

MEDIA HABITS OF YOUTH

(A Study on Media Habits of Jammu and Kashmir Students Studying In Delhi)

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Abstract:

This research paper attempts to explore the media habits of Jammu and Kashmir students by using several special tools of media research. A detailed survey of literature was done on this subject to learn how the media behavior of people can be calculated. Although there was not that much of available literature that exclusively dealt with this particular topic on Jammu and Kashmir as not much of the media surveys have happened in the past in this state. This was in itself a new kind of survey.

On the account of what ever the limited literature was available, a thorough study of that was conducted and then Hypothesis was made. The research design choosen was that of Exploratory in nature and the survey method was conducted to know the media habits of Jammu and Kashmir students living outside the state. I have confined my study to the students of the Jammu and Kashmir studying jamia Milia Islamia, Jawahar Lal Nehru Vishvavidyalay, Delhi University, Guru Gobind Indraprastha University and its colleges. I tried to make a balanced research and collected data from the students of all the three provinces of the state and also tried to include the equal proportion of girl students according to the literacy rate of the womens in the state. The sampling method adopted was schedule and the reaction of the respondents was also noted.

The thing that I observed in this research is that there is no doubt a drastic change in the media habits of the Jammu and Kashmir students since they have left the state. One News paper a day is still the preferred by the students to get detailed news but internet is something that every one is using hours and hours to fulfill the basic requirement of information, communication and entertainment. This is something very interesting for sure. The state that is so backward that accessing a net is like a miracle for the people of that state, but there is ample scope of that new media to develop since the young generation of the state has accepted and had developed a habit of this new media.

Introduction:

The state of Jammu and Kashmir has always been in media lime-light for so many years now. Despite providing so much news to the media industry, this industry didn't flourish at all in the state. The policies have always been formulated to keep the people information less and digitally backward. It is said that once you have controlled the communication the half battle is already won, that's why the people of the state remained perpetually backward and under developed because they didn't had the tools of media to communicate and to get the required information. The geography of the state further added to the problems.

There are no private channels, no PR firms, No privatization, no advertisements how could all these survive without privatization. People still depend on the newspaper in the urban areas where there are roads and in the rural areas the Radio is still considered as the most efficient vehicle of the media.

One of the biggest drawback of the state is that there are very less higher educational institutes in the state so who so ever wants to go for higher studies is compelled to go out of the state for the studies. The students here in other states start acquiring new media habits and the kind of the media habit they acquire will ultimately lead to the emergence of new technology media vehicles in the state also. Almost in every educated household one child in studying in some other state and is coming in contact with new means of communications and developing new media habits. The youth is the future of the nation and almost all educated youth from Jammu and Kashmir are studying outside the state.

For this reason understanding the media habits of the students of Jammu and Kashmir who are studying outside the state is very important as it will help in defining the future of media in Jammu and Kashmir and since these kind of surveys have often remained restricted to conduct in the stat ethics research further gains more importance.

Jammu and Kashmir is a pictorial state renowned for its breath-taking locales. In the recent years the state has gone through a lot of political upheaval that has shaken the entire nation.

Media has seen a tremendous advancement in recent years as the result of the advancement in the field of the technology and once the field of technology improved after Information technology boom in the 1990's resulted in the robust boom in terms of region, religion and language with respect to the audience. Moreover with the growing literacy rate, increased standards of the people and growing consumer spending has certainly contributed a lot in making various forms of the media I.e. newspaper, radio, television. Since 2000, internet and mobile phones have also made significant inroads. Despite so much advancement in information technology, there is a lot of regional disparity when it comes to the access of the media technology in the different regions of the state. The urban areas of the country have a strong base of media and large proportions of the rural and the remote areas of the country still have no sufficient access to any form of the media.

There are especially two regions in the country I.e. North east states and the Jammu and Kashmir. These states have always invincible and with the difficult physical terrains. These states have witnessed a chaotic period due to revolution, penetration from the neighboring countries. In order to access the impact of the national and cross border media in these states, a media survey was conducted by the department of mass communication by the Indian Institute Of Mass communication, the media under survey was local and national newspaper, All India Radio, Doordarshan and some foreign channels like Pakistan Television and Bangladesh Television.

The study was based on the choice of the media, preferences for the programmes and influence of the culture. A survey was conducted in three regions of the Jammu and Kashmir. A sample of

2000 respondents were selected from 10 districts that comprised of the urban and the rural areas of the state, research tools comprising of the questionnaire and indepth interviews were designed. In the research almost 39.1% of the respondents were exposed to one or the other form of the media like radio, television, specially PTV, among population more males 52.2% then females 35.7% were accessing the media for news.

