

ONLINE ACCESS OF TV NEWS BY COLLEGE STUDENTS

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ABSTRACT

Concerns have been raised about younger generations especially college students dropping out from news consumption through traditional media. Increasing opportunities for choice have been held responsible for distracting college students from the news access from TV channels. Though the TV news channels are available with live streaming videos with real-time telecast on the internet, still it is far behind to attract college students to accept the new web-based TV channel. This study analyses TV news viewing online among young people in India. A survey method is applied for this study among the college students. The results reveal that college students have spent less time watching news online via their mobile phones/laptop/Personal Computer than read the news from various websites even on social networking sites.

KEYWORDS: *TV News, Online Access, College Students, Social Media, Internet TV*

INTRODUCTION

People use the Internet for our information from each and every corner of the world. It includes every sector. It may be tourism, education, health, news, and so on. There are various internet search engines such as Yahoo, Google etc through which people can get information by visiting their web pages. Mostly all types of newspapers, magazines, streaming news video, movies of the world are available on the Internet. With the introduction of 3G, 4G, 5G, and VoLTE, the speed of internet service has increased at a high rate. Any individual can get the latest news about the world within seconds. People can send an e-mail to all the corners of the world. There are many chatting websites that are used to send and receive real-time messages on the internet. People can connect with their friends on social networking sites. They can even chat with them when they are online means active on the internet. Social networking sites allow us to share pictures and videos with others. We share our moments through pictures and videos with our friends and relatives. People are using social networking sites such as Facebook, Whatsapp, Instagram etc. for their business deals. Including the role of a major source of information, the Internet utility in the entertainment field cannot be underestimated. One search various websites and watch serial and movies at his convenient time. With the reduction in cost of Internet overtime, the use of the internet is gradually increasing. In case computer system is not available one can browse the internet over the mobile phones. All major smart-phones support browsing functionality. I talk about the news part, then one can see the number of the people using the internet to access news are getting increase day by day. They get the news from various news websites in their smartphones. Even many people install the new applications to get the news regularly. They get newspaper, radio, and TV in one gadget and that is the smartphone having internet access.

It is less clear that television news has found its place in an increasingly digital media environment, even as online video- on-demand, mobile, and social video more than the live, linear, scheduled programming associated with traditional television – becomes more and more popular. Television news reaches a shrinking number of older viewers whose media habits are increasingly different from the population at large, and especially from the media habits of those who have grown up with digital media. Technological developments and audience preferences have driven a growth in viewing ‘beyond the box’ and a long-term decline in television news viewing. While major television channels are still pulling in large audiences, these audiences are eroding and ageing while a range of new entrants seeks to pick up younger audiences who continue to turn away from traditional television news and embrace digital media. The change among younger people is already particularly pronounced. In many of the most technologically advanced markets, traditional television viewing has begun to erode, and online video consumption is increasing. The rise of the video-enabled internet puts television and digital media in much more direct competition. As connectivity, devices, and file compression formats improve, this competition will become more intense. And the development will continue as older viewers with pre-digital media habits are gradually replaced with younger generations who have grown up with digital media, and as online video offerings develop in terms of content, convenience, and integration into people’s communities and daily conversations. Viewers do not continue to spend on home entertainment. This has prompted many TV manufacturers to invest in new, Internet-enabled models. So, even while traditional television is being challenged by the rise of Internet video streaming, manufacturers are embracing new consumer behaviors.

