources is one of the factor that affect students have more confidence in traditional news sources. (Qayyum, et al., 2010; Saodah Wok et al., 2011). Nevertheless, online news sources serve as an extension of news sources when students need more details about some story that was produced by the established news organizations, such as a traditional television website and newspaper outlets (Antunovic, et al., 2016).

Although the decline of newspaper readership among young adults are shown in several studies (Huang, 2009; Graybeal, 2011; David et al., 2017). Huang (2009) indicates that the news media failed to address youth's news consumption behavior. First, there was the time constraint; students had a limited time for news consumption as they were busy on their schoolwork and sometimes on their jobs. Second, students do not like trivial and sensationalized news content such as gossip of other (Huang, 2009), they prefer or are concerned about topics that influence their life (Qayyum et al., 2010). Third, people felt bored with the dated delivery

approach and lack of innovation in the format of broadcast news (Huang, 2009). Young adults in Australia are inclined to be more attracted and to trust print newspapers more than online news (Qayyum, et.al., 2010). However, in the Malaysian context, TV news consumption rate is higher than newspapers and Internet news consumption (Wok, et al, 2011). Media Insight Project (2014) has found that American adolescents are active news consumers, and they belong to the category which is less attentive to daily news, but aggressive to breaking news. Comparing to Americans, Malaysian adolescents are keen on entertainment news, followed by crime news and news of events taking place in their community (Freeman, 2013). Huang (2009) states that college students were most interested in the sport news, and then followed by world, local and entertainment news. Hard news and entertainment news were the most popular among students and yet economic and political news seemed to be unattractive among young people from the age 16 to 18 (Raeymaeckers, 2004).

Therefore, it is interesting to investigate on online news consumption behavior among Malaysian private university college students, to know what their motivation is and the pattern of online news consumption besides the credibility of the Internet. Furthermore, to encourage young people to read the news which is considered as an important thing in our life. Besides, this study provides a guideline for news agencies upon disseminating information and news to target audiences. By understanding the preference and need of the audience, the news agency can serve the audience in a better way. This way, the news can be spread more widely and reach a larger audience. Accordingly, our research question is as follows:

- Research Question: Does the attribute of interactivity, demassification, and asynchrony of online media correlates to the online news consumption behaviour among Malaysian private university college students?

Literature Review

The rise of network brings convenience to society. People nowadays tend to get information online rather than offline (Antunovic, et al, 2016). A report from Malaysian Communications and Multimedia Commission (MCMC) in 2015 states that 90% of Malaysia's Internet users regard the internet as a source of information and that according to 86.9% of the internet users, social media has become the main source of information. Huang (2009) research has found that nowadays students are leading fast-paced lives juggling between education, jobs, social networking, etc. Most of the students put the needs of news consumption at a lower priority, and engage in their highly prioritized activities, such as communicating with friends. The new media – Internet has fulfilled the wide range of gratifications for college student. That is why the needs of consuming news online have only occupied a small part of their gratification needs (Huang, 2009).

Uses and Gratification theory

Uses and gratification theory is implemented in this study to assess the online news consumption behavior. The theory is grounded in the idea that users are active consumers in selecting the media and information sources according to their needs and they want to reach their personal needs (Rubin, 2009). The core value of uses and gratification theory is satisfaction. It explained that audience has a specific "need" of individuals; they have specific needs and are motivated to get "satisfied" in the process of media contacts. However, there is a revival of theory since the development of new media--Internet applications and digital products, especially the attribute of interactivity, demassification, and asynchrony (Ruggiero, 2000; Baran and Davis, 2012). The interactivity refers to the direct interactive with each other (Williams et al., 1988); Demassification is defined as people are able to select news topics of interest from a wide menu (Ruggiero, 2000). According to Ruggiero (2000), asynchrony is the concept that messages may be staggered in time. In order words, it provides the ability to send or to receive messages by their own convenience (Chamberlain, 1994). The three attributes (include

interactivity, demassification, and asynchrony) are adopted in this study as they are most relevant to examine the news consumption behavior in using the new media.

Theoretical Framework

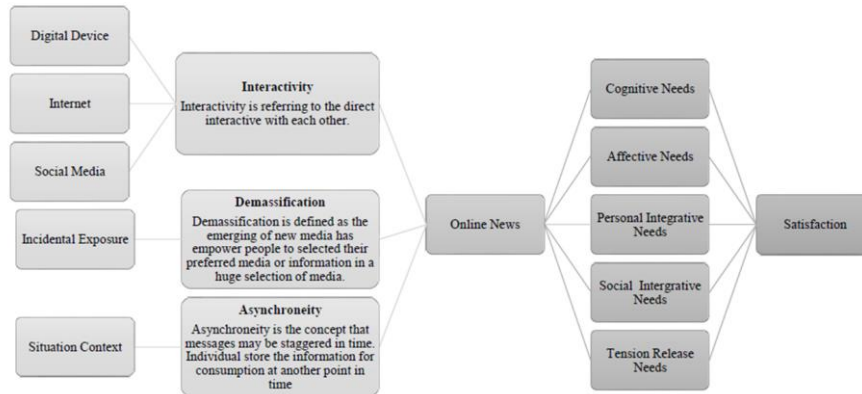


Figure 1 Theoretical framework.

Figure 1 is the theoretical framework in this study. It is modified from the uses and gratifications theory especially the satisfaction of needs (including cognitive needs, affective needs, personal integrative needs, social integrative needs, and tension release needs) and the attributes of online news website including (interactivity, demassification, asynchrony) to examine the online news consumption behavior of Malaysian university college students.

Hypothesis 1: There is no significant difference between the attribute of interactivity and online news consumption behaviours among students in Southern University College.

Hypothesis 2: There is no significant difference between the attribute of demassification and online news consumption behaviours among students in Southern University College.

Hypothesis 3: There is no significant difference between the attribute of asynchrony and online news consumption behaviours among students in Southern University College.

Methods

The quantitative research method is employed in this study because it enables the researcher to generalize the behavior of a group of students (Allen et al., 2009). Southern University College is chosen for this study as a sampling because of its location proximity and the diversification of their programs offered. An online survey is applied for data collection, since it is free from the restriction of cost and time. There are 341 students from Southern University College involve in the survey. Descriptive analysis, Pearson Correlation Coefficient, and one-way ANOVA are the methods for data analysis. Person Correlation Coefficient analysis is implemented to examine the relation between interactivity, demassification, and asynchrony to online news consumption behavior. Meanwhile, one-way ANOVA is applied to test the significant difference of faculty and school, and hours spending of online news to the satisfaction with the interaction, demassification, and asynchronies function of online news respectively.

Results

Pearson Correlation Coefficient

Interactivity

Table 1: Effectiveness of exchanging the ideas with other correlates to the attribute of interactivity

Correlations		
	Q11. It is effective to exchange ideas with other people.	Q18. Overall, I am satisfied with the interaction functions of the online news provided by the Internet, Social media and digital devices.
Q11. It is effective to exchange ideas with other people.	Pearson Correlation Sig. (2-tailed)	.317** .000
	N	341
Q18. Overall, I am satisfied with the interaction functions of the online news provided by the Internet, Social media and digital devices.	Pearson Correlation Sig. (2-tailed)	.317** .000
	N	341

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1 indicates that the p-value is 0.00 which means there is a statistically significant correlation between the items question 11 and question 18. However, the correlation coefficient value between question 11 and question 18 is 0.317. This means that the question 11 "effective to exchange ideas with other people" has a moderate effect on question 18 "satisfied with the interaction functions of the online news".

Demassification

Table 2: Ease and flexibility to use correlates to the attribute of demassification

Correlations

	Q21. It's easy and flexible to use.	Q26. Overall, I am satisfied with the online news providing a wide range of information.
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Q21. It's easy and flexible to use.	Pearson Correlation	1	.576**
	Sig. (2-tailed)		.000
	N	341	341
Q26. Overall, I am satisfied with the online news providing a wide range of information.	Pearson Correlation	.576**	1
	Sig. (2-tailed)	.000	
	N	341	341

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2 indicates that the p-value is 0.00 which means there is a statistically significant correlation between the items question 21 and question 26. However, the correlation coefficient value between question 21 and question 26 is 0.576. This means that the question 21 "ease and flexibility to use" has a strong effect on question 26 "satisfied with the online news providing a wide range of information".

Asynchrony

Table 3: Timeliness news from all around the world correlates to the attribute of asynchrony

Correlations			
		Q29. I am able to obtain timeliness news from all around the world.	Q33. Overall, I am satisfied without the geographical and time restriction functions of online news
Q29. I am able to obtain timeliness news from all around the world.	Pearson Correlation	1	.595**
	Sig. (2-tailed)		.000
	N	341	341
Q33. Overall, I am satisfied without the geographical and time restriction functions of online news.	Pearson Correlation	.595**	1
	Sig. (2-tailed)	.000	
	N	341	341

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3 indicates that the p-value is 0.00 which means there is a statistically significant correlation between the items question 29 and question 33. However, the correlation coefficient value between question 29 and question 33 is 0.595. This means that the question 29 "able to obtain timeliness news from all around the world" has a strong effect on question 33 "satisfied without the geographical and time restriction functions of online news".

Result of One Way ANOVA Analysis

Table 4 Difference of faculty and interactivity function

Dependent Variable: Faculty and School

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2.235 ^a	4	.559	.133	.970
Intercept	869.616	1	869.616	206.559	.000
Overall, I am satisfied with the interaction functions of the online news provided by the Internet, Social media and digital devices.	2.235	4	.559	.133	.970
Error	1414.563	336	4.210		
Total	4069.000	341			
Corrected Total	1416.798	340			

a. R Squared = .002 (Adjusted R Squared = -.010)

Table 4 shows the output of ANOVA analysis between question 3 faculty and school on question 18 "satisfied with the interaction functions of the online news" in the interactivity section. It indicates that the p-value is 0.97 which is above 0.05. Therefore, there is no significant difference between faculty and school and satisfaction of interactivity.

Table 5 Hours spending on online news per day and interactivity function

Dependent Variable: How many hours do you spend on online news per day?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	14.920 ^a	4	3.730	2.885	.023
Intercept	504.207	1	504.207	390.005	.000
Overall, I am satisfied with the interactive functions of the online news provided by the Internet, Social media and digital devices.	14.920	4	3.730	2.885	.023
Error	434.388	336	1.293		
Total	2170.000	341			
Corrected Total	449.308	340			

a. R Squared = .033 (Adjusted R Squared = .022)

Table 6 shows the output of ANOVA analysis between question 5 "How many hours do you spend on online news per day" and question 18 "satisfied with the interactive functions of the online news" in the interactivity section. The results show that the p-value is 0.023 which is below 0.05. This means that there is a significant difference between online news time spending and the interactive functions provided by the Internet, Social media and digital devices.

Discussion

The finding indicates that there is significant difference between interactivity and online news consumption behavior. It is corresponding to the result finding of Ko et al. (2005) which states "consumers who have high convenience and social-interaction motivations are more likely to engage in human-human interaction on a Web site". People use a news medium's perceived worthwhileness includes subjectively experienced material, situational and functional circumstance time avails that characterizes the medium's practice of use. There are five factors: (1) time available; (2) the affordance of "public connection"; (3) price; (4) normative constraints; and (5) participatory affordances (Schröder & Steeg Larsen, 2010). Among the factors provided, the affordance of "public connection" and participatory affordances is greatly related to the hypothesis in this study.

"Public connection" is a concept that has to do with the ability of the media to meet the needs of the individual through its content, in order to serve as a citizen of the democratic order, as well as a community member in the broadest possible sense (Couldry et al., 2010). Together with participatory affordances, it is important to the individual to engage in the communication process, as well as to be an active role in conversation, and even to be able communicate sensibly with significant others in one's close networks (Raeymaeckers, 2004). Therefore,

the function of connection motivates university students toward online news use in order to engage in the communication process.

In fact, the present finding is consistent with prior researches (Huang, 2009; Raeymaeckers, 2004), the respondents need to have the knowledge of what is going on around the world in order to benefit from the knowledge that can be gained in conversations with others. At the same time, two of the five gratifications given by Katz et al. (1973): cognitive needs and social integrative needs can also be confirmed in this study. The person who wants or needs to gain knowledge, he or she might be motivated by online news. The function of interactivity seems to fulfil their needs of interactivity. However, the result did not appear as strongly as the others.

Meanwhile, the correlation coefficient results reveal that there is significant difference between demassification and online news consumption behaviours. The finding of perceive ease and flexibility to use is consistent with the research study done by Sledgianowski & Kulviwat (2009), they found that perceive ease of use has positive and significant effects on the intention to use social networking sites. On the other hand, people are likely to continue using websites in the future as long as they can easily communicate with others (Wu, et al., 2008), as well as perceive ease of use in technology system (Davis, Bagozzi, & Warshaw, 1989). For this reason, higher education students will choose to go toward online news use if they perceive the online news as ease of use.

Furthermore, price also is an indicator affecting online news consumption behavior. As technological capability of the Internet could decrease costs (Chan-Olmsted et al., 2013). In the research of Chyi & Yang (2009), disclose income contrasts with online news consumption behavior. People tend to spend for expensive items when their income rises. However, with the rise of incomes, consumption of online news decreases. Thus, they demonstrate that online news is inferior goods. When people choose to go toward online news use, it might be because of the decrease of incomes. With the result showing that the respondents agree and are satisfied with "saving money in getting the news", it is possible to say that they have low incomes or even no income at all, so online news become the first option among several news sources.

Incidental exposure is a process of consuming news in a way that without the generally active news consumption process, news can also occur in unintended ways, such as people often reading newspapers for other non-news related content (e.g. recipe). The results in this study show that it is consistent with the study of Antunovic et al. (2016) stating that young people usually receive news intentionally. With the research of Yadamsuren & Erdelez in 2011, they found that incidental exposure has become the typical way that people nowadays get news online. There is an increase in incidental exposure to online news (David et al., 2017). Hence, many respondents in the research of Yadamsuren & Erdelez in 2010, have positive feelings toward the incidental exposure to online news. They described the feeling as "fun", "exiting", etc. Therefore, the respondents in this study can be considered enjoying the incidental exposure to online news but it did not appear as strongly as "ease and flexibility to use" and "saves money to get news". It is necessary to do further research on incidental stage, in order to deeply understand the reason behind.

Adolescents are able to select the news topics they want from the wide range of news provided. Moreover, they are able to save money to explore news as much as possible without charge. Meanwhile, they also can enjoy the incidental way in exposure news without searching, since there is wide range of menu, therefore, they do not need to decide what news to consume in daily routine, unless there is some specific news they want to know about. Demassification function provided by the online news seems to have fulfilled the adolescents' needs of ease and flexibility to use, reducing the burden on economic and also the needs to explore news in incidental ways. New media such as the Internet allows users to access and select information according to their needs in this huge selection of media, when previously people had to enjoy a mass media item with others (Chamberlain, 1994; Kuehn, 1994; Ruggiero, 2000). Thus, these characteristics acquired by the adolescents do not belong to the five needs (including cognitive needs, affective needs, personal integrative needs, social integrative needs,

and tension release needs), but this can prove that those characteristics gradually formed the audience's behaviors.

The correlation coefficient results state that there is no significant difference between asynchrony and online news consumption behaviours. The result of convenience is consistent with the research study of Salwen et al. (2005), there are several reasons for using online news, and convenience became one of the main reasons for the respondents to use online news. At the same time, the result also consistent to the definition of Palfrey & Gasser (2011) to the state a person born after 1980s is a digital native. They are the category who rely on the Internet for all day activity, including news consumption, and even engage more with the material than those who are used the traditional news formats. It is possible to say that because most of the daily activities can be carried out on the Internet, adolescents feel that it is very convenient, this is why they choose the online news, but also because the online news meet their needs, so they are satisfied with it and even tend to continue to use it in the future.

As for the significant effect of searchability to the satisfied without the geographical and time restriction function of online news. In the same way, online news allows people to retrieve information when they need. It is consistent with the Chan et al. (2013) study, the resultant Cronbach's alphas show that technology advantages are reliable, which include customization (i.e., interactivity and personalization), immediacy (i.e., wherever and whenever news consumption), and multiplicity (i.e., multimedia/links/searchability formats). Lee & Ma (2012) argue that social media can also serve as the potential retrieval for users in the future when information seeking needs to arise since the news stories can be stored in an online profile as a private collection.