Among the cross border exposure 44.5% were exposed to cross border media and only 11.5% in Jammu. Highest proportion was through Television 59% from Pakistan, QTV 46%, Aljazeera 9% and peace TV 11%. Visual clarity and good reception was counted as 15.7% the reason to accessing the cross border media. In Srinagar the most important reason for accessing the cross media is the cultural similarity. The national media provides more up to date information than the foreign media where as internet sites of the international level provide more information than national websites. Cable connection was followed by the DTH.

People access to any type of the media was significant high although males have a higher ratio where as females have low ratio as compared to the males because the literacy rate of the males is higher than females.

Education is a key determinant that influenced media, the more the education the more the media consumption. That is why higher percentage of media usage is in urban areas amongst the youth. The rural areas have much more radio listenership. Lower income groups go for radio whereas higher income group goes for Television.

Aims and objectives:

- To know the media habits of youth of Jammu and Kashmir which will help in formulating future media plans in the state as well as for the planning of the Government of India.
- To see the changes in media consumption with time and after shifting of youth from one state to another.
- To know the impact of international and cross border media on the youth of the state sharing border with other states.

Hypothesis:

- Newspapers cater to the urban areas where access to transportation is easy.
- Radio is the main vehicle of information in rural areas.
- The cross border channels create a lot of impact on the people and there is a drastic change in the media habits of students since they have left the state.

Research Design:

I used Exploratory Cum Descriptive research design for the exploration of new theories and to gain vast information. This research also gives a descriptive account of a particular faction of youth in a society.

Area of Research:

My area of research is Delhi especially the areas of Jamia Milia University, Delhi University, JNU, GGSIPU and other colleges of Delhi.

Selection of Sample:

I purposively selected the students of the Jammu and Kashmir

studying in different universities and colleges of Delhi. I picked 100 respondents purposively and tried to make a balance of choosing the students from all three provinces of the state. I have also tried to make a balance in choosing the ratio of the boys and girls according to the proportion of literate population of the men and women in the state.

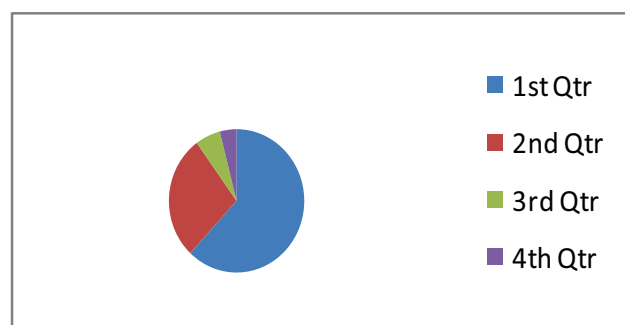
Research Methodology and Tool:

After the area and universe was chosen the tool that I applied is SURVEY method for the conduct of research and the tool adopted was that of SCHEDULE. Here preparation of questions was done and then respondents were asked face to face questions and answers filled simultaneously and reactions of respondents also noted. The data collection was done simultaneously via schedule and answers were filled in front of the respondents. It is an empirical study where gaining of information has been done by direct observation and experience.

Tabulation and Analysis of Data:

1- What comes to your mind immediately when you hear the word 'media'?

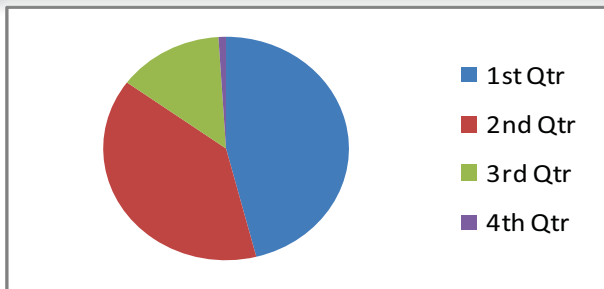
- a. News paper
- b. Television
- c. Radio
- d. Film



When asked to the respondents what comes to your mind instantly when you hear the word media, 62% of the respondents said newspaper, 28%-television, 6%-Films and only Four percent said radio? This clearly indicates the impact that prints media is still creating in the minds of the youth even in this world of convergence.

2- Do you think that media is important for the individual as well as for the development of the nation?

