Assessing the Media Habits of Students in Higher Education; An Empirical Overview of Management and Social studies students

MAHANTH S

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Abstract

The media today plays a very important role in giving out news and information to people across the world. It is with this news and information people get to know what's happening in different places and can frame their thoughts and opinions about different topics.

Students are the most dependent category of people who utilize the media for different purposes. The objective of this research paper is to examine the media patterns of students who are pursuing higher education. The study aims to investigate the specific purposes for which students utilize various forms of media.

The study focuses on finding if students use media for getting knowledge information, to understand if media is utilized for emotional and affective purposes, to know if students are influenced by media to make changes in their lifestyle, if the media plays a role in their socialization habits if students use the media for entertainment and also to know if media is used during tensed moments to get clarity on anxieties and worries.

The sampling method used to collect responses is random sampling using a questionnaire and is quantitative research.

Keywords-

Media habits, social media, television, newspapers, radio, new media, knowledge, information, media influence, emotions, socialization, lifestyle changes, stress, anxiety, entertainment, communication, education, internet, mobile phones, social media.

Introduction

The media plays a very important role in the lives of everybody. There are many benefits of using the media; people of different age groups have different media habits and use the media for various purposes. Due to the media's creation and widespread use, it has ingrained itself into people's lives. Students frequently utilise media, mainly for knowledge and educational purposes.

An average college student spends between two and four hours each day using any sort of media. "Youth may develop

misunderstandings and misperceptions about their world," claims Potter (2004, p. 24). Young people are being exposed to genuine and false views through the media; either they will accept the ideas offered to them or create false ideas on their own.

However, due to the recent advancement and trends in the new media, there has been a drastic change in how students in higher education use the media. They no longer use it for educational and knowledge-gaining purposes.

Basic life skills, such as self-awareness, self-esteem, empathy, critical thinking and communication, stress management, interpersonal communication, and creative thinking, can be influenced by the media among higher education students.

All types of media information have enriched people's information resources in this quickly evolving digital and new media technology society. One of the groups that use new media frequently and have been fully immersed in the age of new media is young college students.

Television, computers, and mobile devices are the three main types of media consumption in today's world. The media discourse shapes and directs young people's thoughts and attitudes on significant social issues like gender, caste, class, religion, and others.

A lot of studies show that students are slowly shifting from traditional media to new media. The reason is better connectivity and faster delivery of information when compared to traditional forms of media.

Technology advancements frequently affect how students consume information, particularly news, and the Internet has sped up this process. The most notable illustration is how online videos, and websites have begun to displace regular media among college students.

Students can now easily access any type of mass media content thanks to the use of smartphones and other modern technology. Their media consumption has expanded as a result of songs, comedy shows, celebrity interviews, reality shows, and soap operas, among other film and television-related content.

Because of Covid 19, media usage patterns have an impact on how teaching and learning are now conducted. These habits are prone to change as new media is introduced. Future teaching and learning will be influenced by both the current teaching and learning paradigms as well as the growing new media consumption patterns.

When the pandemic was at its peak, educational institutions made use of the new media platforms to conduct classes and assignments and even conducted exams for nearly 2 years, till the time there was a decline in the number of cases and an increase in vaccinated people.

This research paper aims to assess the media habits of higher education students and mainly for what purposes they use the media. It focuses mainly on the new media and how higher education students are making full use of new media platforms for their different wants and desires.

Review Of Literature

Media Habits of College Students and the Need for Critical Media Literacy in India's Higher Education Institutions.

Author- Radha Batran Year of Publication- 2022

This study demonstrates that in today's society, students are regularly engaged with one or more types of media on a

daily basis. Many parents are not well-informed about the characteristics and content of modern media platforms. Students often utilize media within peer groups, without the guidance of their parents or teachers, which is a frequent occurrence.

However, these peer groups also lack the knowledge or skills to assess the content and its influence on their attitudes and beliefs regarding social issues and relationships.

Additionally, both traditional and new media forms have a mechanism in place inside educational institutions to direct or facilitate learning toward a critical evaluation of media content and its influences. Since they receive little instruction on how to handle the media in a society that is media-saturated and globalized, it is a big issue from many perspectives.

Based on an examination of the media habits of students in higher education in India, regardless of age, gender, or field of study, this research paper calls for the implementation of Critical Media Literacy (CML) at all higher educational institutions. The study analyzes the necessity of CML as a universal framework requirement for all students, irrespective of their discipline. The research assesses the requirement for CML at higher education institutions by analyzing the students' media usage and its influence on their understanding of society and socialization.