Globally, there has been an increase in the consumption of news thanks to the evolution of digital news mediums and India is not far behind. The ever increasing market for smartphones, heightened connectivity, the minimal cost of internet connections and a large youth population are ensuring the proliferation of digital news more than ever. Driven by the rise in vernacular content, a more connected rural populace and increased use of mobile phones, digital news in India is expected to increase by more than tenfold over the next five years. EY’s Digital News Report 2016, a study conducted across 26 countries, noted a shift in the source of news consumption between different age groups of people. Younger sections of the society are turning to social media and other digital forms of content and are phasing out traditional mediums of news as compared to their older peers. In an era where people know exactly what they are looking for and at a time where marketers now have to cater to shorter attention spans, there is an immense need for immaculate storytelling skills. Digital content is meant to be quick, short and easy to consume. Hence it is no surprise that news apps and sites like InShorts and Google Newsstand are on the rise. Video as a storytelling medium not only offers the capability to condense news to the point of relevancy but also offers high-engagement space for readers and publishers alike. According to Zenith’s Media Consumption Forecasts report (2016), 73 per cent of the digital time in India was spent on mobile. These include social networking sites, sports channel sites, online news apps, streaming videos and online TV news. Social media platforms like Facebook, WhatsApp, Instagram and others are rapidly changing the reading and viewing habits of an increasing number of people, mostly youngsters, according to a report by ASSOCHAM in 2017. The percentage of consumers in India who prefer watch TV shows on television sets has plummeted by 78% over the past year, according to an Accenture 2017 Digital Consumer Survey. The number of people who prefer to watch TV shows on television sets has declined to just 10% from 47% a year earlier. The ever-increasing penetration of the internet mainly through mobile, backed by WiFi and broadband has helped this wave. This coupled with high-quality content hosted by the content providers has enticed the Indian consumers to view varied content both live broadcast and video-on-demand (VOD) on different devices. Though this report is based on all type of TV programmes, it is also applicable to news

consuming habit of the audiences. TV news consumption through mobile phones (help of the internet) is gradually increasing. But there are no specific survey reports on online TV news consumption. All the surveys are based on media consumption, not on news consumption. It is assumed that youth use more internet access than other age groups.

This research study focuses only on the habits of online TV news consumption by college students. The college students are taken as the target audience because the researcher thinks that the present college going students access the internet more than others. After the huge digital election campaigns globally, a revolution in 4G internet access, growing trends in news and views on social network platforms attract youth more to access the internet for the information. Though the number is few most TV news channels go on air with live streaming in internet platforms. As a result, one can see the live bulletins anywhere any time with the condition that he/she has the internet access in his/her smartphone/tab/pc/laptop.

LITERATURE REVIEW

There is no doubt that traditional TV news watching has been impacted by the Internet, social media, and smart-phones. Traditional TV news now has to compete with independent bloggers and social media websites, but it can survive with the adoption of new technology such as telecast in the online platform. Recent studies have provided insights on how the popularity of blogs, social media, and other user-generated content venues have impacted the way in which news is consumed and reported. An in-depth search demonstrates that there are a mere handful of research reports that specifically focus on online TV news. Instead, a lot of research has been done about online TV websites, streaming videos, e.g., on YouTube and online publishing, which includes observations that can more or less extend to online TV news watching habits.

Douglas A. Ferguson & Elizabeth M. Perse in their research article “The World Wide Web as a Functional Alternative to Television” (2000), suggest that there are perhaps more similarities between television viewing and Web surfing than differences. The major broadcast and television networks are probably wise to establish Web sites and cross-promote their programming.

Douglas Ahlers in the book (Winter, 2006) chapter “News Consumption and the New Electronic Media”, says that there is not a one-size-fits-all pattern of news consumption. Instead, there is a broad range of news consumption behaviors. Some users go online only for their news, others do not abandon the traditional news media, some are light users of all media, and still, others embrace all media and multichannel news consumers. For only a small group, the online news media acts as a substitute for the traditional news media. For the majority, it acts as a compliment.

Oscar Westlund’ research article “From Mobile Phone to Mobile Device: News Consumption on the Go” [Canadian Journal of Communication, Vol 33 (2008) 443-46]) refers to the use of news services with the mobile device beyond time and space boundaries. He points to the fact that people’s patterns of news consumption are changing, partly because of the introduction of the mobile device as a news medium.