- A. Is important
- B. Not important
- C. Important to some extent
- D. Extremely important



Is important-39%

Not important-1%

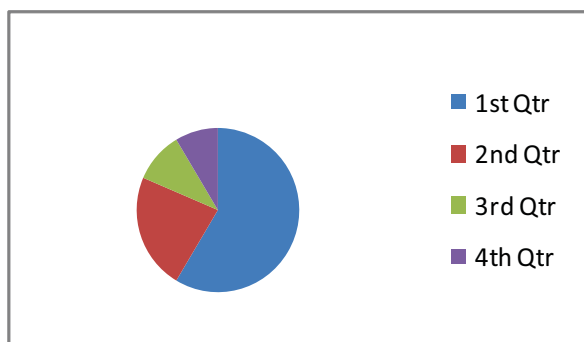
To some extent-14%

Extremely important-46%

When asked about that do media really play some role in the development of the individual and nation, 46% respondents said extremely important, 39% said is important, 14% said important to some extent and just 1% respondents said not important. This indicates that media is important for the individual and national development.

3- How many hours a day you spent on watching Television?

- A. One hour B. Two hours
C. Three or more D. I don't watch TV



One hour-28%

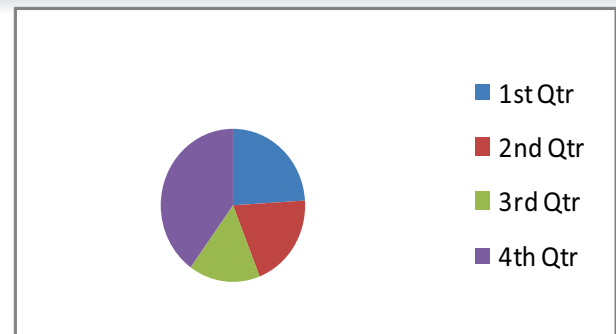
Two hours- 14%

Three Or more- 20% Don't watch television- 38%

Regarding television ,a question was asked that how many hours a day you spent watching television, 28%-respondents said 1hour,14% said two hours,28% said 3or more than three hours and 38% said that they don't watch TV in Delhi. The reason that they gave was higher percentage of youth either live in hostel or in some rented rooms and they can't afford to have a television sets and the lack of TV sets in Hostels. They also clearly mentioned about the increasing use of computers that serve multiple purposes for them via internet. So they prefer one laptop instead of buying different devices independently.

4- How many hours of television you devote to news?

- A. Half an Hour B. One hour
C. More than one D. No news



Half an hour-24%

One hour-20%

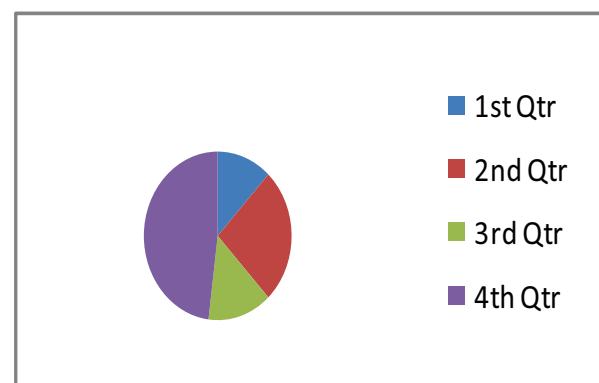
More than one 16%

No news-40%

When asked how many hours of television you devote to the news programmes, 24% said half an hour, 20% said one hour,16% more than one hour and 40% said no television news at all. The reason they gave about not watching television news programmes was the poor presentation of news and its sensationalisation. They were also unhappy about the way the news is presented in television as most of them are literate.

5- Other than news which programme do you watch on television?

- A. Serials B. Films
C. Music D. Sports



12%- Serials

26%- Films

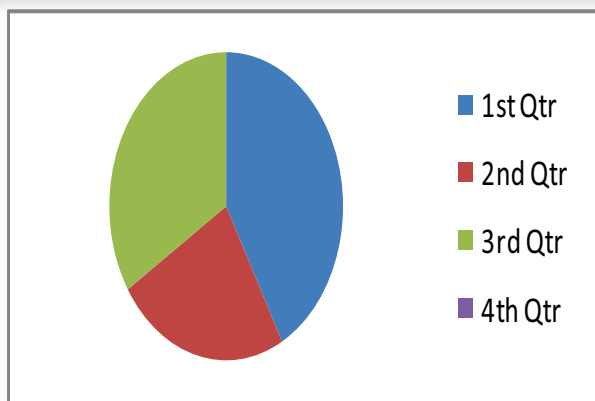
14%- Music

48%-Sports

When asked other than news what kind of programme you watch on television, 12% said serials mostly female respondents, 26% said films,14% also talked about music where as majority of them 48% said sports. This clearly is because of the lot of things happening in sports IPL, World Cup and so much of soccer as lot of the youth is interested in sports.