Assessment of Social Media Utilization and Study Habit of Students of Tertiary Institutions in Katsina State

Authors- Adekunle Thomas, Olufunke Omotoke, Rafiu Ademola Year of Publication- 2016

This study assessed how students in tertiary institutions in Katsina State used social media and their study habits. For this investigation, a descriptive survey design was chosen. Students from higher institutions in Katsina State, totalling 381, were chosen at random to participate in the study.

Data for the study were gathered using two questionnaires developed by researchers, the "Utilization of Social Media Questionnaire" and the "Study Habits Questionnaire".

Male and female students at tertiary institutions in Katsina State do not differ significantly in their study habits. Students' use of social media at higher institutions in Katsina State does not significantly differ based on gender.

There is a strong positive correlation between the frequency of social media usage among students and their study habits. As a result of these findings, it is suggested that students receive regular guidance on how and when to effectively use social media to enhance their study habits and academic performance.

Student Media Usage Patterns and Non-Traditional Learning in Higher Education

Authors - Olaf Zawacki-Richter, Wolfgang Müskens, Ulrike Krause, Uthman Alturki, and Ahmed Aldraiweesh.
Year of Publication- 2015

In a survey conducted at German universities, a total of 2,338 students were involved in examining how conventional and non-traditional students used the media. The students provided information about their possession or availability of digital devices and their usage of media and e-learning resources for academic purposes.. Tools and services were divided into external, formal, and internal, informal.

A latent class analysis was used to create a typology of media usage patterns based on the students' replies (LCA). There were found to be four distinct categories or profiles of media consumption. These groups were classified as

instrumental, advanced, peripheral, and entertainment users.

Instrumental users made up a sizable fraction of non-traditional students. The paper discusses implications for media choices during the instructional design process based on the usage patterns of traditional and non-traditional students.

Trends in students media usage

Authors- Gerd Gidion, Luiz Fernando Capretz, Michael Grosch and Ken N. Meadows
Year of Publication- 2016

Students' media habits may have an impact on how they learn. Technology use is something that students expect, so schools and teachers should oblige. This research paper showcases the patterns in the utilization of traditional and modern media by students in higher education by identifying the factors that contribute to the increase or decrease in media usage from the first to the fourth year of their studies.

From the first to the fourth year of study, a survey was conducted to collect information on students' media-using behaviours and user satisfaction. It was discovered that media usage rises over time.

The data is presented using bar charts, which show a small increase in students possessing computers or notebooks off-campus over time and a considerable increase in students accessing online academic publications and journals from the first to fourth year. Another interesting finding is that, despite a minor year-over-year increase, fourth-year students are more aware of the reliability of the information they read online than first-year students are.

Social media usage and acceptance in higher education: A structural equation model

Authors- Ali Mugahed Al-Rahmi, Alina Shamsuddin, Eta Wahab, Waleed Mugahed Al-Rahmi, Omar A. Alismaiel, Joseph Crawford
Year of Publication- 2022

The COVID-19 epidemic has made social media acceptance and use as a teaching and learning tool in higher education worse. To investigate the relationship between social media usage, performance, and behavioral intention, this study employed the technology acceptance model and the unified theory of usage and acceptance of technology theory as predictors. The model suggests that behavioral intention and actual usage of social media are influenced by these predictors, and they also have an impact on how social media use affects academic performance.

In this study, 312 Malaysian undergraduate university students participated in a quantitative survey. To examine the impact of the technology acceptance model and the unified theory of usage and acceptance of technology theory on behavioral intentions and actual usage of social media and their influence on academic performance, this study employed structural equation modeling. The results showed that these models have a positive effect on both behavioral intentions and actual usage of social media, which, in turn, positively impact academic performance.

That is when students see the benefits of specific technologies, believe that that technology would improve their performance (such as their ability to pass their classes), and provides behavioural cues to adoption and use.

Media consumption and practices in higher education: An exploratory study with social communication students

Authors - Nídia Salome Morais, Joana Martins, Miguel Midoes Year of Publication - 2022

This paper presented some of the findings from the project "Media Literacy in Higher Education: An Exploratory Study with Social Communication Students," whose main goal is to evaluate students' levels of literacy in this field of study over the course of their three years of study in the Social Communication course. An online questionnaire was utilised and descriptive and exploratory research was created to meet the goals.

The authors were able to draw the following conclusion from the results: students primarily rely on social media and television to stay updated with national and international news, while printed newspapers are the least favored medium. Most students believe that the internet's primary purposes are to inform and amuse, they generally use their smartphones to make and keep in touch with contacts, and the primary purpose of social media is amusement.

This study's relevance and key contribution include, among other things, the ability to characterise media consuming habits and practises as well as the identification of unique tactics for a generation with distinctly different information consumption habits.