The Pew Research Center 2012 report says that online and digital news consumption, meanwhile, continues to increase, with many more people now getting news on cell phones, tablets or other mobile platforms, and perhaps the most dramatic change in the news environment has been the rise of social networking sites.

Karen Sabina Freeman in his research article “News Consumption Behavior of Young Adults in Malaysia” (IJSSH, 2013) uses the Uses and Gratifications theory supports his findings as young adults are a heterogeneous audience, and the effect of age and gender are factors that influence the interest and usage of the news media. Young adults are not passive audiences. They make active media choices particularly about the type of news and media they prefer to access. While newspaper readership is on a decline among young people, adult’s news consumption is oriented towards the digital media, especially internet websites and social networks. This shows that their appetite for news has not diminished, quite the contrary, interest in news and information is fairly high. Further, this study finds that news consumption and interest in news among young adults in Malaysia increases with age and maturity.

H. Shim’s research article “Why do people access news with mobile devices?” in Research Online (2015) points out that it is possible that people hold off on making a decision about the suitability of types of news delivered through a mobile device in that the consumption of mobile news is not perfectly penetrated to news readers; alternatively, the perception about the suitability of news types on a mobile device might not have been fully created among smartphone users even though the content targeted in mobile devices differs tremendously from that of traditional media channels due to the exclusive characteristics of mobile devices (e.g., low bandwidths of wireless network, small screen size, reduced CPU, data storage limitation).

According to Musawenkosi W. Ndlovu (French Journal for Media Research, 2015), several specific and main factors are associated with young adults’ growing disinterest in various mainstream traditional news media. These factors include news practitioners’ detachment from everyday lives of young people, lack of time, use of another news medium, cost, and lack of interest in the contents, too much effort, and changing lifestyles. Given that the cultural environment within which these factors are associated is being transformed by new media technologies acting equally as sources of news.

Reuters Institute Digital News Report 2017 says that more than four in ten (41%) use social media for news while smartphone usage is sharply up again, matching the computer as the most important device for accessing news. In terms of media brands, general content television channels are consistently the main offline source of news in all the countries, with newspapers and radio networks behind. On the internet, however, these positions change depending on the country.

Objectives

- To find out the utilization of the internet for watching TV by college students.
- To study the attitudes of the students towards online TV news.
- To assess the receptivity of contents of online TV news.

RESEARCH METHODOLOGY

A methodology is a vital aspect of any research or investigation. It enables the researcher to look out the problems into a systematic, meaningful and orderly manner. The detailed methodologies adopted in this study are with regard to the followings aspects: samplings deign, a period of study, sources of data, tools, and techniques.

Sampling Design

For the purpose of selecting the sample units, convenience sampling method has been adopted. A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach. The sampling design includes two dimensions and they are:

Sampling Unit

The sampling unit includes the primary data collected from students at Amity University Rajasthan, Jaipur.

Sampling size

The sample size for this study is 50 respondents

Period of the Study

The existing study covers only one week that is the 4th week of May 2018.

Sources of Data

The data for the present study has been collected mainly in survey method through a structured questionnaire. The main sources of primary data are from students of Amity University Rajasthan. The data for secondary sources are collected mainly from magazines, journals and periodicals and website.

4. Tools and Techniques of Study

After collection, the data, an in-depth of analysis and interpretation of various aspects with all dimensions are made and arranged. The analysis is done with help of statistical tools like mean, chi-square test, and f-test. The ranking method is also used at the appropriate place to infer the findings and forward the suggestions.

Limitations of study

The researcher has his/her own limitations in each study and the present study is not free from the following limitations:

- The primary data has been collected from primary sources. The limitation of primary data is found to be present in the study due to not understanding properly the structured questionnaire.
- The data has been taken for a period of only one week for analysis and interpretation.
- The present study has been restricted only in Amity University Rajasthan, Jaipur. Other colleges and universities have been excluded. So, it is very difficult to generalize the findings of the study.
- Mainly Pi Figure has been used to show the data. No other statistical methods are used due to time limitations.
- Last but not the least, the time and resources are other limiting factors.

