

A STUDY OF THE MEDIA PREFERENCES OF THE COLLEGE STUDENTS

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Abstract

Students in our education institutions are becoming more addicted to using media for various reasons and it can be change in social lifestyle. This study aims to examine about the students' media preferences which affects their lives in recent years. Questionnaire and interview techniques were used to obtain the data of the study among 106 students of journalism subject between the age group of 17-22 years who use media networks. The findings include how students use print media and electronic media including social media in their lifestyles, students' consumption of media content, and media preferences and perspectives.

Keywords: Print media, Electronic media, Social media, Media content, Media preferences

Introduction

“Media” refers to various means of communication and print media is one of the oldest and basic forms of mass communication. It includes newspapers, magazines, and other forms of printed journals. The contribution of print media in providing information and transfer of knowledge is remarkable. Electronic media is media that uses electricity, including television, radio, the Internet, fax, CD-ROMs, DVDs and online video streaming. It includes any medium that uses the digital or electronic encoding of information.

Nowadays, improvement of technology and communication channels are mainly in sharing and transfer of information in media and it has essential among students for utilization in various fields such as learning, sharing and entertaining. Also, the advancement in social media globally many students has up their attentions in media utilizing with various reasons and most of their time that adds waste time to their life such as chatting and games. At the current situation, smartphones and computers can be easily sharing information on the social media such as email, facebook, youtube, message, blogs for communication of society.

Problem statement

The print media industry has changed dramatically with the popularity of internet and digital platforms. According to students' using media can be influence on their education and behaviour with positive and negative effects. It's interesting to explore the current using situation among the students. Shabir, Hameed, Safdar and Gilani (2014) argued that sometimes, using social media can be negative impacts for youths. Also, Boyd et al. (2008) stated that youth likes social networks due to the variety of technical features.

Objectives

1. To examine the media preferences on students' social life
2. To highlight which media content influence on students' life
3. To explain the reasons why the students prefer the media

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Study Related

As new technologies become existing with companies such as Microsoft, eBay, Amazon and Google. The explosive growth of the smart phone and mobile computing is affecting the strategy, as social media connectivity is becoming easier. LinkedIn is professional site and its using to connect the world's professionals as a link(LinkedIn, 2012). MySpace is one of the social networking site and (Boyd & Ellison, 2008; Newman, 2008). Facebook founders, Harvard students Mark Zuckerberg, Dustin Moskovitz, Chris Hughes, and Eduardo Saverin had developed the network exclusively for Harvard Students but it gradually permeated to other universities (Facebook, 2012).

Twitter was invented in 2006 by Jack Dorsey, Evan Williams, and Biz Stone as a faster means of staying in touch (Beaumont, 2008 as cited in Sauerbier, 2010). A blog makes the post and it easy for anyone a type of content management system. Blog software provides a variety of social and it can be highly effective a form of online media. Games are creating an ideal opportunity for entertainment and merchandising. Items were branded and it has been developing in facebook. Social Shopping, using of facebook is to create more than just an ecommerce store within a facebook frame. Facebook is containing its entire catalog of products and retailers must make it easier for people on the site to communicate about products and promotions. Online marketing is about providing current and potential customers with interesting, informative content. Media sharing sites, YouTube (videos) can be accessed from anywhere in the world by media sharing sites.

Literature study

Berkowitz and Prichard (1989) found that the print media to be a very strong indicator of political knowledge enhancement. Sanderson (2002) argued that people learn through reading, and reading about interesting new things in one's interest subject, undoubtedly helps motivation. Beckert (1992) argued that through books the students gain the legacy of knowledge earned by those who came before and without books no education could have been possible. They are the primary source of information used by all humanity. Singh (2005) stated that the print media are different types of useful material, devices and symbols that make the study of a subject more comprehensible and interesting. Dubin and Olshtain (1981) found that the magazines and newspapers can be an effective source of reading material in order to achieve the true objectives of reading lesson when reading activities are carried out for getting information and entertainment.