Besides that, timeliness also has significant effect on the satisfied without the geographical and time restriction function of online news. Timeliness is one of the core elements that characterize news value. However, the emerging of new media (i.e. Internet) has put an additional premium on timeliness comparing to traditional media (Dominick, 2013). Therefore, people need to know what is going on around the world on time, there is no doubt that adolescents are satisfied without the geographical and time restriction function of online news.

The attribute of asynchrony in online media provides the ability to send or to receive a message by its own convenience (Chamberlain, 1994). In this section, the result revealed adolescents read online news in order to get news anytime (convenience), to search old news (searchability), and even to get current news (timeliness). Hence, two of the five needs given by Katz et al. (1973): cognitive needs and affective needs can also be confirmed in this study. The respondents in this study need to gain knowledge and information, then they go online for searching old or current news, which fulfils their cognitive needs. In addition, they also benefit from convenience in getting news or information, which has fulfilled their affective needs. Overall, the results imply that the attribute of asynchrony of online news is more likely to fulfil satisfaction of Malaysia private university college students in consuming the news.

Meanwhile, lifestyle news, entertainment and celebrities' news are the news topics that sparked the most interest among the respondents. For most people, facts are important for politic news or even hard news; when it comes to lifestyle news topics, people do not care about the factual but about the relevant and entertaining topics. In the research of Diddi & LaRose (2006) indicates that entertainment needs were positive related to individual's Internet news reading. Entertainment content can satisfy individual's needs of escapism, enjoyment, emotional release, and anxiety relief (McQuail, 2010). It is possible to say that respondents in this study are most likely to consume lifestyle news and entertainment and celebrities' news because they need to release their emotions, anxiety or for enjoyment. Moreover, they might lack patience to measure whether the news is flawed with inaccurate information. This can be seen in the result finding which discloses that most of the respondents spent less than 15 minutes reading online news.

Facebook was the most popular social media that respondents used to consume online news. A study from David et al. (2017), found that WhatsApp is generally used by half of the Malaysians for sharing and discussing

news based on the content privacy setting function. The respondents in this study were the other half of Malaysians that rarely used the messaging application—WhatsApp to share and discuss news but using Facebook. According to the report release from The Statistic Portal (2017), it shows that the ages between 18-24 and 25-34 are the largest group of people using Facebook. Hence, it is not surprising that most of the respondents tend to use Facebook for news consumption.

Conclusion

This study reveals that people are most satisfied without the geographical and time restriction function of online news. In addition, the online news can provide the satisfaction of interaction function, satisfaction of wide range of information provided. These satisfaction reactions reflect a clear relationship between the user's satisfaction, the media, and the characteristic of online news that traditional media did not provided. Therefore, online news of uses and gratifications research must be considered including the characteristics of new media in order to effectively measure the satisfaction of online news. Adolescents nowadays may differ from the older news consumers because of the accessibility of the Internet and other news sources provided in their growing environment. The emerging of new media has created a complex media environment. At least it has created an updated news consumption pattern among the adolescents.

Thus, it is suggested for future research should consider the combination of mix methods, as the methods might be able to gain insight into the news consumptions behavior, since the goal of quantitative research is prediction, generalizability and causality; it enable the researcher to have in-depth understanding of individual perspectives as embedded in their social context contextually based (McGill University, n.d.).

Meanwhile, this study is contributed to journalists and the news organizations in Malaysia by providing a better understanding of the ways that adolescents consume news. Through this, it is hoped journalists and the news organizations will be able to successfully fulfil the demands of adolescents. There is one thing that needs to be considered, besides providing interesting content to keep young readers engaged; we also need to guarantee the news value. It is important to society for media to have the ability to influence people's perception.

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IMPACT OF SMARTPHONE APPLICATIONS ON POLITICAL BEHAVIOUR OF YOUTH

Majid ul Ghafar^{1*}, Muhammad Shahzad² and Neelam Zahir³

¹*Department of Communication & Media Studies, Hazara University, Pakistan*

²*Dept. of Media Studies, The Islamia University of Bahawalpur, Pakistan*

³*Department of Communication Studies, The University of Sargodha, Pakistan*

Abstract: This research study is conducted to explore the impact of Smartphone applications on political behavior of youth. The study is conducted based on serving standard questionnaire for data collection and analysis. The aim of the study is to explore the impact of Smartphone applications like Facebook, Twitter, WhatsApp, ChatON, Imo, Videos, Music, and many other applications. Youth using Smartphone to Chat, Share ideas, information, upload videos and pictures. Smartphone also provides different social media applications to its users for chatting, sharing information and many other purposes. In this research study 200 male and 200 female students of two universities were selected as respondents. The findings show that respondents use Smartphone since 3 to 4 years. The findings also reveal that majority of the youth use Smartphone to interact with friends. The exclusive analysis of findings reveals that majority of the respondents use Facebook very frequently to share information about politics as compared with other applications. The work also indicates that Smartphone applications are very popular among the youth. They not only use these applications for chatting and call making but also for political information. This research study further indicates that Smartphone application affects the voting behavior of youth. They not only interact with each other but also share and discuss political contents.

Keywords: Smartphone, Youth, Political Behavior, Impact

Introduction

Communication is the essence and omnipresent phenomenon which deals every aspect of human life. Socio-cultural, political, diplomatic, religious development of human being depends mainly on successful communication techniques and effective communication machines used in the process. Technological breakthrough and scientific discoveries, especially in the field of communication have not only changed the traditional communication techniques but also shrunk the world into a 'global village'. From individual life to international relationships modern communication facilities and technique have changed human behavior and attitude towards entire process of relationship between individual, groups, society and world community.

Smartphone communication is one of the latest facilities and in countries like Pakistan it is not more than a decade old. In Pakistan with passage of time Smartphone companies increased in number and expanded their technology at growing rate. IBM (Internet Business Machine) first ever Smartphone Simon introduced in the market in 1993, eventually it shifted from being phone centric that can handled only limited software to data centric that can perform multiple functions i.e. instant messaging, picture messaging, video and audio playback, Global Positioning System (GPS), games, a video camera, picture and video editing. The purpose behind the introduction of Smartphone is to facilitate its users by introducing different internet applications. This shift was exemplified by the introduction of first-generation iPhone in 2007, and by release of Linux based Android operating system in 2008.

On the world map, Asia is a vast continent and half of the mobile world is in Asia. Egypt tops the compound annual growth rate (worldwide) by having greatest increase in number of mobile phone users followed by Oman, Sudan, Bangladesh, Mozambique, Iran and Pakistan. In terms of mobile phone growth, Pakistan ranks

7th in the world and 2nd in Asia (Portio research 2013). 67% of the Pakistan's total population owns a mobile phone and 23% of them own a Smartphone (Portio research 2013). There are 30 million internet users in Pakistan while half of them browse internet via mobile phones (Ansari, 2013).

Smartphone Applications

After the introduction of mobile phone and its popularity among its users encourage the mobile phone companies to introduce different social media applications. These applications facilitate the users to chat, text, talk and business. Smartphone applications like Facebook, Twitter, ChatON, Imo, WhatsApp and Viber are playing very important role not only to facilitate its users but also give them opportunity to share and participate in political activities.

Currently, there are six companies working in Pakistan i.e. Zong, Mobilink, Telenor, Warid and Ufone. These companies lower their rates of packages to increase the subscribers. And as a result "on the list of top ten countries as a mobile phone subscribers Pakistan stands at 10th position, In 2003 there were 300,000 users of mobile phone but in 2008 it increased to 90 million" (<http://www.google.com/techlahore>).

Importance of political communication:

In the modern world politics and political issues encompass a broad scope of political communication and demonstrate the ubiquity of political communication in contemporary life and in non-electoral periods. Internal and external political communication channels are the nerves of any government. Political system cannot function without effective networks of such channels capable of transmitting political messages (Lee Kaid, 2004). Political communication deals not only with election campaigns but also enable the voters to make an informed decision in order to play their effective part in a democratic process.

Significance of the Study

These technological advances and availability of different mobile packages attracted millions of Smartphone subscribers, especially the youth. It has attracted the youth to use Smartphone technology with internet facility not only to chat but also to comment, call and for many other social, economic and academic purposes. Smartphone technology in Pakistan has also attracted the youth to share their ideas, liking and disliking regarding the politics, political leadership and other personal matters. Political communication is one of the most important subjects in communication and media studies. Different political parties use social media and advance technologies for their political campaign and address the voters through different social media websites. In Pakistan different political parties using Facebook, twitter and other online networking to encourage the youth for casting vote in their favor and these parties also update their achievements in order to create soft corner and favor to their policies.

Objectives of the Study

- 1) To explore purposes of using Smartphone by the youth;
- 2) To explore how much Smartphone applications provide information about politics;
- 3) To explore impact on political behavior through Smartphone.

Review of Literature

Communication activities in their manifold forms along with diversified means of communication such as Radio, TV, Internet, Smartphone, Film, books, newspapers and many others have reshaped human lives in all areas. Communication media technological development sparing very rapidly have succeeded in bringing the global setup on tip of fingers. Smartphone is the most rapidly accessible personal device that penetrated into our

day to day life from personal contacts to engage the respondent in political matters. This facility not only increased the speed and scope of interaction in the developed societies but also undertaken new phenomenon of communication from one to one or from one to many.

In a developing country like Pakistan use of Smartphone has been increasingly advanced in recent years. In this regard, internet facility 3G, 4G has been introduced and several mobile companies like Ufone, Zong, Telenor, Warid, Jaz have been offering different internet packages to their users. Commonly known social media and their usage have been increasing since 2006. It is assumed that, “two third of American aged 16 to 29 years of age would choose a mobile phone ahead of a landline phone, compared to 31 percent of those aged over 50 years” (Mobile and Youth, 2004). Today’s use of Smartphone is not popularly common among the well educated people but also used by less educated for different purposes. Social media through Smartphone help their users also to keep themselves well informed of different political events and parties in the country. Amenda Lenhart, 2007 argues that “teen send instant messages at least several times a week and each session last half hour and involves three or more friends”.

Hermkens, 2011 very rightly says “one vital aspect of social media is that it uses Smartphone and web based technologies to create highly interactive platforms through which individuals and communities share, discuss and modify user- generated content”.

Today’s generation is very active in adoption of Smartphone. Like any other machines and motives of its use have both merits and demerits. According to Hermkens, “one vital aspect of social media is that it uses mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, discuss and modify user-generated content” (Hermkens, 2011). They use it for different purposes. Use of Smartphone varies from society to society in view of local culture or religious sensitivities. For example, in view of use of Smartphone with camera is not allowed due to privacy risks (Murugaboopathi et al, 2012). In this regard one of the studies conducted in Midwestern University for usage of Smartphone and its impact on studies determined that, “students who frequently use mobile phone and social media on mobile has negative impact and lacking of intelligence in note taking and point scoring while students who do not use text messaging and other applications are more intelligent in notes taking in the class and almost their scores are 90%” (Kuznekoff and Titsworth, 2013).

At present mobile phone has become a social and entertainment hub. There is a difference in use of mobile phone by young and aged people. Use of social media is increasing day by day in Pakistan, not only by the well educated people but also by the less educated people use social media for different purposes. The use of social media on mobile phone is also helping the users to keep themselves informed regarding different political happenings in the country.

Apart from physical negative effects of overwhelming use of Smartphone, it provides direct access in mentioning ongoing family and friend’s interaction. In the existing setup of social strata Smartphone has become a social and entertainment hub. In Pakistan social media facilities are increasingly used by the youth. Apart from use of Smartphone at personal level political parties in Pakistan have created their party web pages to communicate and propagate their policies to the voters, especially the youth for motivation and exchange of ideas.

Methodology

Survey research technique is used for data collection and population is consisted of youth. Sample of this research work is very carefully selected keeping in view the scope and reasonable responses of the respondents. Male and female students of two different Universities of Pakistan located in two provinces are selected to control as much variables as possible. 400 students of the above said Universities of both gender are selected and served close-ended questionnaires. The collected data is analyzed by using SPSS (Statistical Package for Social Sciences) software to draw the results about the issue under this research.

Findings

Table 1 across gender reveals that 44% female respondents are using Smartphone since 1 to 2 years while as compared to male respondents 28%, similarly 30% respondents both male and female using Smartphone 3 to 4 years with equal percentile. The exclusive analysis shows that 21% male respondents using Smartphone since 5 to 6 years as compared to female respondents 12% (Table 1).

Table 1 : Demographic Wise Users' History of Smartphone Usage

Category	Gender	
	Male	Female
1-2 Year	*28	44
4-Mar	30	30
6-May	21	12
8-Jul	10	7
More 'than 8	13	7
N#	200	200

The exclusive analysis of the data reveals that overall 39% respondents very much use Smartphone to interact with friends while 37% much use to interact with family, similarly 24% respondents use it to interact with coworkers. The exclusive analysis of data across gender reveals that 72% male respondents use Smartphone to interact with friends as compared with 67% females and across aged group it has been observed that 69% respondents with low age group use Smartphone to interact with friends as compared with high age group 67%. It has also been observed through empirical data that 67% female respondents use Smartphone to interact with family as compared with 62% male respondents and across age groups the data reveals that both age groups use Smartphone to interact with family members with equal percentile 27%. Interaction with coworkers the exclusive data reveals that 44% male respondents much use Smartphone to interact with coworkers as compared with female respondents 33% with significant difference. Across age groups it has been observed that 39% respondents of low age group use Smartphone to interact with coworkers as compared with high age group 36% with no significant difference (Table 2).

Table 2: Interactional Purpose of Using Smartphone

Category	Overall	Gender		Age	
		Male	Female	25	25+
WITH FRIENDS					
Very Much	*39	48	31	40	36
Much	30	24	36	29	31
Somewhat	18	17	20	18	19
Rarely	11	11	10	11	10
Not at all	2	1	4	1	5
WITH FAMILY					
Very Much	27	26	29	27	27
Much	37	36	38	38	34
Somewhat	21	24	19	22	20

Rarely	12	13	11	10	16
Not at all	3	3	4	3	4
WITH COWORKERS					
Very Much	14	16	13	15	13
Much	24	28	20	24	23
Somewhat	23	18	29	22	26
Rarely	24	24	25	24	23
Not at all	15	16	13	14	16

The exclusive analysis of data reveals that overall 73% respondents use Smartphone for the purpose of text messaging followed by 66% for Information and 62% for music. Similarly 60% respondents use Smartphone for the purpose of call making and 60% for education with equal percentile. The exclusive analysis of data 79% male respondents use Smartphone for the purpose of text messages as compared with female respondents 68% with significant difference and across age groups it has been observed that 75% lower age group use Smartphone for the purpose of text messaging as compared with high age group respondents 70% with significant difference. It has also been observed thorough empirical data that 69% male respondents much use Smartphone for the purpose of call making as compared with female respondents 50% with significant difference (Table 3).

Table 3: Purpose of using Smartphone

Category	Overall	Gender		Age	
		Male	Female	25	25+
Call Making					
Very Much	*29	35	23	27	39
Much	31	34	27	32	26
Somewhat	21	17	26	22	18
Rarely	16	12	21	15	15
Not at all	3	3	3	3	3
Text Messaging					
Very Much	42	50	35	43	39
Much	31	29	33	32	31
Somewhat	17	14	20	14	18
Rarely	7	6	8	6	9
Not at all	4	3	5	4	4
Music					
Very Much	33	37	32	36	30
Much	29	29	28	28	29
Somewhat	22	19	23	19	23
Rarely	12	12	12	11	14
Not at all	5	5	6	5	5
Information					
Very Much	32	35	30	35	24
Much	34	34	34	34	33

Somewhat	21	21	21	20	26
Rarely	8	7	9	6	13
Not at all	5	4	6	5	5
Education					
Very Much	28	31	29	28	26
Much	32	33	30	33	26
Somewhat	22	19	21	21	24
Rarely	9	10	8	7	14
Not at all	10	9	12	10	11

The exclusive analysis of data reveals that overall 70% respondents consider Facebook Smartphone application frequently provide political information as compared with Twitter 52% followed by 50% WhatsApp. The exclusive data reveals that 76% male respondents frequently consider Facebook Smartphone application provides information about politics as compared with female respondents 65% with significant difference. Across age group it has been observed that respondents 72% with lower age group consider Facebook frequently share information about politics as compared with higher age group 64% with significant difference. The exclusive analysis of data also reveals that 52% male respondents very frequently consider WhatsApp Smartphone application provide information about politics as compared with female respondents 48% with significant difference (Table 4).