6- Do you listen to Radio despite its visual limitations?

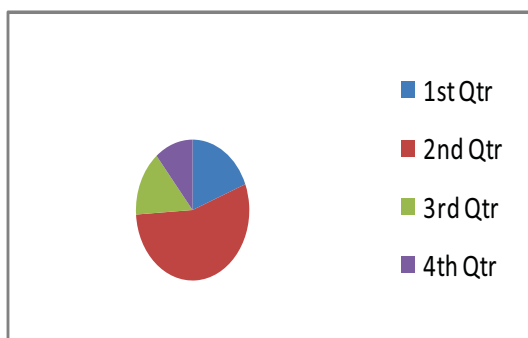
- A. Yes B. No
C. Some Times D. It is no more attractive



When asked that Do you still listen to radio despite its visual limitations, 42% said yes, 24% said no. 34% said sometimes and there was not a single respondent agreed that radio is no more attractive. The radio as a media is still popular among the youth.

7- Which radio channels you mostly listen to?

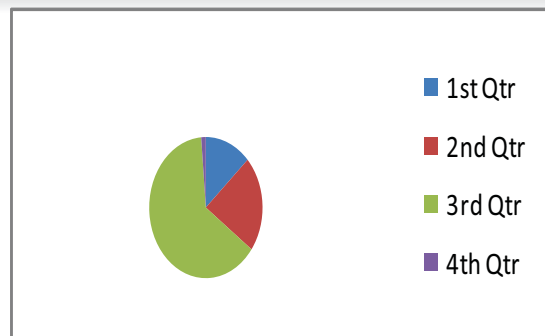
- A. AIR (AM) B. FM channels
C. Cross border stations D. International like BBC, VOA



When asked which radio channels you listen to, 19% said AIR, 55% were in favour of FM channels, 15% said cross border stations and 11% said international channels like BBC, VOA. This reflects the hand of the revival of the radio in the form of FM stations among the youth and scope for the setting up of more FM stations for the youth.

8- Do you think that television is sufficient to provide detailed news or Is their need to go for Print media for more detailed information?

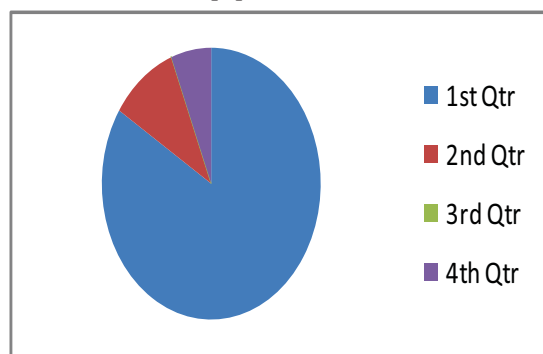
- A. TV is enough B. Not Enough
C. Newspaper has more detail D. Paper needs time



TV is Enough-12% Not Enough-20%
Newspaper Has More Detail-58% Paper Needs Time-10%
When asked Do you think that Television is sufficient to provide detailed news or there is need to go to the print for the detailed news, 12% said that TV is enough, 20% said that TV is not enough, 58% agreed that newspaper have more detail and only 10% felt that newspaper need more time to read. This shows the significance of newspapers.

9- Have you ever subscribed to a news paper or you read it outside?

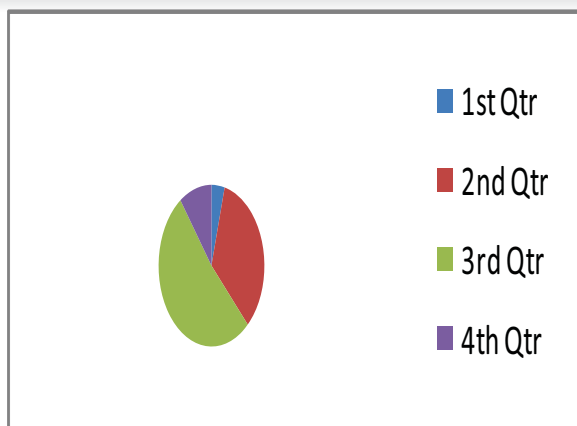
- A. Yes B. No
C. I don't read newspaper D. I read it outside



When asked that have you subscribed to the newspaper or read it outside- 84% said yes, 10% said No, 6% said that we read it outside and no one agreed that they don't read newspaper at all. Newspapers have certainly a lot of impact on the youth and it has become a kind of addiction for them to get the early morning detailed information in their daily life menu.

10- Do you think the national newspaper present the news of your state in fair manner?