Huston et al., (1991) found that the electronic media have a important influence on children and that it will continue to affect children's cognitive and social development. Chaffe and Frank (1996) argued that while newspapers constitute the primary information source for actively seeking information and television is a stronger instrument of political learning . Barwise et al (1981) stated that information programmes had smaller audience but higher appreciation scores than entertainment programmes in television broadcasting.

Rajeev (2015) argued that social media influences youth daily life and particularly the students. Mehmood (2000) stated that the technology of media is an important part of student's lives in the twenty-first century and play very important role in creating awareness related various aspects of life and personality. Al-Sharq, Hashim & Kutbi, (2015) found that the social

media is becoming part of our society, changing social norms and culture. Also, Mingle and Adams (2015) suggested that the using of social media negatively cause bad hand writing and spelling, lateness to class and assignment submission. Jha, Shah, Basnet, Paudel, Sah and Adhikari (2016) maintained that Facebook is among the type of social media application widely used across all ages and professions.

Lowisz, (2014) stated that world events of today are impacted by social media as researches prove that 50% of people on daily basis gets instant news through this channel. Chen, Kaewkitipong & Ractham, (2016) found that the social media if utilised wisely can serve as a good avenue for collaborative learning for students. Al-Sharq et al., (2015) argued that a few years ago, high education institution students has engaged on excessive usage of social media which has coined a debate on whether the usage of social media has impacted on their social lifestyle, wellbeing and behaviour . Students are using smartphone with many apps that can be downloaded and using smartphones may be for learning while others may be for entertainment. Kucirkova, Messer, Sheehy, & Fernández Panadero (2014) stated that the app can be for entertainment or learning actually depends on their design and content features. Miller, Fabian and Lin (2009) argued that social networks are important as it facilitates an immediate, interactive and low cost communication between customers and the marketer.

Research methodology

Questionnaire and interview method was chosen to collect the data. The primary data source was collected through questionnaire while the secondary data was also built using literature study. This study focused on the students' using media situation. The sample size of 106 students of journalism between the age group of 17-22 years was involve in the study through questionnaire data gathering technique. The obtained data were analyzed quantitatively and using simple percentages. In this study work, descriptive research method was used in understanding and exploring the using media of students.

Research questions

What media content do the students most regularly consume?

What media do the students prefer?

What social media networks do the students mostly frequent for information?

Data Analysis

The research was conducted in 2019. The target population for this study is journalism students of NMDC. The total number of participants students was 106 and the median of the age group was 17 to 22. About 17% of them are male and 83% were female. Among them 80% of the students are living in Yangon and 20% are other townships.

Reading Newspaper and Journal

Newspapers representatives of the printed media and its bring to audience specific information and can be easily used as authentic materials. Also, newspaper can support as a emotional medium to the students. In Myanmar, The Mirror (Kyemon) Daily, Myanma Alinn Daily, Myawady Daily, New Light of Myanmar, The Yadanabon newspapers are state owned print media. 7Day Daily, The Myanmar Times, D-Wave, Daily Eleven, The Myanmar Times,

The Standard Time Daily, The Straits Times Myanmar Edition - a private daily newspaper (English) The Union Daily, The Voice Daily, Daily Eleven are private newspaper. The Commerce journal, The Education Digest, First Eleven, Popular journal, Weekly Eleven journal, Internet journal, Pyimyanmar journal, Health journal, Kumudra journal, Myanmar Now are weekly journals. The results of the questionnaire showed that 89% of the students used in newspapers and journals are shown in Figure (1).