Therefore, the users of study should take utmost care and keep these said limitations in mind while using the findings and suggestions judiciously.

Analysis and Interpretation of Data

In this section, an attempt has been made to analyze, interpret and draw the conclusions by taking respondents' views with regards to different aspects of online access to television news. The primary data has been collected from viewers/respondents. The following pages deal with the viewers'/respondents' views.

Access of Internet for Any Purpose

More or less all the college going students use the internet for various purposes. The first question to the respondents was about the accessibility of the internet for any purpose i.e. for work/leisure etc.). This was included access from any device (Desktop, Laptop, Tablet or Mobile) and from any location (Home, work, internet café or any other location). The results are in Pi-Figure as follows.

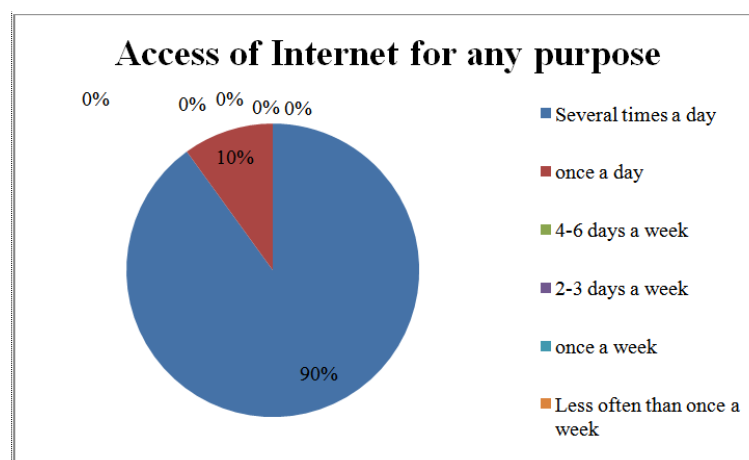


Figure 1

The interpretation of data says that 90% of the students use the internet for any purpose several times a day where only 10% use once a day. It can be concluded that each and every college going students use the internet daily on the regular basis. They may use it for their social networks or to get study materials.

Access to News from Various Mediums

To reach the 2nd objective determined by the researcher, it needs to find out the access to news by the respondents. Typically, how often they access news. By news, it is meant national international, regional/local news and other topical events accessed via radio, TV, newspaper or online.

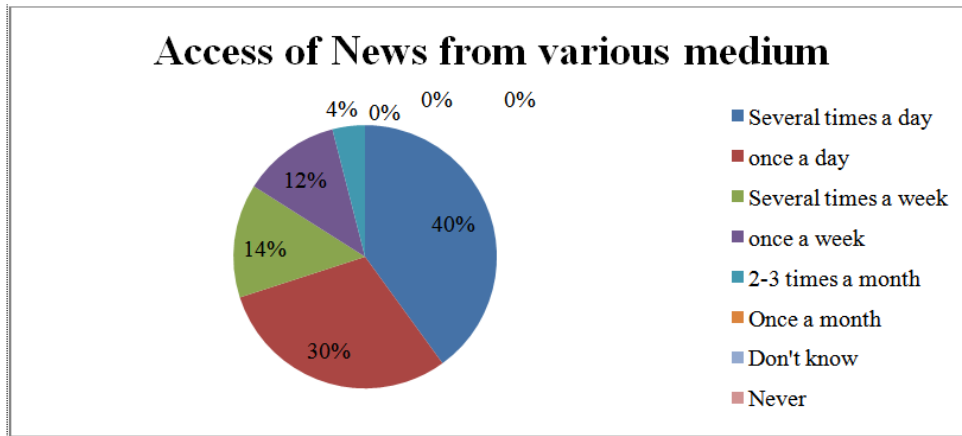


Figure 2

The responses come for this question says that 40% of students access news several times a day. 30% student access news once a day where 14% access it several times a week and 12% access once a week. 4% access news 2-3 times a month. It can be interpreted that all most all the students access news via internet, TV, radio, Newspapers etc. Though some of them access news regularly several times a day. The reason may be the curiosity for knowing the results of IPL match, political reshuffles, controversies by reputed persons, about competitive examination results etc.