- A. Yes its fair B. No its unfair
C. News is moulded D. Hide truth

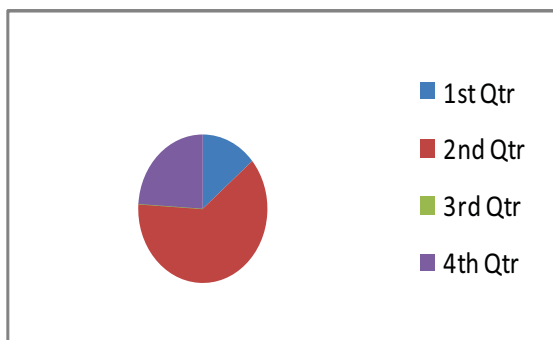


] 24%- Yes It Is Fair 18%-Unfair
20%- News Is Moulded 38%-Hide the Truth

When asked whether national newspaper present the news of your state in fair manner, 24% said yes, 18% said unfair, 20% said news is moulded and 38% of the respondents agreed that the media hides the truth. This they blame on the government regulations on media.

11- Which media do you prefer when you have to know what is happening in your state?

- A. Television B. Internet
C. Radio D. Newspaper

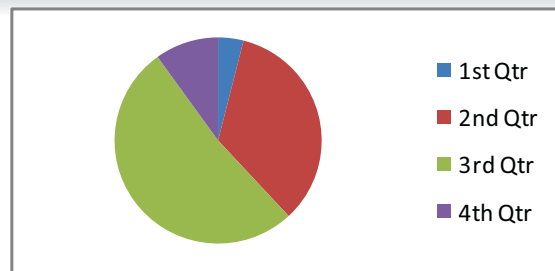


Television-14% Internet- 62%
Radio-0% Newspaper- 24%

When asked which media they prefer when they have to access the news of the state, 14% said TV, 62% internet, 24%-newspaper and no respondent agreed on using Radio to get the information of the state. Here again Internet becomes a major role play media for the youth.

12- Do you think there is any change in media habits since you left your state?

- A. No change B. Slight change
C. Drastic D. Never thought

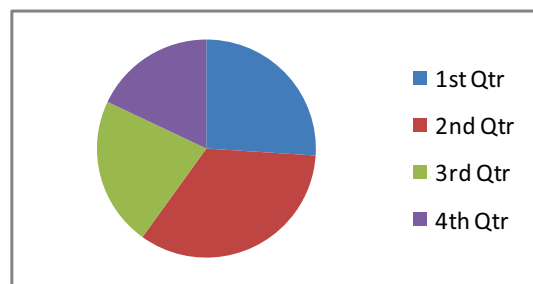


4%-No Change 34%-Slight Change
52%-Drastic Change 10%-Never Thought

When asked is there any changes in the media habits since you left the state, 4% said no change, 34% said slight change, 52% said drastic change has happened and there were some 10% of the respondents who never thought about that.

13- Do you think that cross border media of other countries like GEO TV, PTV, QTV are more credible when it comes to your state news as compared to our countries own media?

- A. It is B. It is not
C. Better than ours D. Shows news the way they want

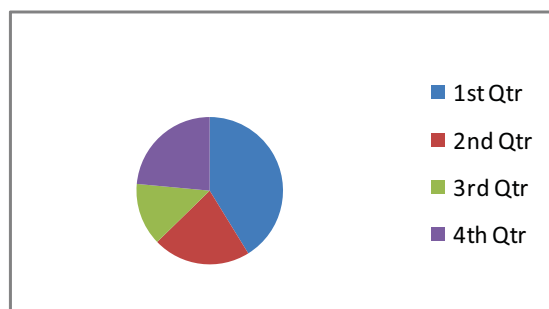


\26%-It Is 34%-It Is Not

22% Better Than Ours 18%-Shows News the Way They
When asked whether cross border media is more credible than the countries own media 26% said yes it is and help us in our freedom of struggle from atrocities, 34% said no it is not, 22% even agreed that it is far better than ours and 18% said that they show the news the way they want to show. That shows the impact of cross border media on the youth.

14- Are you more comfortable with international channels like BBC and Aljazeera than our countries own news channels?