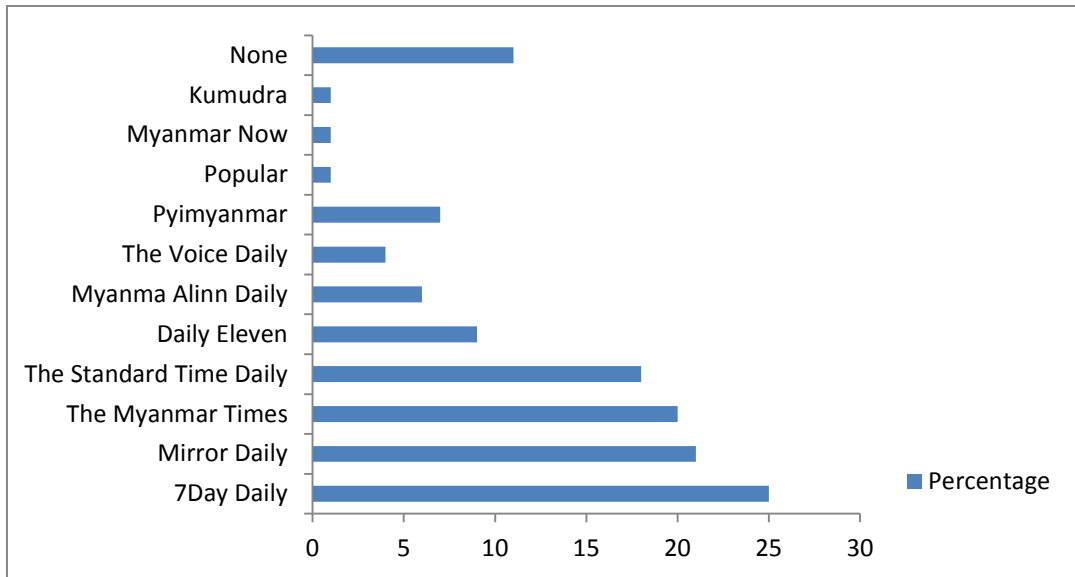


Figure 1 Newspaper / journal reading of Students

Purpose of reading Newspaper and Journal

Purpose of reading print newspapers are significant. The data (Figure 2) shows significant differences in reading purposes of print newspaper among the students.

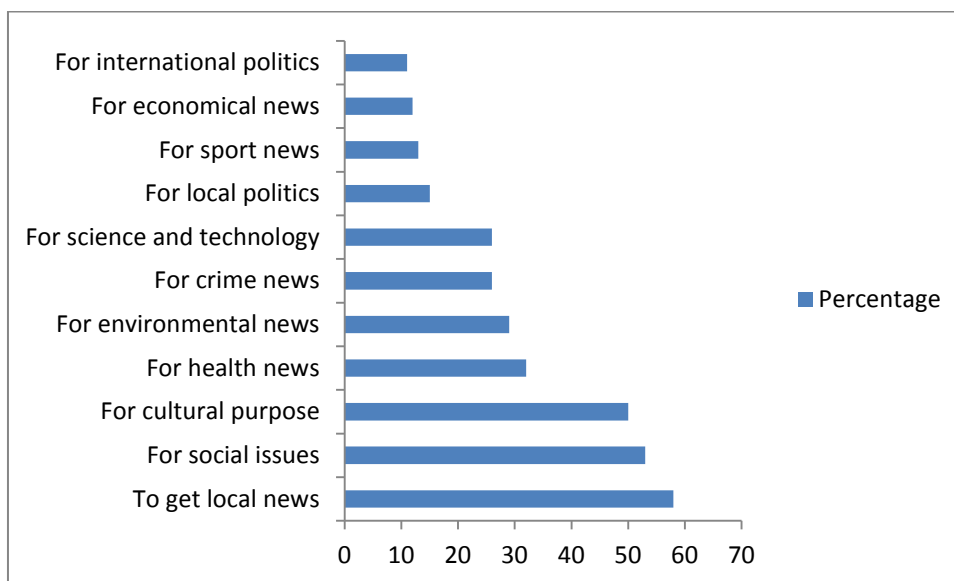


Figure 2 Purpose of reading newspaper among Students

Watching Television

Information provided by television is obtained first and foremost through news programmes. Myanma Radio and Television (MRTV) is a State-run TV broadcaster and MRTV-4, MITV and MRTV Entertainment are joint ventures with privately-owned Forever Group. Forever Group is the largest private media Groups and offering its own Pay-TV channels and packages. Shwe Than Lwin (Sky Net) has Myanmar National TV (MNTV), Myanmar International TV (MITV), Channel 9 and MRTV. MRTV Entertainment is cooperating with several media companies for broadcasting the programs related with Myanmar women and travelogues made by Mizzima Media, the programs on youth, jobs and workers' rights made by Myanmar Cable Network and programs belonged to public health, literary and career sectors made by Myit Ma Ka Media.