Interested in News

After assessment of news access, it needs to know the interest of college students towards news. Interest and access are related to each other. If a person has no interest in the news then he will not search for news in any medium. The results from the data are as follows.

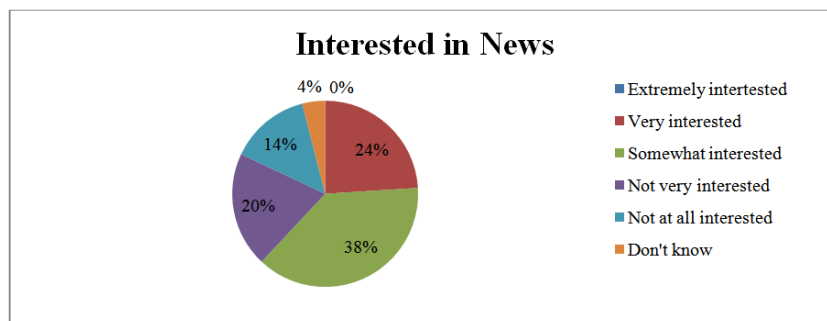


Figure 3

Though the second Pi Figure shows the access to news but does not show the interest in the news by respondents. This 3rd Pi Figure describes the amount of interest in the news by the respondents. As per the collected data, 24% are very interested in news where 38% are somewhat interested. No respondents are extremely interested. That means no one can be assumed that they are addicted to news. As per result, 20% of the respondents are not very interested to news and 14% not at all interested in the news. This result somehow contradicts the result of 2nd Pi Figure. If 14% are not interested in the news then they should not access news at all. On the other hand, it can be said that though they have no interest in news, but they access news for their necessity of information.

Time of News Access

The respondents of this research are the college students. So the time factor of news access is very important for this study.

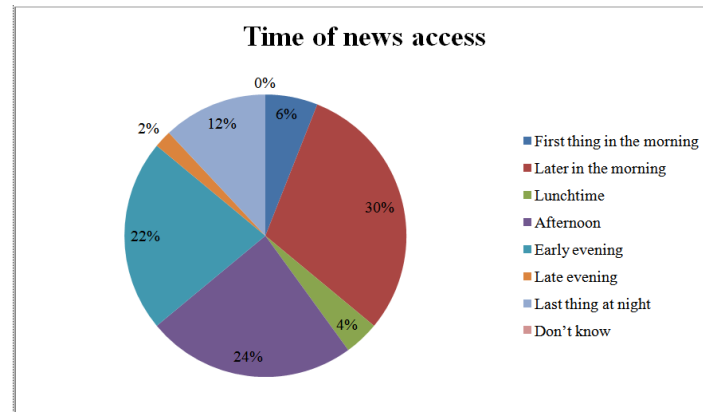


Figure 4

As the result shows that 30% students access news later in the morning, 24% students access news in afternoon, 22% students access news in the early evening. By interpreting these major numbers, the researcher finds that if it is combined, in afternoon and early evening the students access news more than the morning time. This may be due to having no time to access news as they have to go to their colleges and universities. After their classes over they access news. Because that is their leisure time. It is also seen that later in the morning they access news more than other time. It can be concluded that the students access news according to their convenient time.

Key News Media Used by College Students

The researcher tries to find the key news media used by college students. The results are as follows.