- A. Yes I am B. No ours are better
C. Communication Barriers D. sometimes they are good



42%- Yes

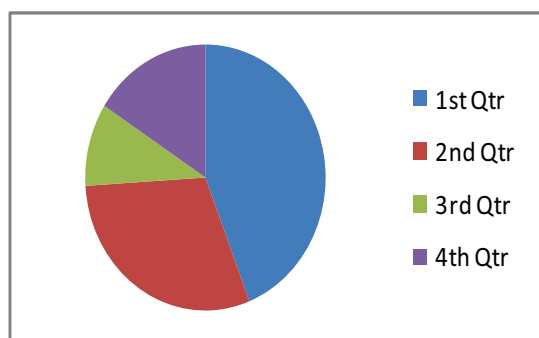
22%-Ours Are Better

14%- Comm. Barrier 24%-Some Times They Are Good

When asked whether they are more comfortable with international channels like BBC and Aljazeera, 42% said yes we are, 22% said no ours are better, 14% agreed that there is communication barrier, 24% agreed that sometimes they are better. They felt that channels like Aljazeera and BBC or QTV present news in a true way and these media organisations don't set agendas rather bring the news as it happens.

15- Have you ever subscribed to the value added services on your mobile phone?

- A. Yes B.No
C .Once D .Usually Do

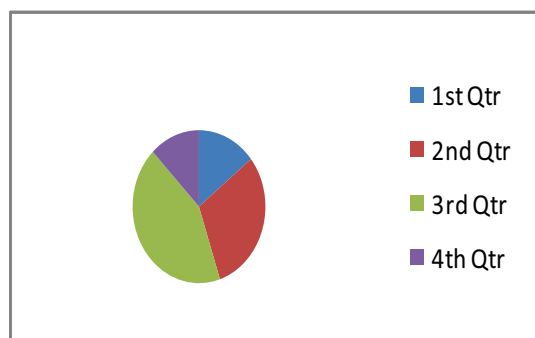


44%- Yes 30%-No
10%- Once 16%-Usually Do

When asked have you subscribed to value added services on mobile, 44% said yes, 30% no, 10% said once and 16% said usually we do. Value added services are slowly gaining some ground.

16- How do you find mobile as a media option, Does it serve your purpose?

- A. It is good B. It is irritating
C .It is the future D. It is supplementary



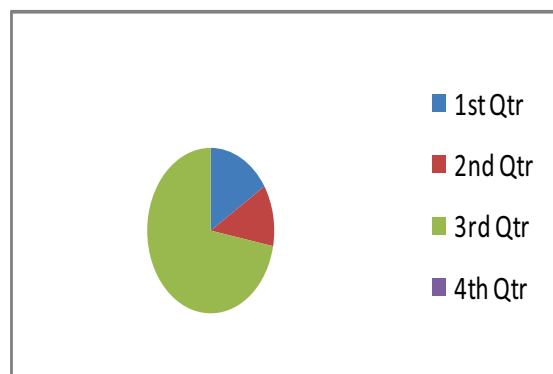
14%It Is Good 30%- It Is Irritating
42%-It Is the Future 12%-It Is Supplementary

When asked how you find mobile as a media option 14% said it is good 30% said it is irritating, 42% said it is the future and 12% said it is supplementary. Some value added services and unnecessary subscriptions also irritate a lot of respondents but most of them say it is the future. There are mixed reactions when it comes to the mobile as a media option as lots of people think that this media is irritating also because of the unwanted subscriptions and

calls.

17- How many hours a day you spend on accessing internet?

- A. One hour B. Less than one
C. Two or more D. Don't use internet

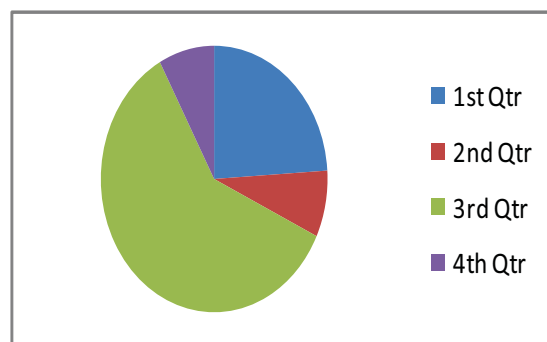


One Hour-16% Less Than One-12%
Two or More-72% Don't Use Internet-0%

When asked how many hours they spend accessing internet, 16% said one hour, 12% less than one, 72% more than two and not a single respondent said we don't use internet. That clearly indicates the supremacy that the Internet as a media vehicle has gained among the youth and it is visibly apparent from the fact that not a single respondent agreed that they don't use internet at all.

18- Which online media links you mostly prefer to open on internet?