MRTV has included five lines of DVB-T2 System broadcast with the MRTV Multi Channel Play Out System and has produced several channels such as; Mizzima Channel from March 23, 2018; DVB Channel from 21 April, 2018; Channel K starting Jan 1, 2019; Y-TV Channel from Feb 15, 2019; Fortune TV Channel from March 13, 2019. Viewers can also choose from the Analogue system provided by MRTV and its partners, Free to Air Channels via DVB T-2 and DTH systems for news, entertainment, education and other variety shows. Myawaddy (MWD) is a TV network that is owned by the Ministry of Deference. The data show (Figure 3) that the students' watching on TV channel.

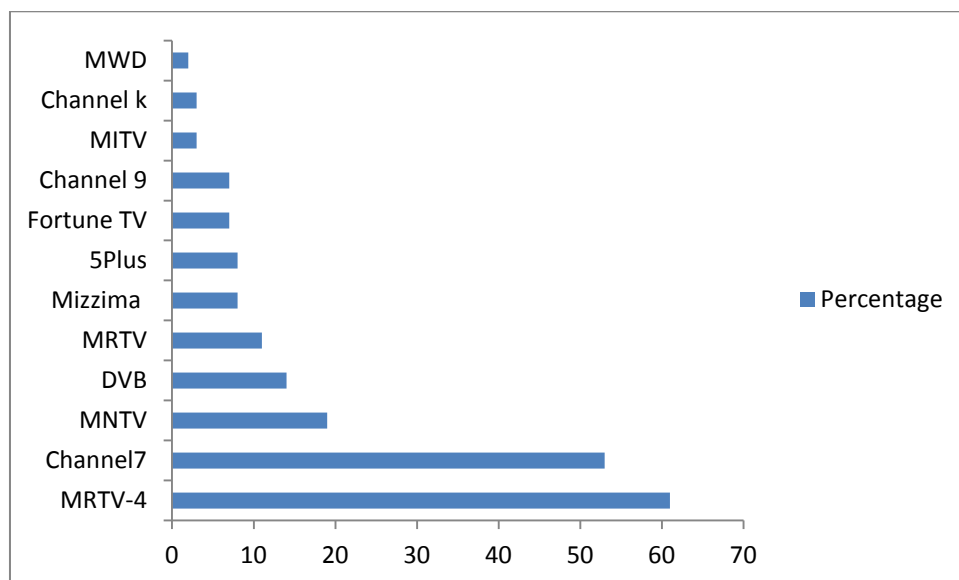


Figure 3 Watching on TV Channel of Students

Variety of TV Content

Television channels are broadcasting the news (from local and international sources), education programme cultural programme and entertainment programme. There are also other segments including the Department of Meteorology and Hydrology's weather forecasts and international weather trends from around the world, share prices from Yangon Stock Exchange, Exchange rates from Central Bank of Myanmar and the daily prices of different local produce

brought by Agriculture & Market Information Agency. Students' watching on TV programme are shown in Figure 4.