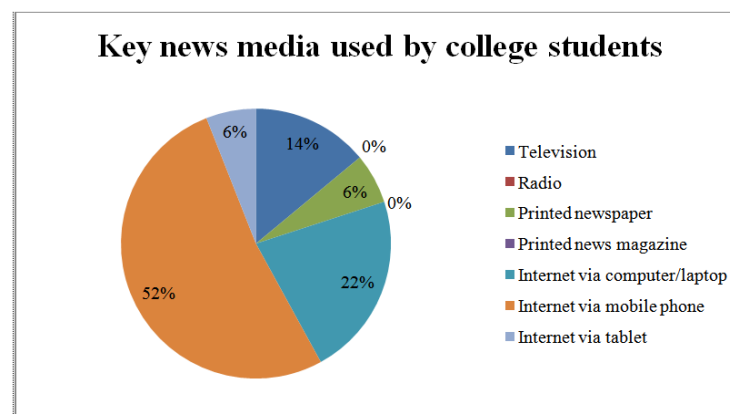


Figure 5

52% respondents access news through the internet via mobile phones. College students access the Web, they make greater use of it as a news source. In the case of the TV, Radio, Newspaper and the Internet, an absolute majority of college students are non-users of Radio and Newspapers. They particularly have little appeal or no appeal to college students. 22% students also use the internet for accessing news via computer/laptop. Television viewers are very less comparatively internet users. Printed newspapers cannot be able to appeal to college students more because of its

digitalization. Most youngsters don't think to use printed newspaper when they have news websites available through the internet via mobile phones. They access that news anytime anywhere. They don't use the radio for news. The reason may be non-availability of radio signals everywhere. The second reason is no radio channels except government radio channels broadcast news. The third reason is to have the facility of a quick view of news through internet according to their choice where they have no choice to select news broadcasted on radio.

Devices that College Students have Used to Access News in Last Two Weeks

This survey is also important due to the relationship between news accessing habit and the available device. The results are shown in the following Pie Figure.

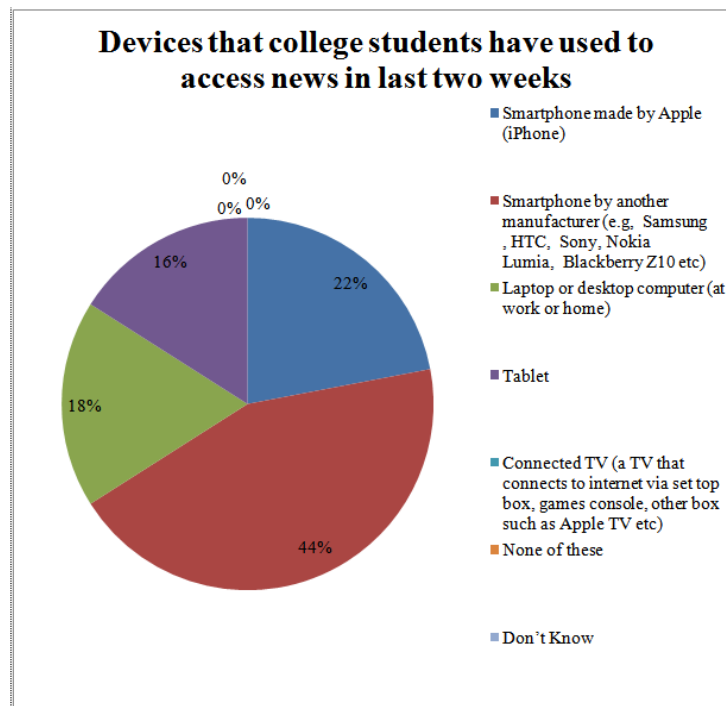


Figure 6

A major number of respondents (44%) use smartphones of various companies other than Apple iPhone to access news through the internet. Though iPhone is also used by 22% respondents, a majority use other brands. It is generally assumed that the iPhone is very popular among the college students. Of course, it is consumed less due to the high price. Though there are other brands, for clarity and quality iPhone is globally accepted in a high rank than its competitors. The necessity of taking this study is to get the general assessment on online running TV through various devices. The results show no users of smart TV (a TV that connects to the internet via set up box, games console, such as Apple TV etc.). Users of tab and laptops/desktops to watch TV news online are also less in number. It can be concluded that most college students access TV news online through their mobile phones.