- A. E paper sites B. News channels sites
C. Google information D. No media links

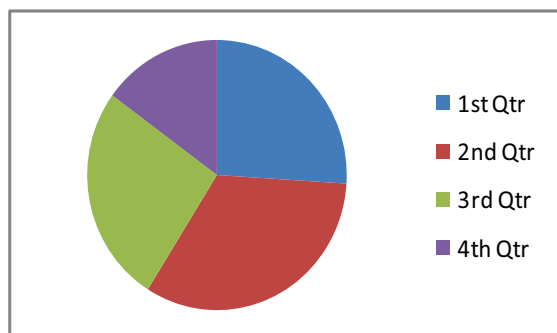


E paper Sites-24% News Channel Sites-8%
Google Information-60% No Media Links-8%

When asked which online media link you open on internet, 24% said e paper sites, 8% said news channel sites, 60% said Google and 8% said no media links. Google they consider as the father of all information and Newspaper sites provide them a lot of valuable information, News channel sites are not popular due to poor internet connection and lot of time taken by the visuals to open. Those in no media links category include people who just use social networking sites.

19- Most of the News channels are in Hindi, Do you find any communication barrier with Hindi?

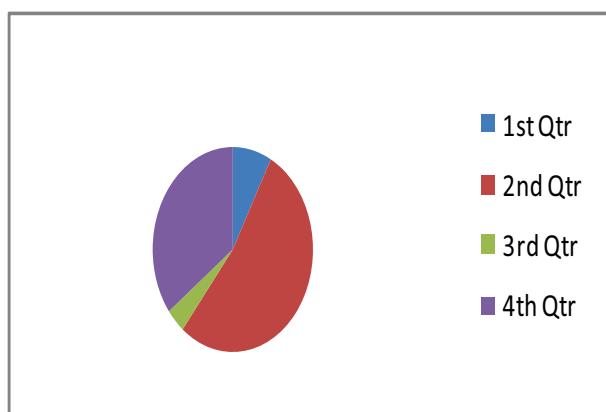
- A. Yes B. No
C. Somt. it's hard to understand D. I switch to other language



Yes- 20% No-56%
Sometimes It's Hard- 6% witch To other language- 18%
When asked that most of the broadcast channels are in Hindi so do you find any communication barrier, 20% said yes 56% said no 6% said that sometimes it's hard to understand and 18% said that we switch to other languages. English is the main vehicle of communication in the state, According to the Times of India research study Jammu and Kashmir is the only state where maximum number of youth adopts English as a tool.

20- Which was the last movie that was shot in Jammu and Kashmir?

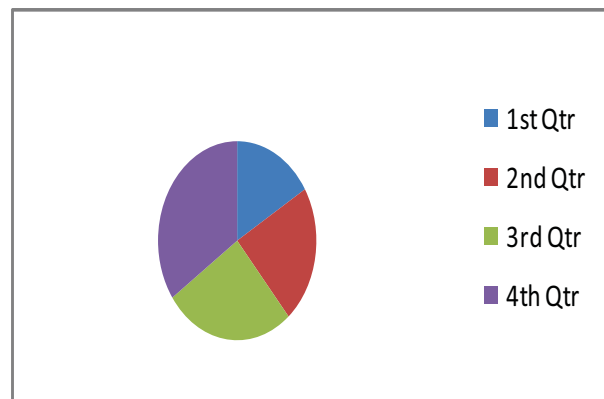
- A. Dum Maaro Dum B. 7Khoon Maaf
C. Faltu D. None of the Above



Dum Maaro Dum-8% 7khoon Maaf-54%
Faltu-4% None-36%
When asked which the last movie shot in Kashmir was, 8% said Dum maaro Dum, 54% said 7khoon maaf, 4% said faltu and 36% said none. That indicates the popularity of films among the youth.

21- Which media according to you affect your lives the most?

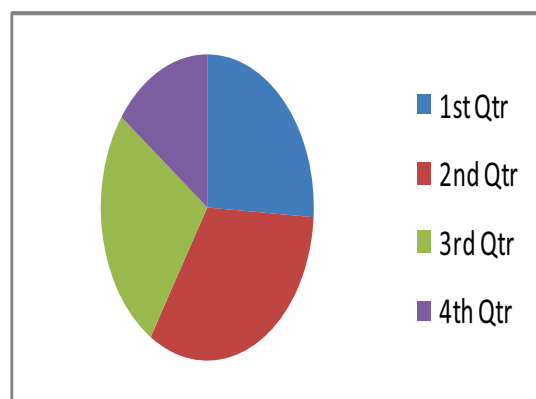
- A. Print B. TV
C. Films D. Internet



Print-16% TV-22%
Films-26% Internet- 34%
When asked that which media affect your lives the most 16% said print, 22% TV, 26% films 34% internet. Internet is surely affecting the lives of the people the most and one important aspect of study here is that a lot of youth is affected by the films also and they consider it as an important and very effective media vehicle. There is a lot of potential for this media in the state also in the future.