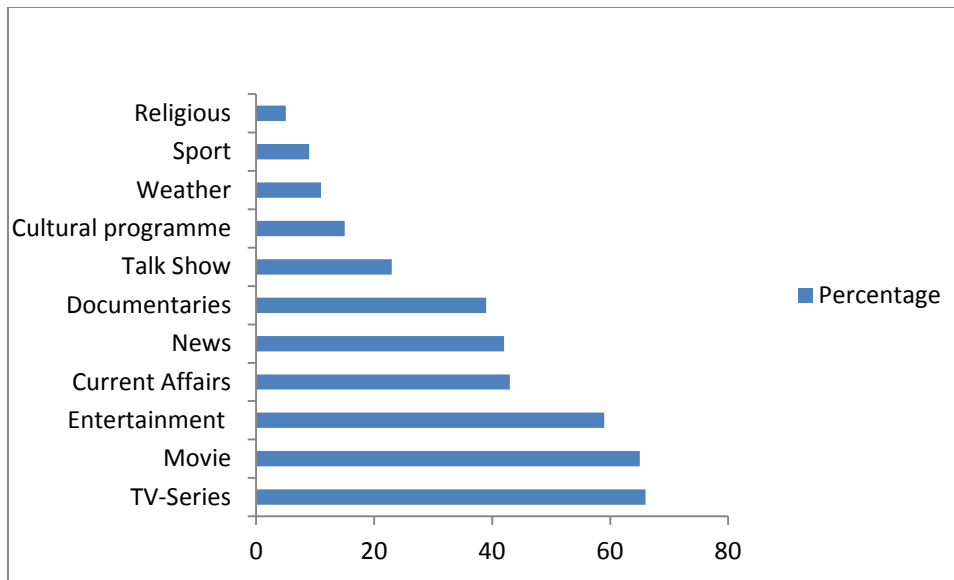


Figure 4 Watching on Television Programme of Students

Listening Radio

Myanma Athan Radio (state -owned station) had stood as the only one radio station for over 60 years. City FM radio station, under the YCDC, has been launched in 2002. To promote wider access to information, the MOI has assigned each of its joint-venture FM radio stations to broadcast over a specified geographic area even when it is not economically advantageous for them to do so. This has served to improve access to information in remote areas. Out of Myanmar's 14 states and regions, joint-venture radio broadcasters tend to cover two or three states or regions each. These broadcasters air some content each day in the prominent ethnic language of the area they cover. There are seven joint-venture FM stations such as Mandalay FM(4 stations), Shwe FM(15 stations), Bagan FM(7stations) , Cherry FM(16 stations), Pyinsawaddy FM(5 stations), Padamyar FM (12 stations) and Khayay FM- Htantabin (community radio). Myawaddy operates the Thazin FM. The data shows (Figure 5) that students 86% are listen to radio.

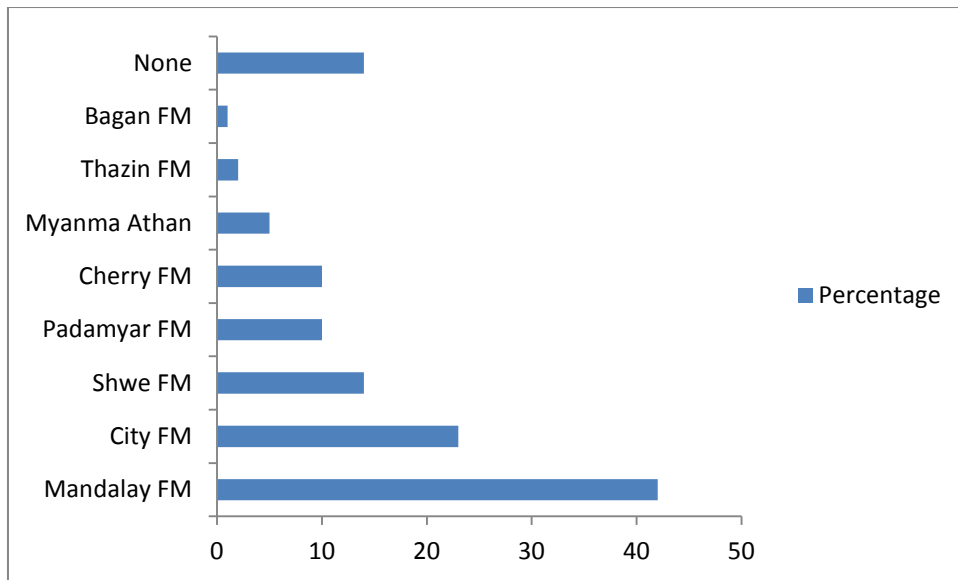


Figure 5 Listening on Radio Channel of Students

Social Media Sites

The popular site of social media for students are Facebook , YouTube, Instagram, Twitter and WeChat. Figure (6) shows the students’ using on social media network sites.