Table 4: Extent of Information Provide by Smartphone Application regarding politics

Category	Overall	Gender		Age	
		Male	Female	25	25+
Facebook					
Very Frequently	37	43	31	39	30
Frequently	33	33	34	33	34
Somewhat	16	15	18	16	17
Rarely	6	6	6	6	6
Not at all	8	4	11	5	14
Twitter					
Very Frequently	35	36	35	37	28
Frequently	17	16	22	17	17
Somewhat	16	19	12	17	12
Rarely	13	13	14	13	15
Not at all	19	17	18	16	29
WhatsApp					
Very Frequently	30	27	33	31	25
Frequently	20	25	15	21	16
Somewhat	16	17	16	16	17
Rarely	13	12	15	13	13
Not at all	21	20	22	18	30

The exclusive analysis of data reveals that overall majority of the respondents 72% strongly agree that Facebook Smartphone application affects the political behavior of youth followed by 66% WhatsApp, 65% Video, and 60% Twitter. Across age group it has been observed through data that respondents with low age group 68% agree that Messenger Smartphone application as compared with high age group 61% with significant difference.

The exclusive analysis of data reveals that 79% male respondents agree that Facebook Smartphone application affect the political behavior of youth as compared with female respondents 66% with significant difference (Table 5).

Table 5: Effects of Smartphone Applications on Political Behavior

Category	Overall	Gender		Age	
		Male	Female	25	25+
Facebook					
Strongly Agree	36	49	24	35	39
Agree	36	30	42	37	32
Neutral	15	12	19	16	14
Strongly Disagree	7	6	7	6	8
Disagree	6	5	8	6	8
Twitter					
Strongly Agree	38	38	39	38	38
Agree	22	25	19	27	21
Neutral	18	18	19	12	21
Strongly Disagree	9	9	9	10	7
Disagree	13	12	15	13	14
Videos					
Strongly Agree	45	46	45	45	44
Agree	20	23	18	24	20
Neutral	16	14	18	12	17
Strongly Disagree	8	8	8	8	8
Disagree	12	11	12	11	12
WhatsApp					
Strongly Agree	38	33	45	38	37
Agree	28	32	25	30	24
Neutral	16	17	12	15	20
Strongly Disagree	8	10	7	8	9
Disagree	10	9	11	10	11

Summary and Conclusion

This research study was aimed at to find out the “Impact of Smartphone Applications on Political Behavior of Youth”. Survey method is used to collect data from respondents, 200 male and 200 female University students by serving close-ended questionnaire. In this regard, two different Universities students one from Khyber Pakhtunkhuwa and the other from the Punjab University of Pakistan were selected. The study is undertaken to

investigate the habits of the youth using Smartphone and Smartphone applications like Facebook, Twitter, WhatsApp, Imo, ChatON, Viber etc. Review of literature was done in order to comprehend the issue under investigation.

Empirical analysis of data reveals that majority of respondents have been using Smartphone from 3 to 4 years (See Table 1). Data analysis also reveals that majority of the respondents use Smartphone to interact with their friends. However, majority of female respondents use Smartphone to interact with their families rather the friends. This shows significance difference of usage behavior (See Table 2). The data further reveal that majority of the respondents use Smartphone applications for different purposes. In this context, male respondents frequently use Smartphone applications for text messages as compared with female respondents which show significant difference (See Table 3).

This is also reveals that male gender uses Smartphone more text messaging as compared with female gender. In this regard, the data shows that Facebook Smartphone application provides more information on politics as compared with other applications (See Table 4). Majority of the youth also agrees that Facebook Smartphone application effect political behavior of youth more than any other application (See Table 5).

The above findings are in line with other studies reveal that Smartphone applications not only provide political information but also affect the political behavior of the youth.

Conclusion

Discussion and analysis of the study reveal that among different existing media of communication and interaction, Smartphone applications have become growingly popular among the youth, especially the University students of Pakistan. Both the genders use this communication mean for different purposes. However, in the context of Pakistan, two facts are surfaced, i.e. the increase of Smartphone usage at personal levels as well as at political level. Male users frequently use this facility to get information relevant to politics and share their views on political affairs and development in the country. They also give opinion and propagate their political views through Smartphone applications. In Pakistan, though the facility is younger than other communication media. However, its applications and number of the users are growingly increasing very rapidly.

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MEDIA CONSUMPTION HABITS OF YOUNG WOMEN IN KASHMIR: A CASE STUDY OF WOMEN'S COLLEGE, SRINAGAR

Muntaha Mehraj Hafiz*

Central University of Kashmir, India

Abstract: Youth in India-administered Kashmir have many choices when it comes to different media products. With regard to this fact, information about media choices of youth especially women group is very difficult to gauge due to multiple reasons such as distributed exposure to a variety of media, dissimilar norms and beliefs, wide interests, and conflict. Thus this study attempts to find what young women in Kashmir like & prefer when it comes to different platforms of media i.e. Print, Broadcast and, Online. The survey method was employed to conduct the study and questionnaire was used as a data collection tool. Usage patterns were further classified among rural and urban areas. The study found that newspapers are the first preference of women when it comes to receiving information about news and current affairs, internet trends to be a popular medium for education, and TV wins over all other options for entertainment. A critical path analysis further reveals how students who are excellent in studies tend to be more open to media as compared to their average counterparts and how internet led to addiction and media -dependency among women in Kashmir elevating internet usage amongst them. Through these findings, the researcher anticipates assisting media marketers to develop an effective media strategy to reach their target audience advantageously with an ease to not only understand but also interpret the choices of young women in Kashmir.

Keywords: Kashmir, media-preferences, women, print, broadcast, online media

Introduction

Today's generation is enthralled with media, be it radio, newspaper, TV or internet. All sorts of information are available to them in diverse ways through multiple platforms. One thing is certain – all these outlets have been successful in playing an essential role in the lives of people, the reason why they still exist. However, with the advancement in technology, the media consumption patterns have changed. It now needs to keep on par with the choices, attitudes and feasible availability of consumers.

Over the past few decades, the media industry has undergone revolutionary changes. It started from newspapers (1605) and then as the technology improved radio (1920) came into existence followed by the era where TV and internet ruled the market. During World War 1 radio played a vital role in disseminating information, but it was television that brought up the concept of mass communication. The power of reaching a large audience in a quick and economical manner proved TV to be a successful model of communication. Later with the advent of satellite channels watching TV became one of the most popular phenomena among all especially youth segment. As the time moved on there was seen a progress in media penetration among people. Growing literacy rate and advancement in technology contributed to an expanding consumer base of various forms of media (print, broadcast and online). People started having media understanding as the time moved on.

Among all the drastic changes in the media industry, one of the biggest and influential changes was the arrival of the internet. The Internet supposedly not only invaded our lives but also managed to capture our attention for a longer period. Youth has been found to spend their time chatting, shopping, gaming and surfing the internet for many other purposes (Pahwa, 2006). Considering the popularity of the internet, media companies are now paving their way towards new media so as to understand and target their specific group of interest directly

especially the new generation which embraces this new media quickly (Bruner 1997). This new generation is also termed as the Net generation which not only is tech savvy but also considers themselves to be more expert than their past generation (living stone, bobber, 2003).

The audience has become hyperactive and uses social media at an astonishing rate where they not only share their ideas and opinions but also discuss them. Various research studies show that students use social media on a daily basis and are the keen users of new media. The introduction of blogs has become yet another successful step towards clutching the attention of media audience with all the options available to share their opinions. The internet is not only now accessed but also progressively gaining acceptance amongst the general population with more people going online every day. (Kargaonkar and Wolin, 1999).

Media in Kashmir

In a diverse country like India with a population of about 1.32 billion, marketers often spend a lot of time in devising strategies so as to beat the ongoing competition in media markets, and also communicate with their target audience efficiently. According to the infographics about 40 million Indian consumers get online every day with teens spending an average of 9 hrs a day with media.

However, when it comes to the state of Kashmir, marketers find it complicated to know their consumer mind-sets due to its unsettled relations with India and other factors such as literacy, hectic environment, mountainous terrain, less connected areas, changing mind-set, and diverse choice of media that makes it even difficult for mushrooming marketers to connect to them and to understand what they watch, listen and read.

Looking through the prism of history, Media in Kashmir has played a limited yet very important role. Being a state of turmoil since 1947, it has witnessed a turbulent period through insurgency, infiltration from other countries and unpredictable war incidents. All these causes have been responsible for limiting the growth of the state and the media as well, and thus the progress of media in Kashmir has been too little and too constrained. Also, Kashmir is identified as a region with intense and difficult physical terrain, where the media outreach is not uniformly distributed to all. There are some rural and remote segments which do not have an adequate access to one or many forms of media. In case of traditional media, these far flung segments usually prefer radio or TV over print medium (newspapers) while new media may have the reach but the scope of access is too little in such areas.

Starting from the period of 1990's, the media usage patterns in Kashmir were news-centric and the people mainly used media to stay aware of circling political agendas and political activities in Kashmir. Use of traditional media was popular, especially radio which was known to be the only medium that was used on a regular basis. At that time Kashmir owned a single electronic outlet that was Doordarshan. It was after the gulf war that cable channels were introduced in the state. This introduction of cable channels further paved way for many amateur news and entertainment channels in Kashmir valley. And as the time moved on, the choices and preferences of people also started to change. Consecutively many private radio channels also emerged in the state. It was after the emergence of Big 92.7 FM that radio became popular amongst youth in Kashmir. Radio that was once considered to be orthodox turned to a spicy medium of communication.

New media in Kashmir has been a centre of attention, and has played a vital role in disseminating information during the times of crisis and turbulence in the valley. During 2008- 2010 uprising when a blanket ban was put on certain media services in Kashmir such as SMS (short messaging service), people turned to social networking sites and other phone applications to stay in touch with their near and dear ones and also to stay updated on political affairs in Kashmir. Currently, any unstable condition in the valley leads to barring of media channels. Social networking sites such as Instagram, Facebook, YouTube are also banned and the phone services are put down, newspapers are seized thus limiting the role of media in Indian-administered-Kashmir.

Women in Kashmir

Since 1947, Kashmir has been trapped in an awful manifestation of turmoil and women amidst the mayhem have been playing an active role in the development of the society. Being at the forefront of conflict, women in Kashmir do not have the luxury of being mothers, wives, and daughters living somewhere in the free parts of the world. Their scale of responsibilities has stretched from nurturing the families to become shields for their men to shoulder sudden responsibilities when their male member is killed, imprisoned or disappeared. Thus the choices of women in Kashmir need to be gauged, understood and viewed as a reflection of the society at large. Being a sturdy component of the society women in Kashmir have not only excelled in the field of arts and literature, but have also shown a knack towards law, police, and administration, and besides handling issues of life and death, they have also been skilful at doing mundane things such as tending farms, cultivating rice, raising cattle, weaving carpets, and vending vegetables.

Thus, in the above context, this research tries to explore the media consumption habits of young women (rural and urban) in Kashmir further to identify their purpose, choices, and preferences across different platforms of media.

Literature Review

Different researchers and scholars have attempted to explain the different media consumption habits of different people across different countries and different age groups. They have tried to gauge the causes and consequences of media on consumers in their own terms however with the change of habits and with the advent of new technologies, the consumption pattern has also shifted making this concept of 'media consumption' even complex.

The term media consumption refers to the sum of information and entertainment media, taken in by an individual or group which includes activities such as interacting with new media, reading books and magazines, watching TV and listening to the radio. In the context of this definition, there have been different works of literature proposed to understand how and why media plays an important role in the lives of people.

Each media platform functions to deliver something to the audience but nowadays it is the youth which is becoming the 'bulk audience' to receive information across different forms of media. The internet has been found to play a prominent role among the young college going students. The survey done to study this concept shows that college students (18-24 years old) spend more time on the internet than any other media (Burst media, online study, July 2007) and the main reasons for such huge internet usage were 'to keep in touch with friends and stay entertained'. Moreover, the instant messaging was found to be the most popular activity among both males as well as females.

In terms of radio and television 16% youth spent around ten hours per week on television and only 5.5% listened to radio for ten hours per week. The other findings from the burst study of college students were that brand selection among students is driven by cost consciousness, it is the most important factor regarding when it comes to the selection of a particular brand.

Further, the internet has become one of the easiest and cheapest means available to chat, play games, watch online videos, online shopping etc. In this context, there are some experts who believe that these activities have led to the unregulated use of the internet, thus to addiction and deficient self-regulation. There have been many reports published on problematic forms of internet usage and have been the subject of both popular and scholarly writings. Rober Larose, Carolyn A lin and Mathews.Eastin (2009) found that unregulated media behaviours are the product of deficient self-regulatory processes through which media consumers try to judge and adjust their own behaviour. A path analysis demonstrated that certain media habits formed to alleviate depressed moods, undermine self-regulation and led to increased internet usage. As per the study proposed by Arvind Didi and Robert Larose (2010) where they studied media consumption patterns among college students

found that maximum news sources were used for current events knowledge in which habit strength was the most powerful predictor of news consumption overall.

Where some experts argue that internet usage is on the rise, there is a segment of experts who believe Television still rules the market and is the most popular mass media among the youth. Growth of internet and mobile phones has not led to the reduction in television viewing, but instead with the dramatic explosion in satellite and cable TV, youth interacts with the different forms of media in different ways, each of them adding to their entertainment requirement with the possibility of communicating outside their traditional peer networks (Cooke, 2002). Many experts also believe that soap opera viewing contributes to the cultivation of tastes in the audience. (Buerket- Rothfuss and Mayes, 1981) found that the more one is exposed to soap operas the more likely audience is going to accept it as real.

There are also some studies which are focussed on media usage and its effect on the academic lives of college youth. As per Kaiser family foundation study- as new technologies become available there is more possibility of distraction from studies. There are three main ways in which instant messaging might interfere with academic reading. a) displacement of time available for study b) direct interference while studying c) development of a cognitive style of short and shifting attention, impatience (Lavin e Levine, Bradley m Waite and Laurel l.Browman.2007). Apart from studies which show the academic distractibility among college youth, there are also some studies which show that students improve in curriculum studies with the use of the internet. In a study by Halligram (2005) – 79% indicated that internet has a positive impact on their college career.

Further various surveys have also been conducted to find the depth of newspaper readership and radio listenership among the audience. As per audience measurement survey (2011), it is access, literacy and, the cost that affects population's newspaper readership where Newspaper readership is mainly dependent on a copy from the household member or from office and rarely buy their own copy. In countries like Kenya radio listenership generated the highest engagement levels where an average weekly radio listener listens to radio for approximately 37 hours. Moreover increase in mobile telephony service providers, availability of cheaper handsets and value-added services have facilitated and improved mobile penetration rate. That is 67.2% per 100 inhabitants.

The age has also been used as the factor in the study of media consumption patterns. It has been found that youth is seen to be less active in consuming news while older audience seeks out news more actively (Pew Research Centre for people and press, 2008).

Method

Participants and Procedures

The study analyses data obtained from a limited sample of 60 respondents in the age group of 18- 22 from women's college in the state. A convenience sample of undergraduate students from two different regions (rural & urban) and two different courses (Arts & science) was carried out.

The study was conducted using a survey method which included both quantitative and qualitative analysis. Though the survey demanded a questionnaire or a direct observation process the researcher found it easy to develop a questionnaire rather than to conduct interviews. The researcher administered the questionnaire personally to ensure the excellent response rate as well as to avoid any misunderstanding while providing responses. The Questionnaires were distributed among 60 respondents, studying in 1st, 2nd, and 3rd-year degree courses among which 30 belonged to the urban background while the rest belonged to the rural areas. This helped the researcher to study the place discrepancies when it comes to media consumption pattern of different media. The main target of the research was college going women youth & the college chosen for the study was The Women's College, Srinagar.

Findings of the study

Women who read newspapers with different regularity

Figure 1(below), shows that amongst the maximum number (65 %) of students read newspapers on daily basis among which maximum are from the urban background and are excellent in studies. While those coming from rural areas don't show much interest in reading newspapers on a daily basis but prefer to read them few times a week or even a month. As per the academic performance, students who are average in studies don't show any significant relation with reading newspapers.