22- Have you subscribed for any magazine?

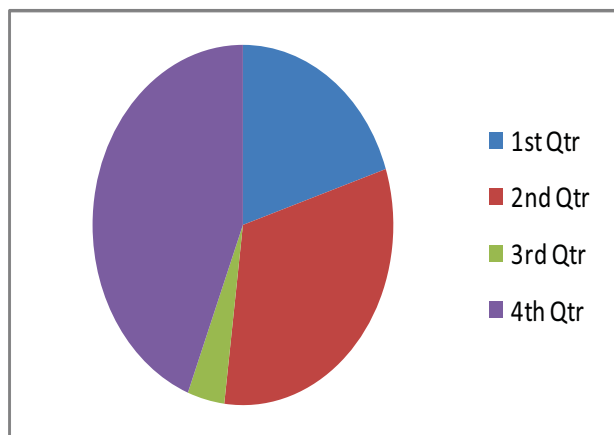
- A. Yes B. No
C. Read it outside D. News papers are enough



26%- Yes No- 33%
26% - Read It outside Newspaper Are Enough-15%
When asked Do you subscribe for any magazine, 26% said that yes, 33% said No and 26% said that we read it outside and 15% said that newspaper is sufficient. Magazine boom is losing a bit popularity among the youth because of the fact that there are not that much of exclusive magazines that deal with the issues of the state. Though still a large proportion of the population do read magazines. 15% of them believe that newspaper cater almost every thing so they don't require need to read magazines.

23- If you will be left with only one media vehicle which one will you choose?

- A. Print B. Electronic Media
C. Films D. new media



20%-Print
4%- Films

32%- Electronic Media
44%- New Media

Asked when you will be left with just one media vehicle which one will you choose, 20% said print, 32% electronic. 4% films and 44% new media internet and mobile. This indicates the impact that the new media is going to create in the future and unlike the west where print media is suffering a lot, the country like India is also going to face the same fortunes if some concrete steps and modifications are not done but right now both the media are gaining a lot and growing together.

Conclusion:

The main aim of this research is to know the media habits of the youth of Jammu and Kashmir as this state has always been in grip of crisis and affects the country at international level. Despite being in news for the whole world, the state lacks the required media infrastructure and is one of the worst states in the country that is technologically or we can say that digitally so backward.

The media vehicles that are available in the state mostly involve newspaper in the urban areas and radio in rural terrains. Cross border media also is a popular thing. Television is mostly Cable operated and due to bad weather reception is very poor in most of the regions of the state.

The situation is going to change in the future, As there are very less educational institutes, majority of the youth is coming out of the state for higher education. They apply in every nook and cranny of the country for higher studies. Here the media habits of these students also change and they inculcate different habits when it comes to gain information. The state where even today in this era of globalization, accessing internet easily is still a dream for majority of the population of the state.

Time is surely going to change, the students who are studying outside the state especially Delhi where my study is based on showed a fairly high percentage of great deal of attraction and curiosity to the new media technology like internet. There is an ample possibility of opening of new organisations that exclusively deal in providing online news and information in future as almost 90% of youth of Jammu and Kashmir want to go back to state as

they find that place easy to get a good job and live a silent life.

The newspaper has always been the favourite of the students and right now print media is being used by the youth of the state extensively as they think that it provides us more detailed information about the issue as compared to other media. Not a single respondent indicated that they don't read newspaper.

Television viewer ship has seen some decline among the youth as they cited the lack of TV sets in hostels and affordability issues of owning a television set while studying. Yet majority of them watched sports matches whenever they watch television. News presentation of the television makes the youth of the state angry.

The state where rural lifeline is radio with only government owned radio stations and a single Big 92.7 FM whose reach is also limited to some part of the state, a lot of students are FM lovers and even like international radio and cross border radio as they think these channels culturally match them.

Films are popular among youth and most of them think that it is films that affects our lives the most and left an indelible impression on our minds.

There is no denying of the fact that the students of the state have undergone a drastic change since they have left the state and that drastic change and they believe the foremost drastic change is Internet and they also think that reading more and more newspapers and magazines is also a result of easy availability of papers as it is very hard to get the newspaper or magazine in Jammu and Kashmir especially national newspapers in most of the regions of the state.

Cross border and international channels also interest them as they think that they add more to our freedom of struggle. With Mobile as a media option reactions are mixed, a lot of them found it irritating also.

This research depicted the supremacy of the Print Media and the emergence of New Media that is competing head to head with Print media and like Western Countries there is no denying of the fact that here also the chances of debacle of print media is certain but It will still take some more time.

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