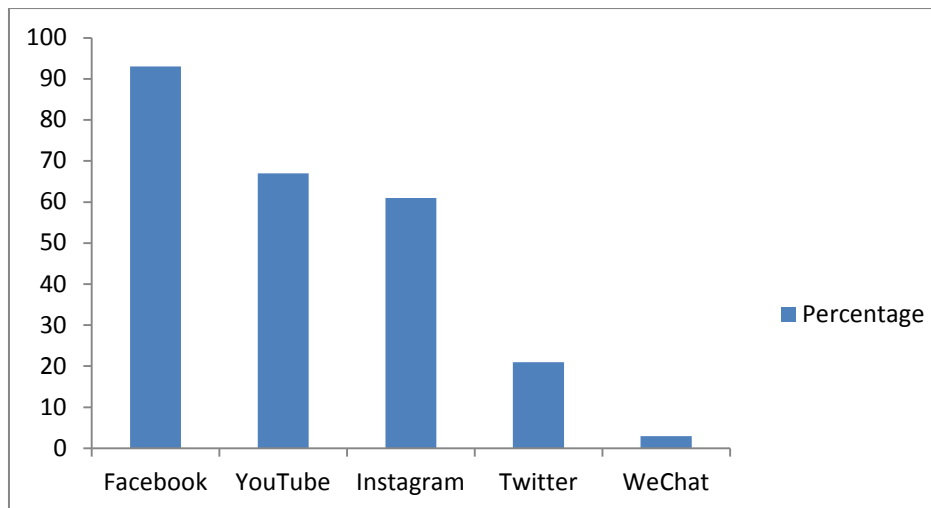


Figure 6 Students’ using on social media network sites

Social Media

Characteristics of Facebook is easier to navigate and very user-friendly, most popular among friends and family members, provides greater opportunity for interactivity and it can do a number of things including the ability to upload information especially chat with friends , sharing of pictures and videos, get updates of friends’ activities and link with other social media by using mobile phone. In Myanmar, the privatization of the sector has brought with it a sharp drop in the price of SIM cards which has made owning a mobile phone affordable for a large percentage of the population. Consequently, there has been a significant increase in mobile phone ownership. Uses of Social Media content among students are shown in Figure 7.