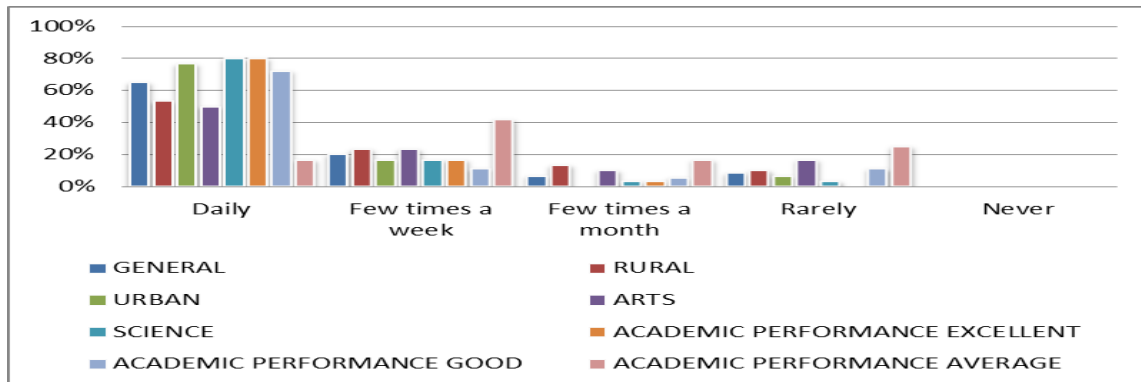


Figure 1 Data of Media consumption habits of college going women youth

Percentage of students reading different sections in a newspaper

Figure 2 (below), shows that Headlines (68.3 %) is the most read sections amongst the various other sections in a newspaper. Followed by advertisements (30 %), front page news (30 %), Notifications (13%) and all others. Among (13.3%) who read International news, the majority of these respondents belong to rural sections, are excellent in studies. Front page news, political news, and advertisements are equally read by both rural & urban sections. Also, that none of the respondents are interested in editorials and business news.

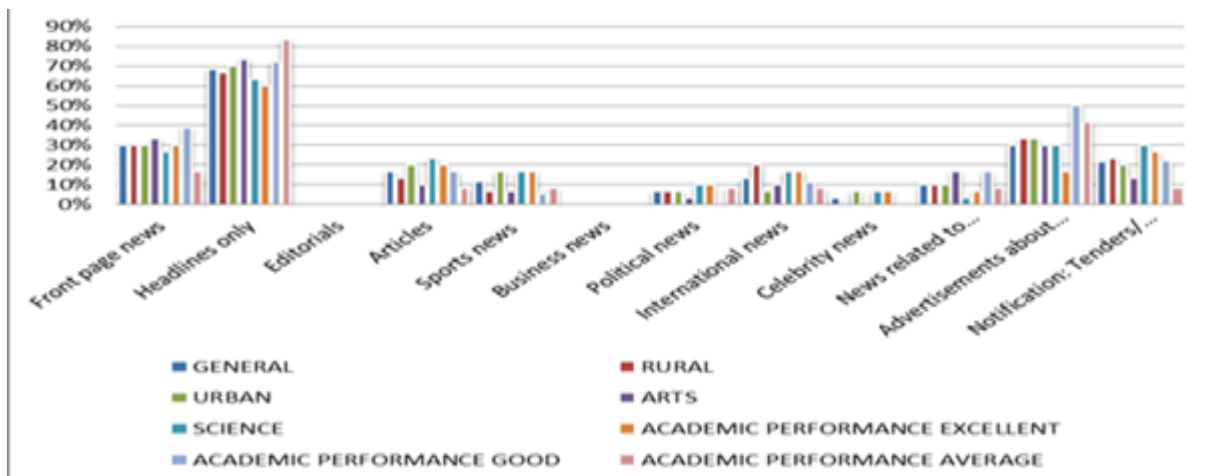


Figure 2 Data of Media consumption habits of college going women youth

Percentage of students who spend different amounts of time on watching TV daily

Figure 3(below), shows that Out of total time spent on watching T.V, majority of viewers (53.3 %) spent 1-2 hrs on watching TV maximum of which are excellent in studies with science as their faculty, followed by (20 percent) who spent 2-4 hrs Hrs ,(18.3 percent) who watched TV more than 4 hrs and then (8.3 percent) who

didn't watch TV at all. It is apparent that students consumed more media and could influence their views/perceptions in an easy way.

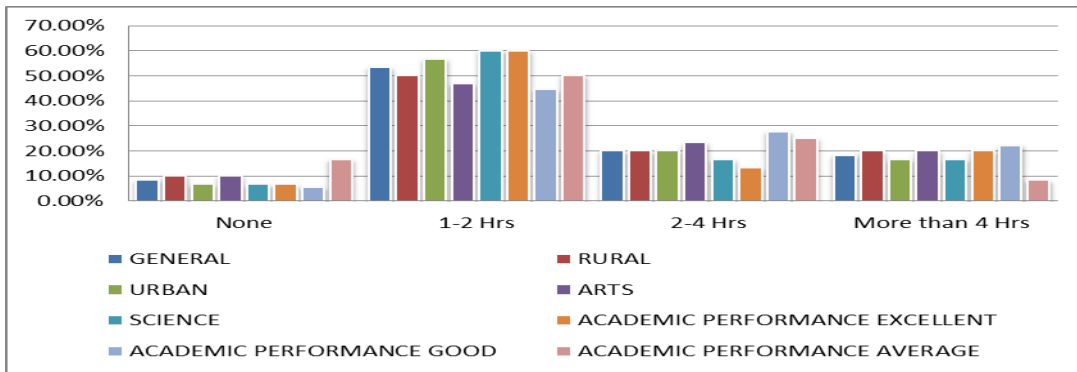


Figure 3 Data of Media consumption habits of college going women youth

Percentage of students who watch different types of Programmes on TV

Figure 4(below), shows that the Reality shows are the first preference of the majority of students (58.3%) watched more by those who belong to urban areas(83.3%), are from art faculty, are excellent in studies. Followed by (33.3%) who watch films and are average in studies. However, News is more consumed by those who come from the rural background, belong to science faculty, and are excellent in studies. Students have shown less concern towards categories like health, sports, soap operas, History, Travel & lifestyle, cookery shows, Educational, nature, social message etc. However, categories such as Business, Agriculture, Horror, Film/celebrity news are not watched at all. It is also clear that TV is more used for entertainment purposes.

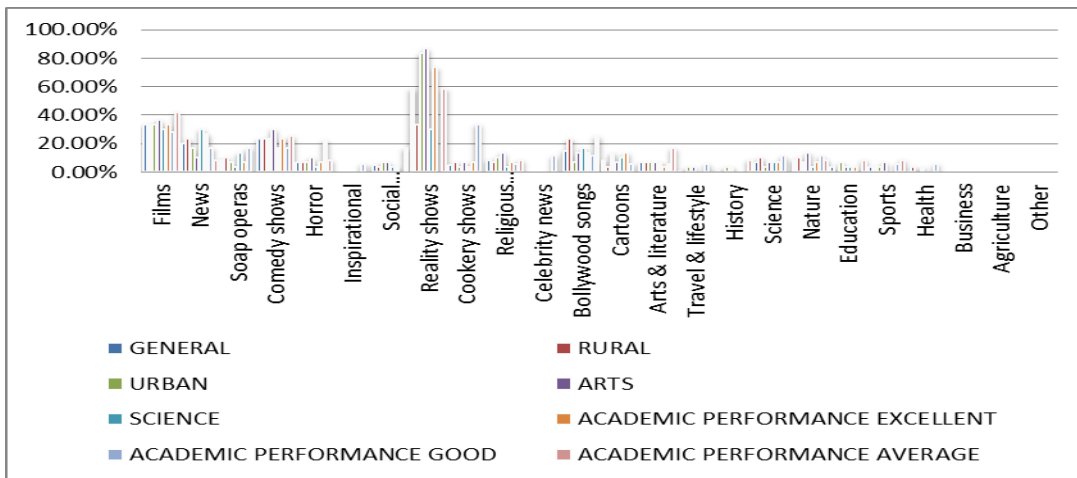


Figure 4 Data of Media consumption habits of college going women youth

Percentage of students who spend different amount of time listening to radio daily

Figure 5 (below), shows that out of the total sample of 60, the majority(70 %) listened to the radio for 1-2 hrs, maximum of which come from urban areas and belong to science faculty, while (10 %) listened to the radio for 2-4 hrs and (6.6 %) for more than 4 hours. However 13.3% of the total respondents do not listen to the radio at all. It is apparent that radio listener ship was more prominent in rural areas as compared to their urban counterparts.

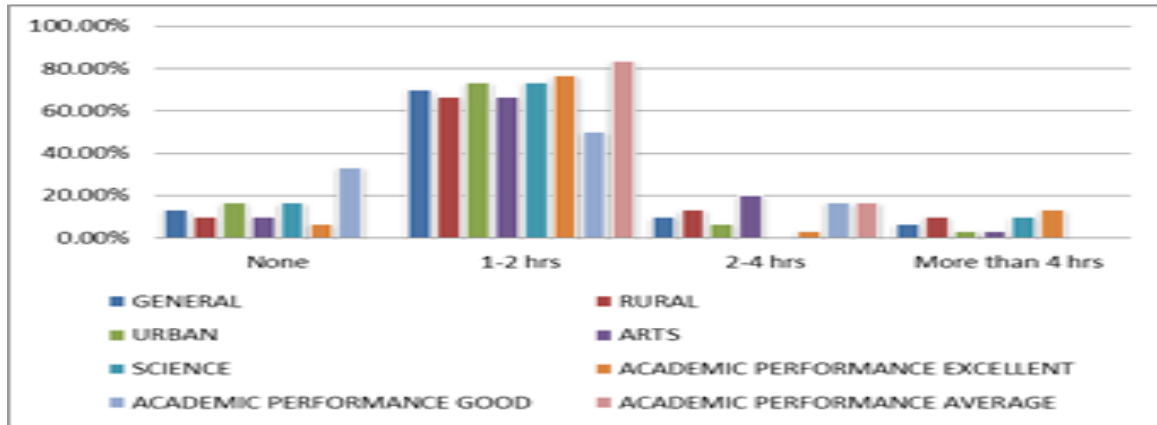


Figure 5 Data of Media consumption habits of college going women youth

Percentage of students which listen to different types of programmes on radio

Figure 6(below), shows that the majority of the respondents (55%) tuned in to radio for music (entertainment purpose), maximum of which come from urban areas, belong to arts faculty, have studied in government schools and are average in studies. Followed by (16.6%) who tune in to radio for news and views, belonging to rural areas and faculty of arts. Another (16.6%) listen to religious programmes on radio. Categories like dramas, education, Health, features, Call In programmes are given less concern while categories like sports & business are not listened at all.

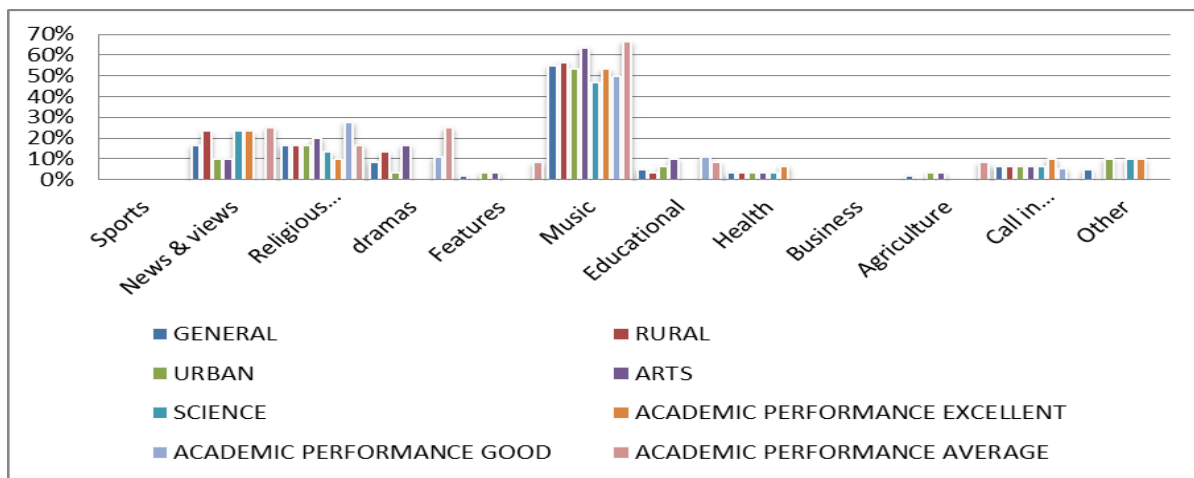


Figure 6 Data of Media consumption habits of college going women youth

Percentage of students accessing internet at different places

Figure 7 (below), suggests that out of the total sample of 60, majority (81.6%) access internet at home via their personal connection, these students are excellent in studies, followed by (6.6%) who use the internet at college, (3.3%) at Internet cafes and then (1.6%) at Community Internet centres. None of the respondents from urban areas access internet at community internet centres & Internet cafes, while it's those students who come from rural areas and belong to science faculty who access internet from these places. Those who go to internet cafe are excellent in studies while those going to community internet centres are average in studies.

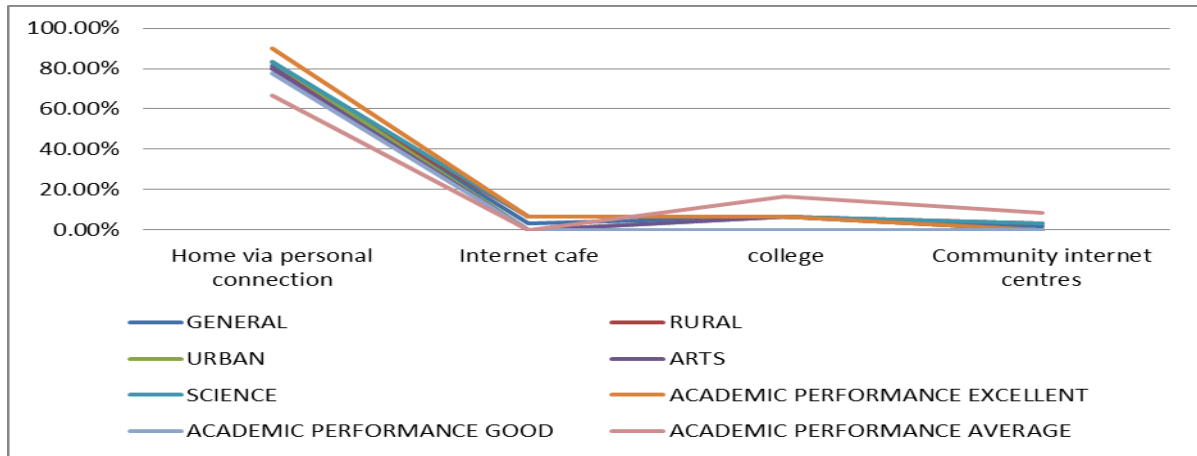


Figure 7 Data of Media consumption habits of college going women youth

Percentage of students who use internet for various purposes

Figure 8 (below), shows that that majority of respondents (70 %) use internet for educational purposes. These respondents are from urban areas, and are excellent in studies, followed by (41.6%) who use internet for social networking, (18.3%) who use internet for entertainment purposes, followed by (10%) who use internet for playing games, then (8.3%) who prefer to use internet for online shopping & news and (3.3%) who use internet for sending/receiving emails. Maximum of the respondents who are excellent in studies prefer to use internet for email, education, news, online shopping, sending/receiving emails while those who are average in studies use internet for playing games & surfing social networking sites. None of the respondents is a blogger.