Using Source for Getting Very Latest Information on a Fast Moving News Story

After getting the information on devices used for news access, the researcher tries to find the source used by college students to get very latest information on a fast-moving news story.

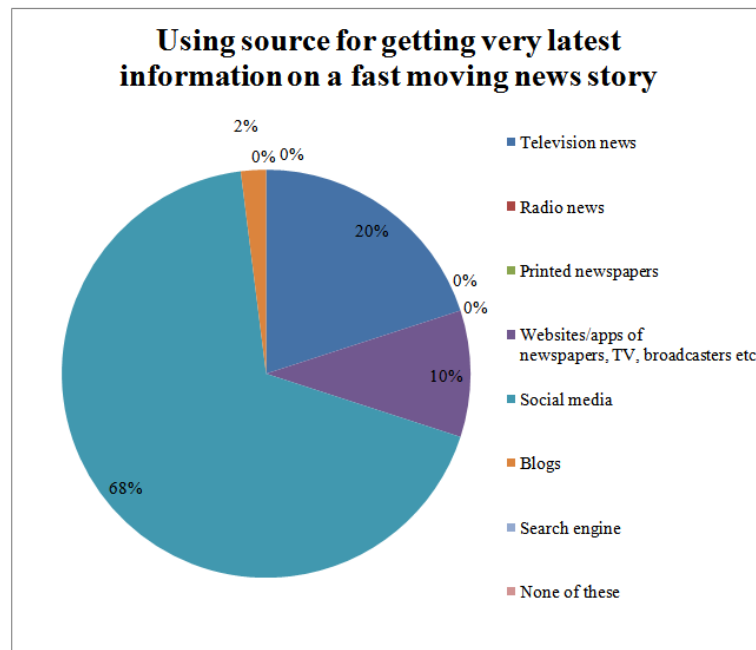


Figure 7

This result leads to getting the idea on attitudes of college students towards TV news and its access through the internet. 68% respondents use social media to get the latest information. News consumption is oriented towards new media, especially social networks, whereas printed newspaper readership among college students is in decline (0%). As a consequence, newspapers are no longer the primary source of information in the digital context, which does not mean that the appetite for news among college students has diminished, quite the contrary, interest in information is strong and news consumption scores highly as a civic value. Still today, TV holds the second place (20%) for providing very latest information. Then the news websites come with 10%. The conclusions of this research suggest that profound changes are emerging in news consumption patterns and the concept of news among college students.

Preference to Read or Watch News Using Web Sites of TV News Channel

Nowadays many TV news channels have their own websites. They update news stories in the form of both text and video. They have real-time streaming video facilities on their websites. That means anybody can watch TV news by accessing their websites. Considering that college students have an idea on this, the researcher tries to find the preference to read or watch news using websites of TV news channel by college students.