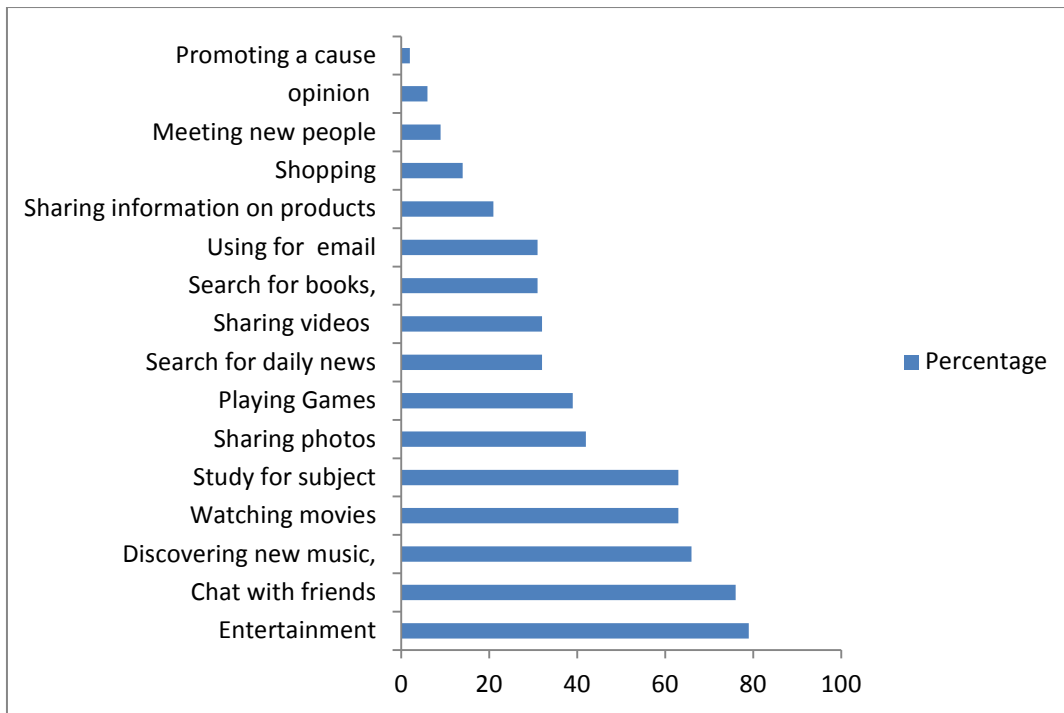


Figure 7 Using on Social Media Content of Students

Media Preferences of Students

There is significant competition between print and electronic media in attracting students’ attention. The data of media preferences of students are shown in Figure 8.

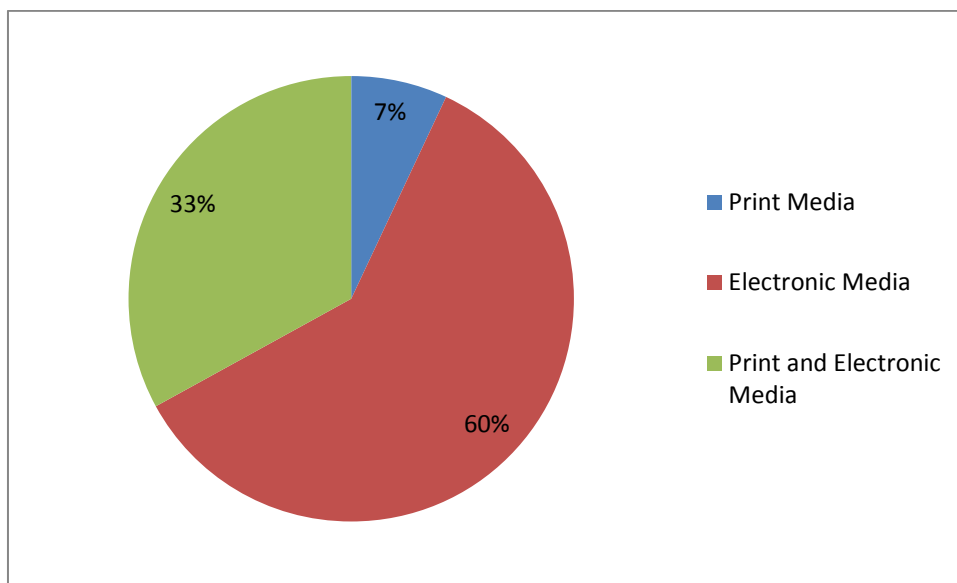


Figure 8 Media Preferences of Students

Findings

Results are presented according to the research questions covering uses of media networks among students. For print media, the study shows differences in reading purposes of print newspaper among the students. Students are found to read mainly for local news (58%) followed by social issue purpose (53%) and cultural purpose (50%) while students read for (32%) followed by health news with the environmental news (29%), crime and science (26%) respectively and local politics (15%), international politics (11%), sport (13%) and economical news (12%).

From the findings of the consumption of television programme, TV-Series programmes had 66%, movie programmes 65% and Entertainment 59%. Also, students are using on social media and most of them are willing to entertainment 79% and online chatting 76% are used to get information and interaction among friend. Followed by discovering music 66%, study for subject 63% and watching movies 63%. While sharing photos 42% gives the students with the preferred. Online games 39% and sharing videos 32% may be more convenient and easier to access and sharing with smart phone.

The favorite site of social media for students is Facebook and 93% of the participants have a Facebook account, 61% have Instagram, 67% have created an account on YouTube while only 21% of the participants in the current study owning a Twitter account and 3% of the students are using in WeChat. According to study, students preferences on electronic media are 60% and print media are 7% and 33% are both.