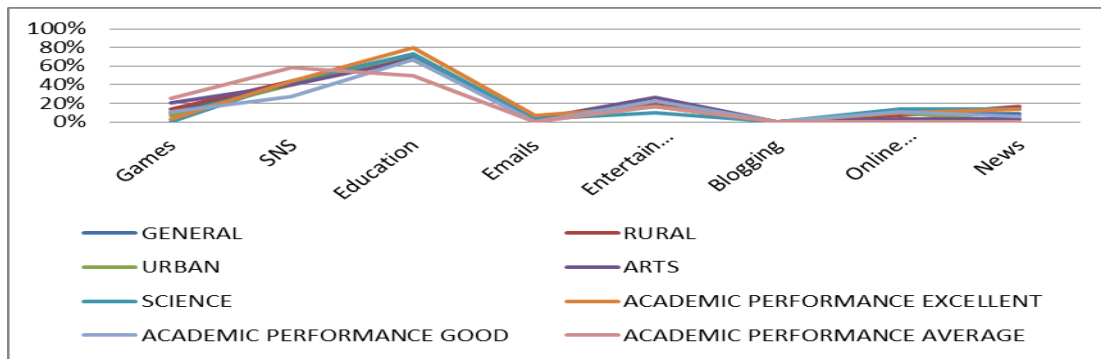


Figure 8 Data of Media consumption habits of college going women youth

Sites generally accessed by students on internet

Figure 9(below), suggests that majority (61.6 %) of the total sample prefer Face book over other sites. Maximum of these respondents are average in studies (75%), and belong to arts faculty (63.3 %). Only (6.6%) of the total respondents access Skype, maximum of which come from rural areas(10 %), belong to science background(10%) & are excellent in studies(10%). Followed by (1.6%) who use Twitter and some other sites. While (31%) of respondents do not use any of the above- mentioned sites.

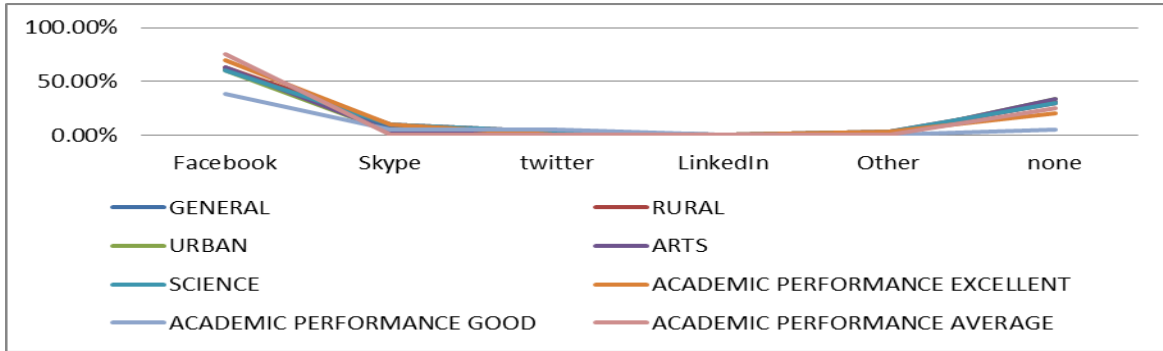


Figure 9 Data of Media consumption habits of college going women youth

Percentage of students showing the effects/correlation of using internet on their academic lives

Figure 10(below), suggests that majority (46.6 %) of the total respondents found the internet to aware them of current affairs. Maximum of these respondents come from urban areas, and are excellent in studies. Followed by (31.6%) who believe the use of internet has helped them to improve in their academic studies. While (15%) believe that use of the internet is responsible for the deterioration in studies and (11.6%) believe the Internet has no effect on student’s academic life.

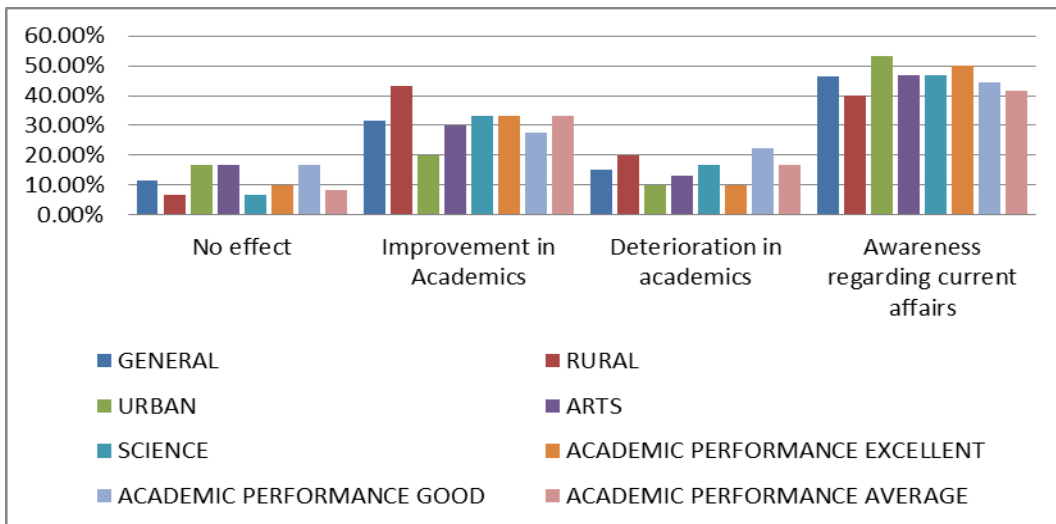


Figure 10 Data of Media consumption habits of college going women youth

Percentage of students showing effects of using internet on their personal lives

Figure 11(below), suggests that majority (51.6 %) of the total respondents take the Internet as addiction. Maximum of these respondents are excellent in studies (63.3%). Followed by (36.6%) who believe the Internet has been a medium of relaxation in their lives. (3.3%) believe internet leads to Insomnia (restlessness) & (3.3%) believe internet causes depression. However, (10%) of the total respondents believe that Internet has no effect on their lives.

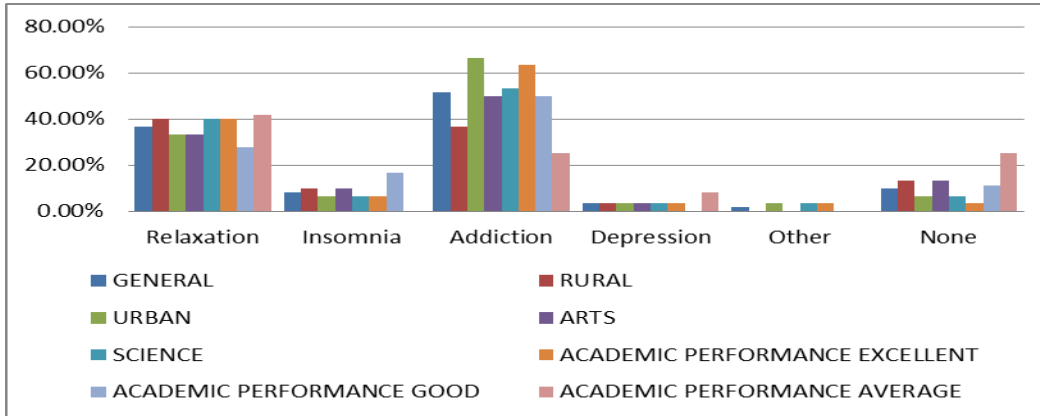


Figure 11 Data of Media consumption habits of college going women youth

Effect of Internet on social lives of students

Figure 12(below), suggests that majority (41.6%) of the total respondents believe that Internet is the medium which connects them to their old/distant friends while (35%) believe internet is responsible for both detachment as well as connection with family & friends, followed by (41.6%) who believe Internet to be the medium which connects them with their old/ far friends. (10%) of the total respondents believe that Internet detaches one from friends & family. While (13.3%) believe there is no effect of the internet on their social lives.

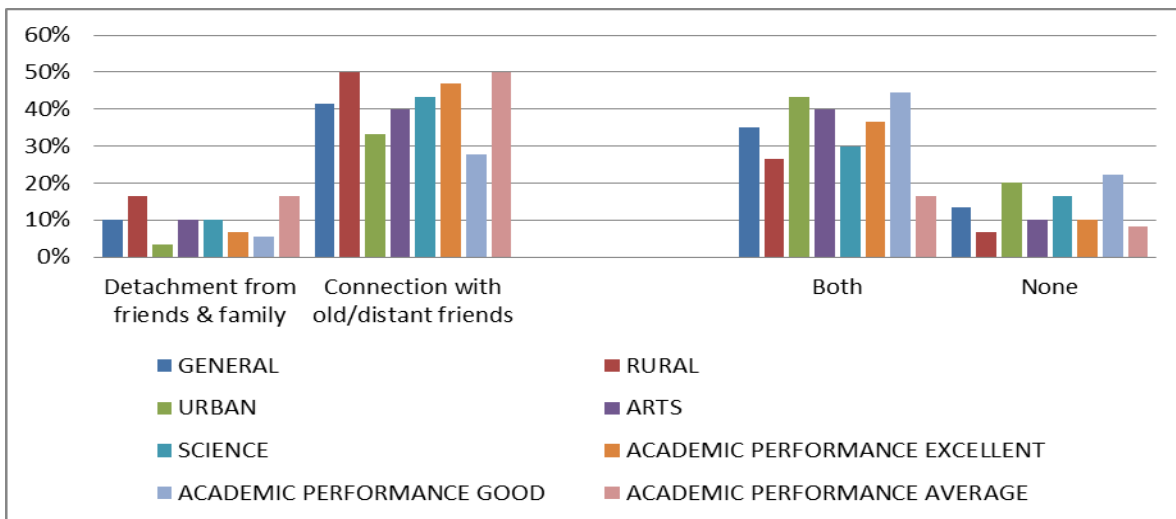


Figure 12 Data of Media consumption habits of college going women youth

Percentage of students who believe media have an effect on their opinions.

Figure 13 (below), suggests that majority (53.3%) of the respondents believe that media partially effect their opinions. Maximum of these respondents are good in studies (66.6 %), belong to arts faculty (60%) Followed by (25%) who believe media completely influence their opinions while (20%) believe that media doesn't affect their opinions at all. These respondents come from urban areas, belong to science faculty and are excellent in studies.

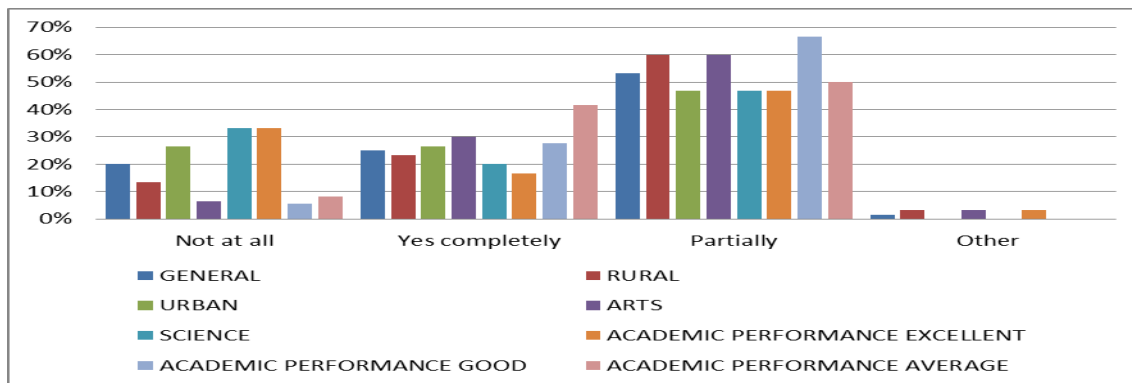


Figure 13 Data of Media consumption habits of college going women youth

Media through which women hear about new products or services

Figure 14(below), shows that out of the total sample of 60, maximum of the respondents (61.6%) hear about new products/services through TV, followed by (28.3%) which get informed via newspapers, then (16.6%) who chose Internet and minimum (3.3%) of the total respondents indicated radio to be the medium through which they hear about new products/services

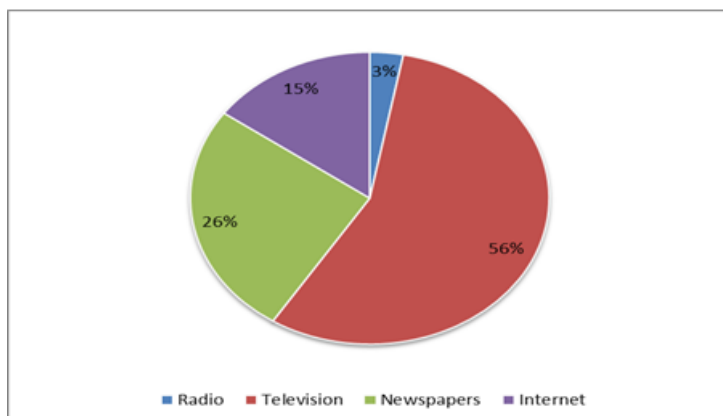


Figure 14 Data of Media consumption habits of college going women youth

Conclusion

The study examined media consumption habits of young women in Kashmir. As the media patterns are changing, media consumption and usage patterns are evolving for the audience especially younger ones. The key findings of this study are manifold and based on those findings the following conclusions are made.

Media consumption and usage

Newspapers

Newspapers are the most preferred medium for news among women followed by TV, Internet and Radio. Internet, and radio credibility is still low and not used so commonly as sources of information and current affairs.

Maximum respondents get access to newspapers through buying every time followed by magazines, and CD.DVD'S. The interesting fact is maximum of these respondents who buy magazines/CD belong to rural

areas, while those who subscribe or access newspapers online come from urban areas, and are excellent in studies.

An extensive proportion of youth from urban areas read newspapers. While those coming from rural areas don't show interest in reading newspapers on a daily basis but prefer to read them few times a week or even a month. These students are average in studies as compared to their excellent counterparts who read newspapers daily. These patterns suggest that media outlets need to consider this accessibility and devise strategies to increase their younger audience.

Television

TV is the medium which majority prefer to remove boredom from followed by the internet. Programmes such as reality shows and soap operas based on romantic themes are the first preference of young women, followed by movies and news.

Categories such as business, agriculture, and horror receive the least attention from women youth.

Majority of women youth watch Television every day at least for 1-2 hrs. Women should be offered something great in return so that they start spending more time on the content provided. It should be a qualitative experience.

TV is the most popular medium to receive information regarding new products/ services, followed by internet and radio. Advertisements regarding beauty products top the range such as Ponds, Lakme, VLCC etc. Potential marketers can increase their brand's social currency by knowing what their target group needs, and how they see it? Ultimately increasing sales.

It is evident TV is consumed more for entertainment purposes. Future research might study the uses and gratifications on a wider scale. Marketers can further gauge how these choices are purposeful in gaining the attention of their target youth.

Radio

Radio listenership is more prominent among women who belong to rural areas than their urban counterparts, who do not listen to the radio in the traditional format but on mobile phones via internet radio.

Majority of them tune in to radio for music. Programmes such as education, health, dramas are given less attention. Efforts are thus required to entice the urban audience to tune into the radio.

Internet

The internet is accessed daily with majority spend at least 1-2 hrs on a single session at their homes via the personal connection. This portion belongs to urban areas while those who access the internet at internet cafes and community centres belong to rural areas.

Mobile phones are widely used to access the internet via home connection followed by laptops/desktops. The use of mobile phones is evolving and making its way into the digital arena giving brands an opportunity to create content optimized for mobile, corresponding to the needs of young women.

Women from urban section show an inclination towards WIFI and broadband connection, while none from rural areas tend to possess it. Further research can thus be conducted to know the drawbacks in connectivity and ascertain the access and reach patterns to work further towards building a rich and interactive audience.

A sizeable portion of young women classified internet as the most preferred platform for academic purposes. This tends to be an opportunity for educationist to use smart teaching techniques to reach their audience and widen the scope for more development in the field of education.

Social Networking is the second most popular activity on the Internet. Among which majority tend to stay online even while watching TV or listening to music. Women's impulse to multitask offers marketers another great potential to sell their brands to the right audience at the right time.

Facebook wins over all other social networking sites on the internet.

News sources

Newspapers are the first preference of young women who want to stay updated on local issues/happenings. TV is the preferred medium to receive information regarding national affairs and internet is accessed to stay updated with international happenings/issues.

Effects of Media

Attitudes: Analysis shows that youth is psychologically very attached to media. The majority believe how they won't feel good if they are barred from using any source of the media. They expressed their feelings in terms such as socially cut off, sad, annoyed, bad bored, detached isolated, lonely, death, and lost. However, some say they will feel good – comfortable, interested in studies.

Academics: There is a positive association between media and academic lives. Majority believe the internet has led to improvement in their academic lives keeping them updated and aware. However, they also believe they have become more addictive to it and are somehow dependent on it.

Family relationships: A fairly good percentage believes that internet leads to detachment as well as connection with friends and family. This digital technology has created a shift in media consumption habits of women and how they relate to their families and social contacts. This is an opportunity for marketers to measure how the audience can be persuaded further with messages of humanity and family connections.