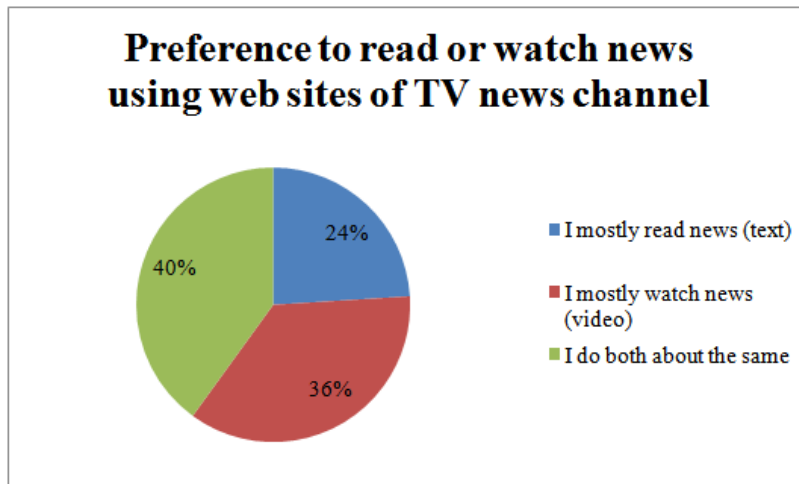


Figure 8

The results show that 40% respondents like to both read and watch the news (video) in the concerned TV news channel websites where 36% watch news videos and 24% read-only text provided by them. It can be concluded that the college students want both video and text of news stories which the TV news channels can provide them online.

Type of News Content Liked most in Online TV News

Importance of this investigation is for the future of online TV news. The news contents matter more than everything for the audience. As media choice increases, news content preferences thus become the important key to understanding news learning and audience participation. The researcher tries to find the online TV news content preference among the college students. The results are shown in the following Pi Figure.

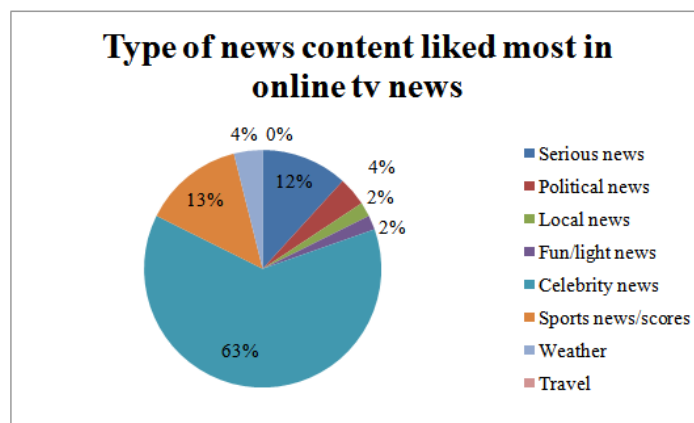


Figure 9

According to the collected data, 63% college students prefer news contents on celebrities. Then come sports news and serious news as 13% and 12% respectively. Preference for political news content (4%) is very less among college students. Weather news content shares the same place with political news content. There is a little attraction towards other news contents like weather, light news, travel etc. It can be concluded that college students access on-line TV news but mostly for news based on celebrities followed by sports news and serious news.

CONCLUSIONS

USC Annenberg Media report on 21st November 2017 by Eytan Wallace says that Prof. Mary Murphy, founder of “Entertainment and Media in Today’s Society” course, has acknowledged the trend among young people of not watching TV news. While admitting he did not have a solution to the issue, he said the next generation of TV news needs to be “different,” and those future journalists will need to determine what, specifically, “different” means. The TV news telecast has advanced technologies. With the demand and necessity of audience, many news channels are available in online TV. With the convergence media format, the TV news channels are telecasted and available through the internet via their respective websites with real-time streaming videos. It is generalized that college students are using devices with speed internet facilities more than other people. They want news according to their conveniences. Maybe it the content of news or time of news aired or telecasted, they want it in their pockets. They don’t prefer to watch TV in a room. They want their TV on their mobile phones. For this digital TV is available. When it comes to TV news channel online, the access is less. Because all news channel available in the online give both text and video. Other digital newspapers also do the same thing. So it becomes unnecessary for the college students to watch news online. They conclude it by reading the text. Because watching video or TV cost them more comparatively reading text. The students show interest to watch TV news online when the news of celebrities goes viral. According to the survey they like most news content based on celebrities. This study suggests that online TV news channel and online access to TV news should be treated differently. In online TV news channel, one cannot get the text of the news. He/she only get the TV on their smartphones. But in online access to TV news, one can get both the video and text of the particular news. For the success of online access to TV news among youngsters, the channels should focus on the news content.

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