The majority of the students 88% stated that they consume electronic media because it makes communication easy to connect people and good source to get update information. And then, 70% of the students expressed that listening to music, going to the movies, playing the games as well as many things can get to learn quickly through the electronic media. Also 96% of the students stated that the job opportunities in the electronic media are abundant such as presenter, reporter, producer, editor, script and story writers, camera professionals, program manager etc. 90% of the students expressed that they prefer the electronic media for searching information and searching daily news while 10% of the students prefer the print media. The result further shows, 58% of the students stated that they want to work in electronic media fields as the professionally. It is interesting to express that 83% of the students stated that the print media is more exact and responsibility than electronic media.

Among significant findings, the study also found that the students preferred less on print media than electronic media as well as they have a high appreciation for entertainment. There is a possibility that development of technologies, especially mobile phone offer a bundle of chat, mail, and web. In Myanmar, The privatization of the sector has brought with it a sharp drop in the price of SIM cards which has made owning a mobile phone affordable for a large percentage of the student. Consequently, there has been a significant increase in mobile phone ownership and it can be expand the place of social networking site. Location and the standard of living have some influence on their choices of media.

Conclusion

According to the study results, it can be stated that several media are very relevant and continuing to be in high use, however, in a changing environment. Print media were deemed to have high values of usage frequency and satisfaction as well as electronic media are utilized with easy and comfortable to access and use. Among the students, electronic media are widely used. The results indicate that students tend to prefer the electronic media. Although television is found to be the most available media at home and social media such as TV, face book, YouTube, Instagram and Twitter when such media are available either at their homes or university, library, cyber cafes and public places. So, owner of print media should encourage the their design and content features with the audience's need and perspective.

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Appendix

Table 1 Newspaper/journal reading of Students

Newspaper/ Journal	Percentage
Myanma Alinn Daily	6
Mirror Daily	21
7Day Daily	25
The Myanmar Times,	20
The Standard Time Daily	18
The Voice Daily	4
Daily Eleven	9
Pyimyanmar	7
Popular	1
Myanmar Now	1
Kumudra	1
None	11

Source: Survey

Table 2 Purpose of reading newspaper among Students

Purpose of reading	Percentage
For cultural purpose	50
For local politics	15
To get local news	58
For crime news	26
For science and technology	26
For environmental news	29
For social issues	53
For international politics	11
For health news	32
For sport news	13
For economical news	12

Source: Survey

Table 3 Watching TV Channel of Students

TV Channel	Percentage
MRTV	11
MNTV	19
MITV	3
MRTV-4	61
Channel7	53
Channel9	7
Mizzima Media	8
DVB	14
5Plus	8
Fortune TV	7
MWD	2
Channel k	3

Source: Survey

Table 4 Watching Television Programme of Students

Programme	Percentage
News	42
Sport	9
Talk Show	23
Documentaries	39
Religious	5
Entertainment Show	59
Watching movie	65
TV-Series	66
Cultural programme	15
Current Affairs	43
Weather	11

Source: Survey

Table 5 Radio Listening of Students

FM Station	Percentage
MRTV	5
City FM	23
Cherry FM	10
Shwe FM	14
Padamyar FM	10
Mandalay FM	42
Thazin FM	2
Bagan FM	1
None	14

Source: Survey

Table 6 Students' preferences on social media network sites

Social Media	Percentage
Facebook	93
Instagram	61
YouTube	67
Twitter	21
WeChat	3

Source: Survey

Table 7 Social Media Network Uses of Students

Media Content	Percentage
Search for daily news	32
Discovering new music,	66
Playing Games	39
Sharing photos	42
Sharing videos	32
opinion to mainstream media	6
Sharing information on products/brands	21
Study for subject	63
Promoting a cause	2
Chat with friends	76
Using email	31
Watching films	63
Search for books,	31
Entertainment	79
Meeting new people	9
Shopping	14

Source: Survey

Table 8 Media Preferences of Students

Kind of Media	Percentage
Print Media	7
Electronic Media	60
Print and Electronic Media	33

Source: Survey