Media as an opinion leader: Media is considered to partially influence women's opinions followed by those who believe it completely does. Knowing this fact, marketers can embrace, encourage and augment this media consumption pattern.

Personality disorders: Women believe that people tend to behave differently on Social networking sites. Terms to explain this behaviour: reserved, show off, fake identity, formal, pretence, try to behave more sophisticated than in their real lives and at the same time also become more expressive as the internet provides anonymity.

Given these findings, a marketer should not only acknowledge but also understand and interpret these perceptions simultaneously to know what's going in women's heads so as to have a better communication with their target audience.

Note/ limitation

This study focuses only on college-going women from a single college, which limits its generalizability. However, expanding the range of participants in near future will improve the reliability of findings and give a broader picture into the media consumption patterns of media among women audience.

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THE INTERNATIONAL TRADE OF TELEVISION PROGRAMS IN THAILAND IN THE AGE OF DISRUPTIVE TECHNOLOGY

Sudthanom Rodsawang*

Dhurakij pundit University, Thailand

Abstract: This article studied the evolution and characteristics of the international trade of TV programs in Thailand as a guideline for TV station executives and TV program producers to identify an opportunity to develop their media business amidst the changing technology and audience behavior in the age of disruptive technology. The research methods included documentary analyses and interviews with mass media scholars, TV station executives, and advertising agency representatives. Most of the popular TV programs at present are copyright shows purchased from overseas, in the forms of purchases of the copyrights of finished programs as well as the copyrights of format programs; most of which were game shows, reality shows, and drama series. The characteristics of the international trade of the TV programs in Thailand included (1) trade of TV programs in the content market, (2) exchanges of TV programs between Thai and international TV stations for broadcasting, and (3) international co-productions of TV programs. Three factors that influenced TV stations in Thailand to purchase foreign TV programs were (1) changes in technology, (2) changes in consumer behavior, and (3) business survival. Therefore, the international trade of TV programs is another solution for TV stations and TV program producers in Thailand to reduce production costs, increase revenues, and expand the audience base worldwide. TV programs that are popular among a great number of audiences can serve as exported products and cultural products.

Keywords: International trade of TV programs, franchised TV programs, TV program copyrights, TV market in Thailand

Introduction

The competition in the television industry in Thailand has been dramatically increased since the birth of the digital television. As a result, twenty-five (25) digital channels were founded over a very short period of time to serve the market and compete for market shares against the original six (6) analog channels that have been the major players in the market. Moreover, the changing of technology is growing by leaps and bounds. Nowadays, new technology becomes an important factor that greatly influences people's lifestyle. This phenomenon tremendously affects the business sector. Thai television industry in general has been in the downfall while the international trade of television programs in Thailand has increased a lot when comparing to the past.

Assoc. Prof. Dr. Varakorn Samakoses mentions: "The definition of "Disrupt" is to interrupt an event, activity, or process by causing a disturbance or destroy the structure of something. Therefore, the Age of Disruptive Technology is the age that new technologies will be a prime factor that causes changes in people's behavior and markets (Bangkokbiznews, 2016). Therefore, "Disruptive Technology" refers to the innovations or the creations of technologies that create values and markets for technology-based products as well as replacing or disrupting the existing technologies. Disruptive technology has usually been designed to defeat the already-in-use technology, for example, cassette tapes were replaced by audio CDs and then the audio CDs were replaced by music streaming, among others.

The current viewing habits or behavior of the audiences have dramatically changed and have become more diversified. They are more inclined to embrace social media more than traditional television broadcasts. Some of

them even watch and chat with their friends about a television program via their mobile phones on the same time. It means the traditional television broadcast business model is now being impacted by the said disruptive technology.

According to the research of Google Thailand in collaboration with Taylor Nelson Sofres Research International (Thailand) Ltd. (TNS) using data gathered from 1,000 on-line viewers in January to May 2016 in Thailand, Youtube has long been the main option for watching online VDOs. However the viewing behavior has gradually changed from the previous research. It was found that 61% of the viewers have watched VDO via Youtube more than television, and 62% have watched other contents via Youtube more than television, especially amongst the 16-24-year-old age-group. This is because they can precisely select the program according to their interests anytime, which they much prefer to the fixed program schedule normally found on the traditional television broadcasts (Positioning, 2016). Thus, the contents of television broadcasts are the key. A television program that has good content and design will attract the audience.

Furthermore, the birth of digital television in Thailand and the changing of audience behavior have created “television rating battles” among television stations. Each television station has to extremely compete via strategizing their strategies, developing television program contents according to the tastes of their viewers and creating outstanding programs in order to prevent the rating decline.

Economic Intelligence Center of Siam Commercial Bank (SCB EIC) reported that the popularity of dramas after evening news has steadily declined. At the beginning of 2017, the numbers of television drama viewership dramatically decreased, regardless of the fact that famous actors were in the scenes. It can be said that the television stations cannot use the old method to attract the audiences’ attention. On the other hand, Workpoint Entertainment Channel broadcasted “The Mask Singer,” that they purchased the copyright to this television program from South Korea, has significantly boosted their channel’s rating during the prime time period (between 8 pm to 10 pm). The rating reached 10.93 on March 16, 2016. This phenomenon has raised awareness about the power of licensed television programs from South Korea, and has become the talk of the town for viewers of all ages on the online media (Thaipublica, 2017).

Lately, new television programs are replacing the old TV shows that have long been on the lists. If considered carefully, it is most likely to find similar formats reflected in new television programs shown on many channels, which are TV programs with copyrights purchased from various countries, such as, The Voice Thailand and Thailand’s Got Talent broadcast on Channel 3; Master Chef Thailand, Iron Chef Thailand and The Money Drop Thailand broadcast on Channel 7; Identity Thailand and My Man Can broadcast on Channel 9MCOT HD; The Mask singer and I Can See Your Voice broadcast on Channel Workpoint. This phenomenon reflects the new trend that the television station executives and producers prefer buying copyrights of TV programs from overseas.

The International Trade of Television Programs in Thailand can be an alternate guideline for TV station executives and program producers to consider media business development opportunities amidst the changing technology and audience behavior in the age of disruptive technology. The objectives of this article are to summarize the evolution of the international trade of television programs and to classify the characteristics of the international trade of television programs in Thailand. The research methods include documentary analyses, especially news, and interviews with mass media scholars, TV station executives, and advertising agency representatives.

The Definition of the International Trade of Television Programs

The international trade in television programming has increasingly played important roles in the Thai television industry since the internet has made the world somewhat borderless. The viewers can watch various television programs from around the world. Thus, the international trade of television programs has become a key influence in the television market in the age of disruptive technology.

Moran started talking about the international trade of television programs as a practice of TV program format franchising that gradually gains a warm welcome in the international television industry (Moran 2009).

“The second, more recent mode is format programming (Moran 1998; Moran and Malbon 2006). Under the system, a program is devised, produced and broadcast in one territory. Subsequently, the program’s format is made available as a set of services or franchised knowledges, which allow the program to be adapted and produced for broadcast in another territory. Various advantages attach to this kind of program remaking. Only successful, popular programs become the object of adaptation as foreign producers attempt to insure against ratings failure. The adaptation involves local production labour and can, for regulatory and other political purposes, count as local content.” (Moran, 2009, p.117)

Furthermore, Chalaby wrote the article about the evolution of the format trade that the super-formats became apparent in the last decade of the 20th century. They became mega brands and were turned into global franchises (Chalaby, 2012, p.48).

In conclusion, the international trade of television programs is a concept that television programs from overseas can be traded for copyrights and the buyer has to pay certain fees to gain licenses for making duplications. The trade can be in the forms of ‘finished TV shows’ or ‘TV formats.’ However, the procurement of the copyrights will be made only with the successful and popular programs amongst the viewers in the originating countries.

Nevertheless, in the television industry, no one can predict whether or not a TV show will be popular until it is broadcasted. For example, one of the most famous TV shows in the world is “Britain’s Got Talent,” which is a reality show from the United Kingdom, has reflected this fact through the phenomenon of a contestant named Susan Magdalane Boyle. Along with her story, the singing talent of Ms. Susan Magdalane Boyle, who sang “I Dreamed a Dream” in Britain’s got talent 2009, impressed the audiences worldwide. This phenomenon has made the “Britain’s Got Talent” to become a TV show that many countries bought its copyright to broadcast including Thailand that named the program “Thailand’s Got Talent.”

The Evolution of the International Trade of Television Programs in Thailand

The international trade in television programming has been in Thailand for quite some time; yet, it was obvious. In 1980s, many popular television programs in Thailand were series with copyrights from Hong Kong, Japan and South Korea, as well as copyright documentaries from other countries. All of them were in the dubbed format and can be referred as the “finished programs.”

The first imported ‘format program’ in Thailand was the program titled the “Weakest Link.” It was originally produced and broadcasted by BBC in the United Kingdom in 2000. The Thai Television Channel 3 bought its copyright and broadcasted in Thailand in 2002. However, it was not well received by the Thai viewers because its content did not correspond to the context of Thai culture and society.

There was also another famous reality show that has been popular for twelve (12) seasons in Thailand which is “True Academy Fantasia,” licensed TV format from “La Academia,” a popular reality TV show from Mexico. It was a singing contest, judged through popular votes. The contestants were selected through nationwide auditions, as well as through online audition clips. The live auditions took place in major cities in every part of Thailand to search for those who dream about becoming superstars. Four judges would eliminate thousands of people down to top hundred, then approximately last twelve finalists were chosen to go to the Academy House to be mentored. True Academy Fantasia broadcasted from June 21, 2004 – September 19, 2015.

Nowadays, global format programs have occupied prime time in Thai TV schedules, particularly the programs on talent shows and singing contests, for example, Thailand’s Got Talent, The Voice Thailand, Master Chef Thailand, The Face Thailand, The Mask Singer, among others. However, there are many licensed TV programs that were not successful in Thailand, namely, ‘The Winner Is Thailand,’ imported from Talpa Media Group from Netherlands and broadcasted on Channel 3 for only two seasons from 2014 – 2015; ‘Don’t Lose The

Money Thailand,' imported from USA in 2014 and broadcasted on Channel 3 just a few episodes and then quietly disappeared from air time. Same situation also hit Workpoint who bought a format TV program titled 'My Little Television' from Munhwa Broadcasting Corporation (MBC), South Korea. In Thailand, this TV program was renamed to 'Battle TV' and only thirteen (13) episodes were broadcasted in 2017. The program was canceled as it was badly received by the audiences.

When take a closer look at the rating in the digital television category during March 26 – April 1,2018, the top five were Thai Television Channel 3, Channel 7, Channel MONO29, Workpoint Channel and Channel 8. Most of the popular television programs of these five digital television channels are currently imported from overseas via purchasing the copyrights of the finished programs and format programs; for example, Thailand's Got Talent, The Face Thailand, Master Chef Thailand; and many popular series, namely, CSI, NCIS and The Walking Dead, among others (TV Digital Watch, 2018).

Meanwhile, Thai producers realize the importance of the international trade of television programs, particularly in the field of 'format program.' Workpoint Channel has started to export their programs to increase its revenues; for example, the copyright of the program titled "Lan – Puu – Kuu – Ii – Juu" (Grandchild Get Fish Trap Out of the Water) was sold to a producer from Vietnam; "Mai – Mod – Nii" (Mic on Debt Off) was sold to a producer from Indonesia and was renamed to "Mikrofon Pelunas Hutang; and "Prisna – Fa – Laeb" (The Flash Quiz) was sold to a producer from the USA. "Super Muay Thai Show" was interestingly sold to a producer from France as a 'finished program.'

Types of Television Programs in International trading

At present, most television programs are copyright. They can be divided into two groups: the finished program category and the format program category.

- **The Purchase of Copyright of the "Finished Program"**

The copyright in finished program is a common practice in the television trading industry. "TV production companies based in one country produced TV shows for their own national market and then exported those TV shows to another country, in a dubbed form" (Mirrlees, 2013, p.191). Most of these programs are documentaries, films and series that are ready to be broadcasted which require only Thai dubbing or Thai subtitles. The finished programs can reduce production costs of copyright buyers. However, the TV station that realizes the importance of buying the finished programs' copyrights is Channel Mono 29. This TV station has announced their channel strategy that focuses on buying foreign copyrights in the form of "finished program." Under the "Good Movies and Famous Series" slogan, this strategy demonstrates the channel's strength that creates a good rating which continues to increase. The channel was ranked the 3rd in the country in the beginning of 2018.

- **The Purchase of Copyright of the "Format Program"**

The trade in TV formats is relatively new. It can also be called "global TV format" or "TV format franchising."

"In the global TV format trade, national TV networks purchase a license to make a domestic version of a foreign TV format from another company. The TV format trade involves a collaborative global-local business relationship between many different national media corporations, based in many different countries" (Mirrlees, 2013, p.192).

The format program is getting the rights for duplications. Copyright buyers must produce TV programs according to the copyright owners' rules and adjust the contents to suit the tastes of audiences in the targeted countries.

The format program category requires professional staffs and has high production costs. Workpoint Channel is an outstanding TV station for format program licensing because the company is equipped with budgets and

qualified staffs. Although some programs may not be as successful as the original versions, Workpoint still realizes the importance of buying the format programs to attract the audience attention and learn by trial and error to develop their TV programs. In the beginning of 2018, Workpoint was ranked the 4th out of twenty-five (25) channels. The popular format programs that are licensed in Thailand are game shows, reality shows and series. The details are as follows:

Table 1 Lists of Copyright Format Game Shows in Thailand

Programs	Copyright From	Broadcast On
Junior Master Chef Thailand	Australia	3
Master Chef Thailand	United Kingdom	7
Iron Chef Thailand	Japan	7
Identity Thailand	USA	9 MCOT HD (2013 – 2014) Workpoint (2016)
Take Me Out Thailand	United Kingdom	3
My Man Can (Original version: Mein Mann Kann)	Germany	9 MCOT HD (2014) Workpoint (2015)
I Can See Your Voice	South Korea	Workpoint
Dance Your Fat Off	USA	3

Table 2 Lists of Copyright Format Reality Shows in Thailand

Programs	Copyright From	Broadcast On
Thailand's Got Talent	United Kingdom	3
The Voice Thailand	Netherlands	3
True Academy Fantasia	Mexico	True Visions
The Face Thailand	USA	3
The Mask Singer (Original version: Miseuteori Eumaksyo Bokmyeon-gawang)	South Korea	Workpoint
The X Factor Thailand	United Kingdom	Workpoint
Let Me In Thailand	South Korea	Workpoint

Table 3 Lists of Copyright Format Series in Thailand

Programs	Copyright from	Broadcast on
Wun Nak Ruk Tem Baan (Original version: Full House)	South Korea	True 4 U
Likit Rak Kham Duangdaw (Original version: You Who Came From The Stars)	South Korea	3
You Are my Destiny (Original version: Fated to Love You)	South Korea	One
Onlaweng Rak Salub Rang (Original version: Secret Garden)	South Korea	True 4 U
Oh My Ghost	South Korea	True 4 U
18 Mongkut Sud Thirak (Original version: My Girl)	South Korea	True 4 U
Rak Ni Chou Ni Ran (Original version: Autumn in My heart)	South Korea	True 4 U
Rak Wunway khong Chaw Chay Café (Original version: Coffee Prince)	South Korea	True 4 U
Princess Hours	South Korea	True 4 U
Gossip Girl Thailand	USA	3
Yai Ped Khi Ray (Original version: Ugly Betty)	USA	32
Kiss Me (Original version: Itazura Na Kiss)	Japan	True 4 U

The Characteristics of International Trade of Television Programs in Thailand

The characteristics of international trade of television programs in Thailand include:

- **Trade of TV Programs in the Content Marketing:** The content marketing is an event for buying, selling, financing, co-producing and distributing TV, films, and digital and audiovisual contents. It is a meeting place for business talks. Such events are, for example, MIPCOM (Le Marché International des Programmes Communications) in France, NATPE Miami (National Association of Television Program Executives), HKTDC Hong Kong FILMART (Hong Kong Trade Development Council) and Asia TV Forum & Market in Singapore, among others.
- **Exchanges of TV Programs between Thai and Overseas TV Stations for Broadcasting:** The exchange is only possible if there is a good relationship between two television stations from two different countries. They can sign MOU to exchange the TV programs for broadcasting.
- **International Co-Production of TV Programs.** Co-production refers to the processes which programs are co-produced and share production costs and processes. The international co-production started in Thailand between the Thai and South Korean production houses for a film named “20 Mai Hua Jai Return” or its adaptation is “Miss Granny.” However, the TV co-production requires further studies. Promoting a joint venture and co-production can expand opportunities to create revenues and develop high-quality contents.

Conclusion

The purchase of copyrights of TV programs from overseas will normally guarantee that the purchased programs are likely to be popular and increase the audiences' attention. Therefore, the international trade of TV programs is an achievement shortcut for companies and television stations in this highly competitive era.

The three major influence factors that make TV stations in Thailand purchasing foreign TV programs are technology innovations, the changes in audience behavior and business survival.

First, as a result of the technology innovation, the production techniques and media business models inevitably require changes. People can watch TV programs from Youtube, Line TV, Facebook or TV stations' platforms, such as, Mello (Channel 3) and Bugaboo (Channel 7). Therefore, producers should consider adjusting or changing the production formats and business models accordingly.

Second, audience behavior has changed. The audiences have watched television programs and rewatched them from Youtube. They are also inclined to watch the programs that receive high attention or feedbacks from social media posts and/or shared messages on the online media believing they are trendy programs.

The last factor is business survival. The international trade of TV programs is another solution for TV stations and TV program producers in Thailand because it helps reducing production costs, increasing revenues, and expanding the audience base worldwide. This story shows that the content is always the key. TV programs that are popular among a great number of audiences can be exported as media products and cultural products.

However the success and sustainability of the international TV program trade in Thailand will be based on their responses to the tastes and preferences of Thai consumers.

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YOUTH AND MOBILE ADVERTISEMENTS: AN ANALYSIS OF CONSUMER BUYING BEHAVIOUR IN PAKISTAN

Syed Muhammad Saqib Saleem^{1*} and Sadia Khalid²

¹*Forman Christian College (A Chartered University) Lahore, Pakistan*

²*University of Management and Technology, Lahore, Pakistan*

Abstract: The total number of mobile phone users across the globe has increased from 4 to 4.77 billion in the past 5 years and is expected to cross 5 billion by the end of 2019. Like the rest of the world, Pakistan has seen an increase in cellular subscribers; going from 88 to 139 million in the last 10 years; majority between the age of 21 and 30 years. The focus of this research is to study the impact of mobile phone advertisements on consumers' buying behavior. The increasing competition has lead mobile companies to invest humongous amounts of money into creating beguiling advertisements; from having national and international celebrity endorsements to heart-touching storylines to groovy music beats. A questionnaire was devised to help gather data about the topic under consideration; based on random probability sampling, the youth enrolled in undergraduate programs in private/public sector universities of Lahore, Pakistan was targeted. The AIDA model served as the basis of analyzing the collected stats. The results indicate that despite the lavishly created advertisements, users are more inclined to buy phones of a certain brand. Also, the advertisements are not playing much role in influencing buying behavior of mobile phone consumers and they are, still, more concerned about the features of the phone rather than the attractiveness of the advertising gimmicks.

Keywords: mobile phone advertisements, consumer buying behavior, brand identity, advertising gimmicks.

Introduction

There was a time when humans lived simply, a time before companies started packing every communication channel with advertisements. Advertising, back then, was just a helpful suggestion about something needed. But with time, basic human needs were re-defined and luxuries were turned into basic necessities. Companies started competing for a few seconds of their consumers' attention and time. Suddenly, advertising became pervasive; appearing everywhere around the globe. As explained by David Ogilvy:

“There isn't any significant difference between the various brands of whiskey or cigarettes or beer. They are all about the same. And so are the cake mixes and the detergents and the margarines . . . The manufacturer who dedicates his advertising to building the most sharply defined personality for his brand will get the largest share of the market at the highest profit.”

Since then, the term “brand” is getting stronger and stronger and the effort to create one is becoming nothing less than a convoluted journey. It is actually the public's attention to one's business that increases the selling rate and it is a joining appeal between consumer and producer. The purpose of advertising is to make costumers aware that a product or service is right for their needs. It creates an urging desire for the products or services. And it enhances the image of the company.

Advertising has grown to become more pertinent to the process of disseminating an idea or information about a product. When government relies increasingly on sophisticated public relation agencies or public debate corners, a sense of public affiliation is created. In the same way, when advertisers rely on advertising, a creative strategy

of advertising is created between producers and consumers. In order to understand the consumer demands and their inclination towards particular ideas, their behavior must be studied closely; consumer behavior is how an individual makes his mind to choose or use or discard any product or service offered by another entity, and how his choices impact other consumers and society.

Consumer Decision Making Stages

A consumer goes through the following stages before purchasing a product:

Need: this acts as the trigger for the whole process

Information Gathering: the information can be gathered from a number of various personal (acquaintances share information with respect to their own experiences with the product) and commercial resources.

Evaluating Alternatives: these evaluations are done on the basis of shared experiences, allocated budget and personal preferences.

Purchasing: if the initial stages are cleared successfully, the product is finally purchased.

Feedback: this stage decides whether the consumer need was fulfilled and whether the product would be chosen or recommended by the consumer in future.

According to a study conducted by Apejoye A. in 2013, celebrity endorsement was a very influential factor when it comes to college students recalling endorsed advertisements and buying products.

The same findings were supported by another research of 2015 (Ahmed *et al*), celebrity endorsement adds a glam factor to a mobile phone brand's identity and helps increase the preference and consumption rate.

Advertising Effect Model – AIDA

“The aim of marketing is to know and understand the customer so well, the product or service fits him and sells itself” (Peter Drucker). The major aim of advertising is to impact the decision making process of the consumers. With the growing competition, advertisers have started to appeal to the emotional and psychological side of the consumers; like portraying a caring mother, a dying patient or a happy child. A brand is what a consumer can remember about a product.

Traditionally, the advertising effects are studied via a hierarchical model AIDA, consisting of four states:

Attention: advertisers create eye-catching displays and content to attract the consumers.

Interest: this state refers to the interest of the consumer with the advertised content

Desire: if the product is advertised cleverly, the interest levels are raised to an unavoidable need.

Action: the final state leads to purchasing.

Usage of Mobile Phones

The importance of mobile phones in lives of people today cannot be emphasized enough; it has become the ultimate necessity. According to Bridges *et al* (2010), the worldwide penetration rate of mobile phone usage has increased from 5% to 61% within 10 years.

A study (Wohlfahrt, 2002) found that the number of mobile phone users from 1997 to 2001 increased from 215 million to 961 million. The study predicted the number to reach 1.16 billion by 2003. Also, the highest penetration was recorded to be 79% in Western Europe, 48% in North America and 12% in Asia.

According to a survey conducted by Statista in 2015, the total number of mobile phone users across the globe increased from 4 to 4.77 billion in the past 5 years and was expected to cross 5 billion by the end of 2019.

Situation in Pakistan

According to the findings of the Pakistan Advertisers' Society, Pakistan has seen an increase in cellular subscribers; going from 88 to 139 million in the last 10 years.

Thus, the worldwide consumer market of mobile phones has grown really strong over the years and with this, the advertisers are continuously improving their standards of mobile phone advertisements. As said by David Ogilvy, "The more informative your advertising, the more persuasive it will be"; the advertisers make their consumers feel an emotional attachment with their product. This sense of affiliation makes the consumer stick to that product.

S. Mokhlis and A. Y. Yaakop (2012) conducted a research on the how consumer choose a buy a certain mobile phone in Malaysia. The findings highlighted price, features and personal recommendations to be the influential aspects while buying. Similarly, Karjaluo *et al* (2005) investigated in Finland and found the same things to be the most important considerations while purchasing a new mobile phone.

Youth and Mobile Phones

Youth is the driving force of a nation and various studies conducted worldwide showed them to be the most targeted sample while studying mobile phones.

The study by M. Hakoama and S. Hakoyama (2011) showed that half of the population of targeted college students was a frequent user of mobile phones and 90% had been using mobile phones for more than 3 years.

Aoki and Downes (2003) concluded that majority of the college students use mobile phones given by their parents for remaining in touch with family and friends.

A study by Audrey N. Selianin 2004 reported over 103 million mobile phone users between the ages of 5 and 24 by January 2002. The study was conducted in the combined markets of a number of countries, including the USA, UK, Australia and Japan. The numbers were expected to rise by 47% in 2004 to 152 million. Also, 34% of the USA youth, between 13 and 24 years of age, had mobile phones.

Situation in Pakistan

A study conducted by the Pakistan Advertisers' Society revealed the youth was the major user of mobile phones in the country. The study showed that of all mobile users, 9% were of 10 to 20 years old, 77% below 30, 12% below 40 and only 1% were above 40 years of age.

A study conducted by PEW Research Center compared the stats of mobile users around the globe with Pakistan and found that majority of countries have age group between 18 and 29 as the major mobile users.

Research Methodology

Hypothesis

As per the findings, the hypotheses formed for this study are:

H1 – consumer buying behavior is affected by celebrity endorsements

H2 – consumer buying behavior, in case of mobile phones, is affected majorly by price and features.

Setup

The sample selected for this research is based on probability random sampling method; where the youth is getting targeted, as per the findings about age groups. The sample consisted of people between the ages 18 and 25, selected randomly from 4 different universities of Lahore, Pakistan. Cluster identification was used on the selected sample and 25 boys and girls each were selected; 50 students from each university.

A questionnaire, comprising of 16 questions was devised for the study. The questionnaire focuses on various aspects of mobile phone advertisements and their impact on the viewers in terms of buying decisions.

Findings and Analysis

The study revealed that iPhone and Samsung were the most commonly used brands among students (as shown in Figure 1) and 98% of the respondents were affiliated with the brand they were using. In Pakistan, iPhone has no official advertisements, apart from the ones shared on social media. So, the results indicate that buying behavior is influenced by brand identity, with or without the presence of advertisements. Advertisements do help in making a brand identity stronger but in case where the advertisements are absent, there are other things to help strengthen that identity; as proved by this study.

In the case where brand advertisements are present, people do watch them; as proved by this study in Figure 2. These advertisements provide the viewers with information about a certain brand and people do grasp that information (shown by Figure 3). This information can be about something new about a product or brand or it can just be strengthening a factor already associated with the product or brand (shown by Figure 4). Either way, the information shared by the advertisers reach the viewers.

However, the consumer buying behavior is dependent on what exactly is being portrayed in the advertisements. An advertisement portrays a lot of different aspects; starting from the features of a mobile phone, to celebrities endorsing it, to real life stories or fiction revolving around a mobile phone. A few of these aspects were explicitly mentioned in the questionnaire and the students were asked to pick the most suitable ones. As shown by Figure 5, the information reaching the viewers is majorly about celebrities endorsing a mobile phone. Figure 6, on the other hand, tells about what a mobile phone advertisement viewer gets attracted by in the advertisements. As per the findings, the brand name is the biggest attraction, followed by celebrities endorsing it.

So, analyzing these two figures, it can be said that majority of the advertisers are focusing on the areas which are not needed by the viewers to feel attracted towards their product or brand.

Exploring the buying behavior, the students were asked if they watch advertisements before making a purchase and the results were majorly between agree and neutral, as shown in Figure 7. The influence of these advertisements on their buying choices is shown in Figure 8 and it indicates that advertisements often influence the buying choices of the consumers.

Based on the conclusion of Figure 5 and Figure 6, the advertisements were not showing what the consumers wanted to see, yet they were affecting the buying choices, as per the conclusion of Figure 7 and Figure 8.

In order to explore the impact of each major aspect of advertisement, a few questions were directed towards the students. Figure 9 and Figure 10 shows that advertisements sometimes can get viewers emotionally connected to a certain brand. But majorly, the advertisements play no role in making emotional attachments between viewers and the brand.

Similarly, the celebrities endorsing brands, entertaining advertisements and attractive music fails to affect the consumer buying behavior; as shown in Figure 11.

In order to find out the exact mental condition of consumers while purchasing a mobile phone, a question about their preference was asked and the findings proved that features of a mobile phone is the only thing on a consumers mind while going for the purchase, as shown in Figure 12.

So, the answers indicated that if a brand identity is strong, advertisements are not needed. Also, the advertisers creating advertisements for mobile phones are focusing on so much various elements that they are ignoring the basic things which can influence consumer buying behavior. The amount of money being spend on the hi-tech advertisements, creative storytelling and engaging celebrities is adding to the glam but is not paying back like it should.

So, if a consumer's buying behavior is getting influenced by an advertisement which is not focusing on the features of a mobile phone, then perhaps, the influence is negative to the product or brand i.e. a consumer feels that if a brand is not intelligent enough to create a meaningful advertisement; showcasing the features of a mobile phone; then perhaps the phone has nothing much to offer.

Conclusion

The objective of the research was to investigate the impact of advertisement about mobile phones on youths' buying behavior in Pakistan. As per the findings of this study, mobile phone advertisements do provide information to the viewers but they lack meaningful content. As a result, the impact of these advertisements is rarely positive for the product or brand. The companies in Pakistan are spending massive amounts of money in creating quality advertisements but the users are concerned with the features offered by the product; which are hardly a part of these advertisements. Thus, they enjoy the advertisements but they do not feel connected to the brand or product.

The study also found that most of the consumers are brand loyal; which means that they will stick to one particular brand without any help from advertisements. With the growing market competition, a lot of things need to be considered to have a successful brand identity and meaningful advertisement is one such thing.

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Appendix

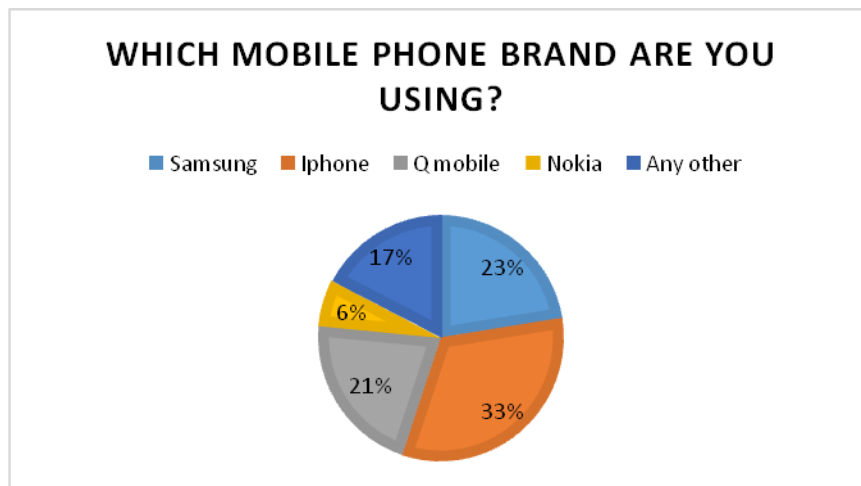


Figure 1: Commonly used mobile phone brands

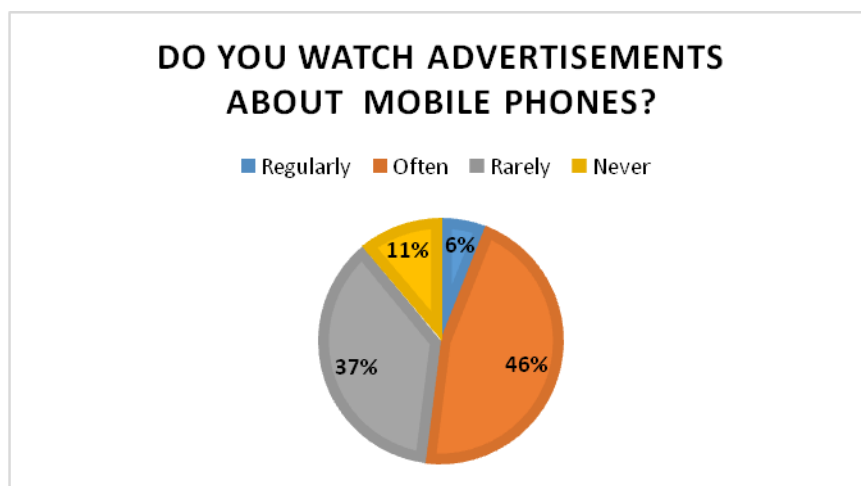


Figure 2: View rates of mobile phone advertisements

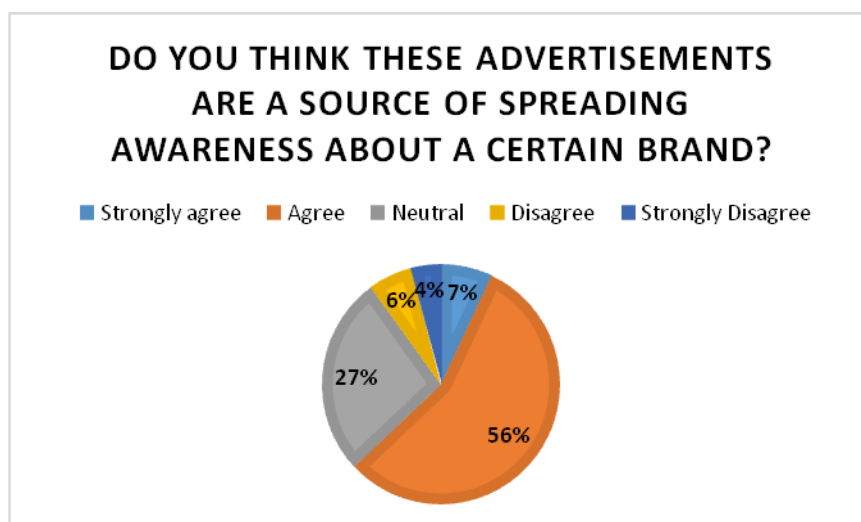


Figure 3 Rate of brand awareness advertisements

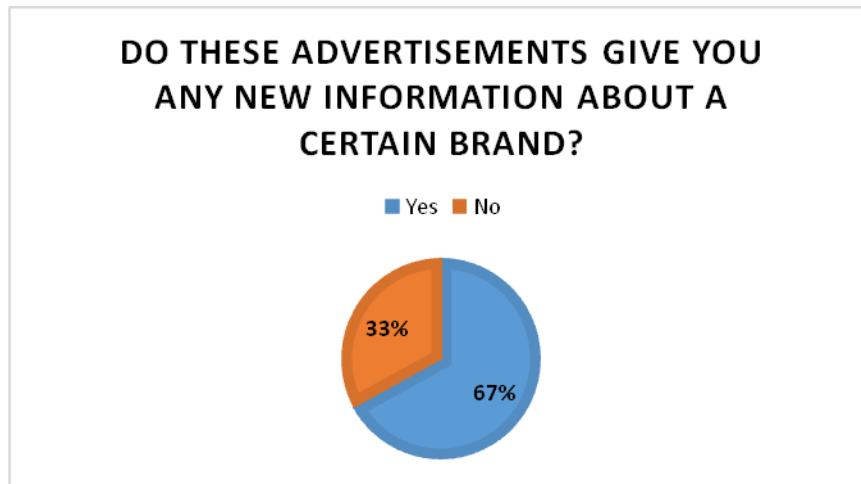


Figure 4 Rate of new information providing advertisements

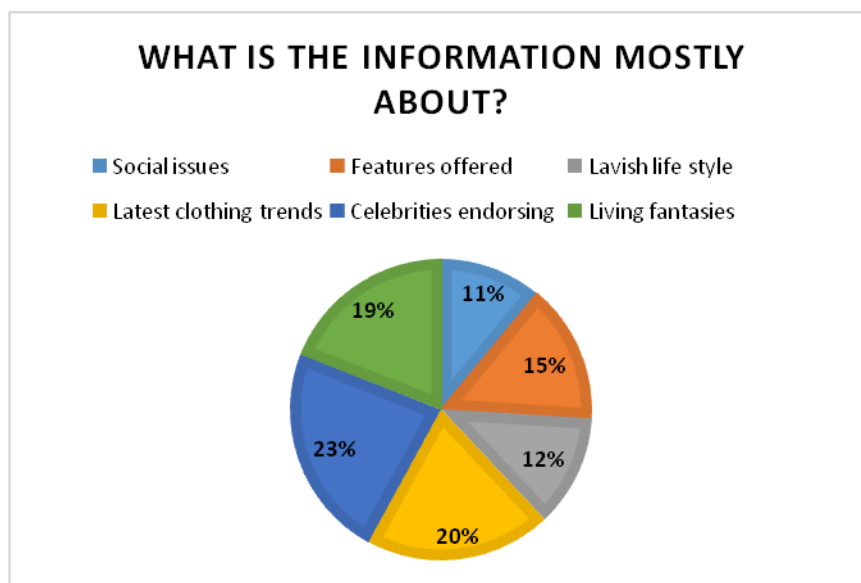


Figure 5 Rate of various kinds of information provided by advertisements

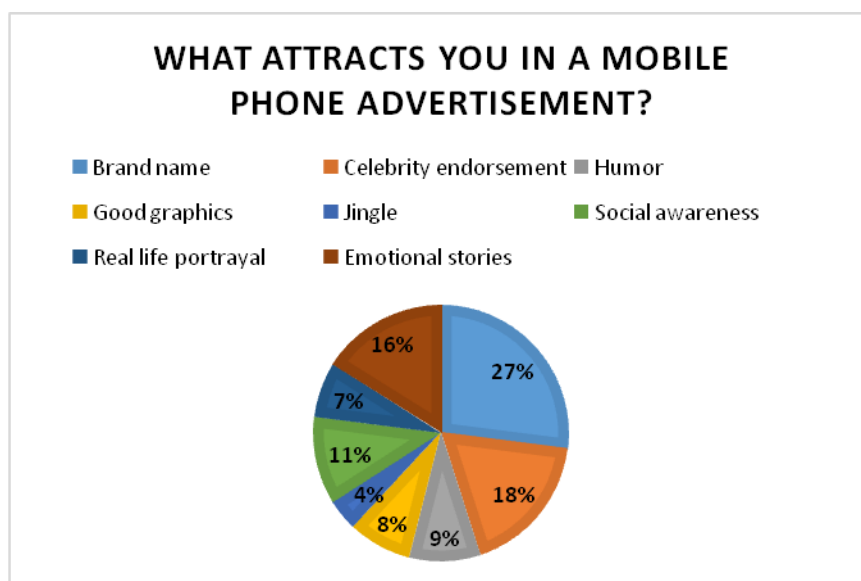


Figure 6 Rate of various attraction sources in advertisements

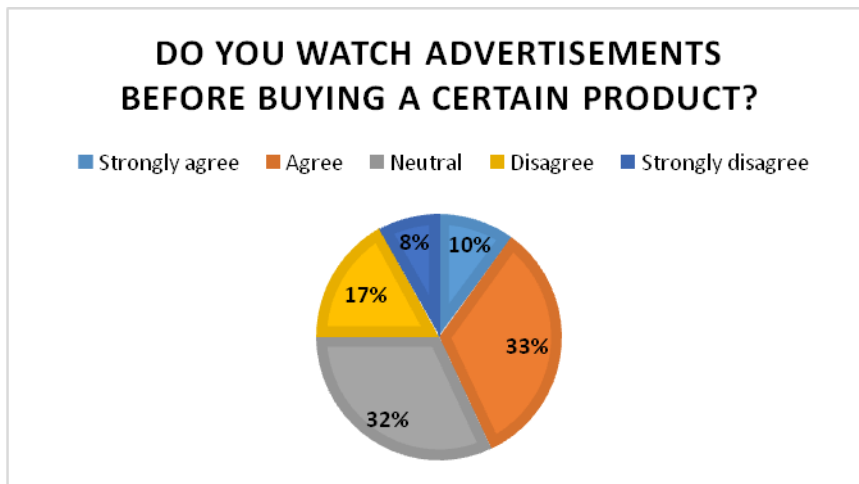


Figure 7 Importance of advertisements in buying decisions

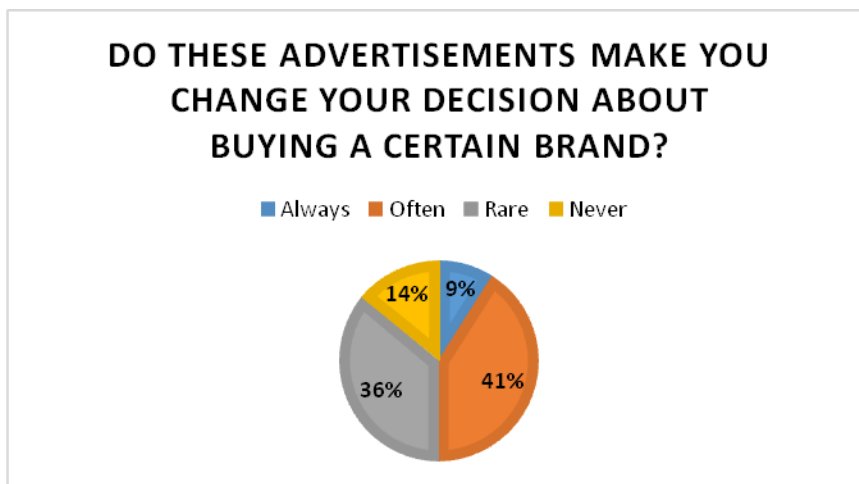


Figure 8 Impact of advertisements on buying behavior

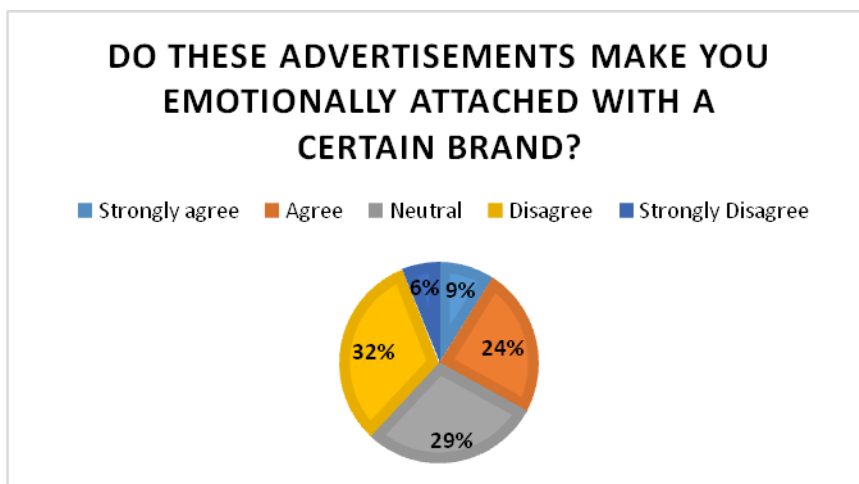


Figure 9 Emotional influence of advertisements

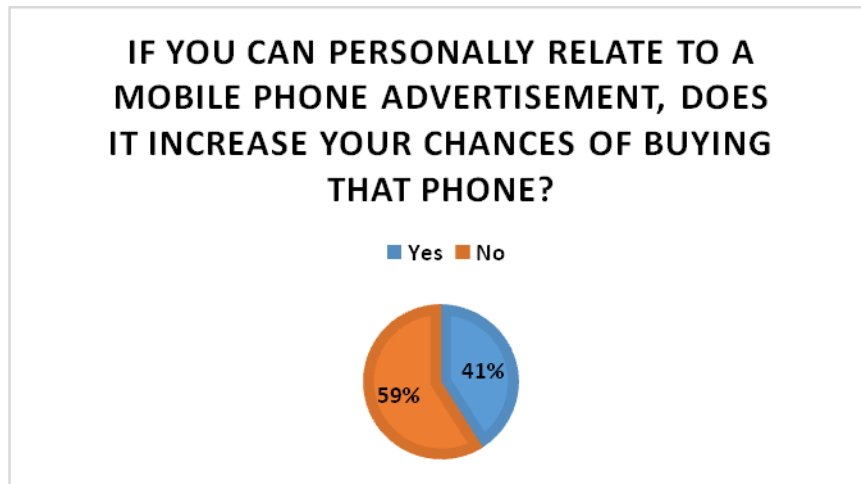


Figure 10 Impact of emotional attachment to an advertisement

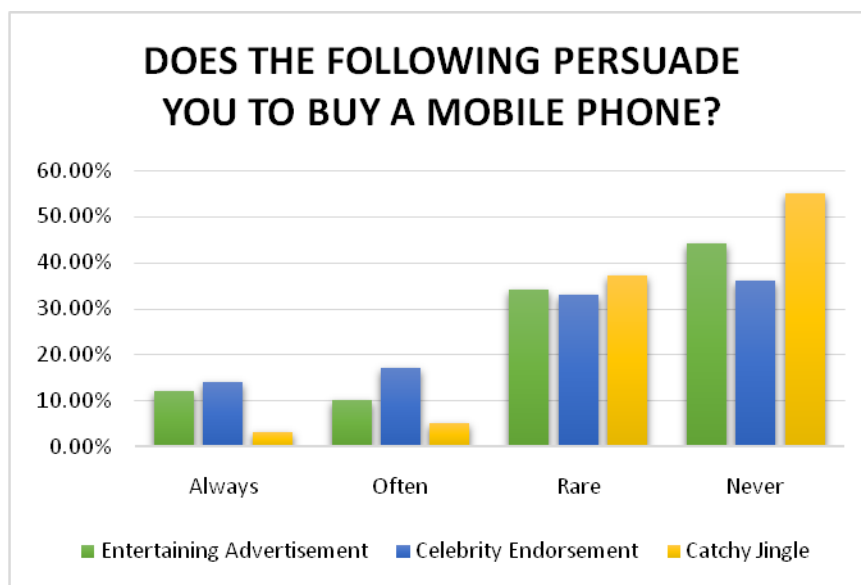


Figure 11 Impact of various elements portrayed in an advertisement on buying behavior

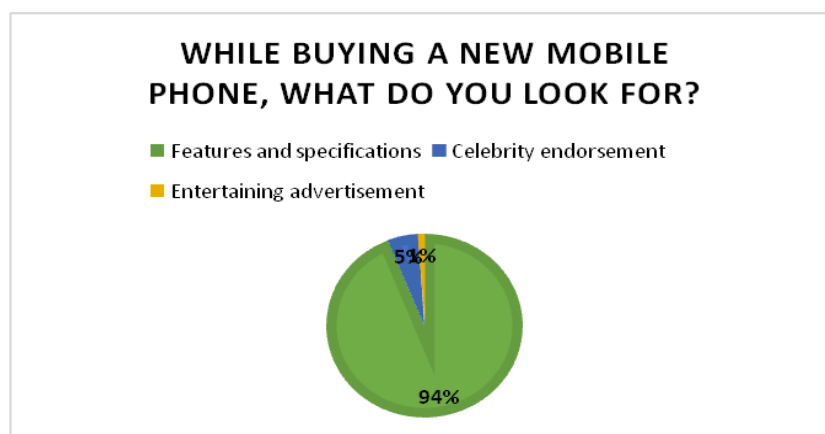


Figure 12 Mobile phone consumer preferences

Questionnaire

1. Which cell phone brand are you using?

- Samsung
- I phone
- Q mobile
- Nokia
- Any other

2. Are you affiliated with this specific brand?

- Yes
- No

3. Do you watch advertisements about cell phones?

- Regularly
- Often
- Rarely
- Never

4. Do you think these advertisements are a source of spreading awareness about a certain brand?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5. What attracts you in a cell phone advertisement?

- Brand name
- Celebrity endorsement
- Humor
- Good graphics
- Jingle
- Social awareness
- Real life portrayal
- Emotional stories

6. How often do you change your cell phone?

- Monthly
- Quarterly
- Yearly
- More than that

7. While buying a new cell phone, what do you look for?

- Celebrity endorsement
- Entertaining advertisement
- Features and specifications

8. Do you watch advertisements before buying a certain product?

- Strongly agree
- Agree

- Neutral
- Disagree
- Strongly disagree

9. Do these advertisements make you emotionally attached with a certain brand?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. Do these advertisements give you any new information about a certain brand?

- Yes
- No

11. If yes, what is the information mostly about?

- Social issues
- Features offered
- Lavish life style
- Latest clothing trends
- Celebrities endorsing
- Living fantasies

12. Do these advertisements make you change your decision about buying a certain brand?

- Always
- Often
- Rare
- Never

13. Does an entertaining advertisement persuade you to buy a certain cell phone?

- Always
- Often
- Rare
- Never

14. Does a celebrity endorsement persuade you to buy a certain cell phone?

- Always
- Often
- Rare
- Never

15. Does a catchy jingle persuade you to buy a certain cell phone?

- Always
- Often
- Rare
- Never

16. If you can personally relate to a cell phone advertisement, does it increase your chances of buying that phone?

- Yes
- No