Social Media in Higher Education Research and Practical Insights

Author- Tihana Babic Year of Publication- 2022

Students can learn in a way that suits them thanks to social media because they developed a virtual identity there as children and have never known a world without technology like computers, smartphones, and social media. But teachers and higher education institutions, not them, are hesitating, as countless studies before the COVID-19 outbreak demonstrated. By providing training and education to both teachers and students on the proper use of social media for academic purposes, higher education institutions can promote the positive utilization of social media by teachers for higher education purposes.

During the COVID-19 pandemic, teachers considered quick and convenient access to information as the most important aspect of using social media for higher education. The impact of social media on society has brought about changes that necessitate a shift in the traditional educational approach towards a more progressive and future-oriented mindset, both before and particularly after the pandemic.

A Study on Social Media Usage Habits of University Students

Author - Yasemin Gultepe Year of Publication- 2019

In this study, it is attempted to ascertain the social media usage habits of young people based on the strengthened link between technology and the individual. The study aims to identify internet and social media usage behaviours of Kastamonu University's engineering and architecture students.

Students' opinions about social networks and usage patterns were probed in order to ascertain social media usage patterns. The primary source of data for the study is a face-to-face questionnaire completed by 180 students. The research's findings indicate that their preferred social networking app is WhatsApp.

After investigation, it was discovered that students, were more likely to use new media for entertainment. The objectives of using social media varied little according to gender. The findings of this study will help people responsible for engineering education to be aware of their responsibilities, and they will also be instructive in future

engineering communications and publications.

Use of Social Media in College Going Students Author - Shoaib Hasan
Year of Publication- 2020

The newest media format, social media, includes a variety of qualities and traits. Together with texting, conversing, and sharing photographs, videos, and audio, it also offers fast publishing, direct connections, and global connectivity. As a result of its affordable connection to the outside world, its application for connecting individuals in isolated locations is growing daily. The current study's objective is to examine social media use among college students in the city of Gorakhpur and gender disparities in social media use.

A self-made survey questionnaire was utilised to learn how social media was being used. The majority of students, according to the results, utilise social media, and there are no gender variations in this usage. They were on social media for almost two hours every day. While most female students were found using Facebook, and the majority of the male students were found using WhatsApp.

Female College Students' Media Use and Academic Outcomes: Results from a Longitudinal Cohort Study

Authors- Jennifer L. Walsh, Ph.D., Robyn L. Fielder, M.S., Kate B. Carey, Ph.D. and Michael P. Carey
Year of Publication- 2013

This study explores connections between media consumption and academic outcomes by describing how women used the media throughout their first year of college. Women reported using media for roughly 12 hours each day, taking into account multitasking; the most popular media were texting, music, the internet, and social networking.

Generally speaking, after adjusting for prior academic performance and demographics, media use was negatively connected with academic outcomes. The only exceptions were listening to music and reading newspapers, both of which had a beneficial effect on academic results.
Through academic practices, confidence, and issues, social networking and magazine reading have strong indirect influence on GPA. "May" is a term used in the academic context.

A Study to Evaluate the Social Media Trends among University Students

Author- Dr. Irshad Hussain Year of Publication- 2012

The study's objectives were to explore the prevalence of social media use among college students, assess the justifications for its use, and pinpoint the issues college students face when using social media.

University of the Islamia paraphrase: the population of the study and the 4th semester. 600 kids were included in the sample size thanks to an easy sampling method. To gather data, a questionnaire was devised. The research tool's pilot testing led to its completion. As per the findings of the research, a large proportion of students preferred to use Facebook as their primary social media platform. They utilized social media to establish worldwide social connections and exchange academic information.

The students utilized social media to share their academic experiences with both their peers and the global community. The study made it clear that social media was a key factor in encouraging linkages and collaboration that

led to the emergence of virtual communities all over the world. Using social media presented some challenges for the responders as well. They experienced issues with internet bandwidth and power outages/load shedding.

Use of social media by college students: Relationship to communication and self-concept

Authors- Megan Sponcil and Priscilla Gitimu Year of Publication- 2012

This research analyzed the impact of social media usage on college students' interactions with others and self-perception. The participants were asked about their social media usage patterns, ability to communicate with friends and family, and the effect on their self-concept. The study found that all the sampled college students had used at least one social networking website.

The Pearson correlation coefficient between social media usage and communication with family and friends was 0.586. Future research on the factors contributing to the growth of these social networking sites may be impacted by these findings.

Assessment of Social Media Use on Study Habits among Nursing Students: A Case study of Babcock University

Authors- Sussan Udoaku Ogbuiyi PhD, Chuks Daniel Oriogu, Folashade Munirat Lawal, Chukwuemeka Anthony Onyebuchi
Year of Publication- 2020

The primary objective of this study was to investigate the effect of social media usage on the study habits of nursing students The research approach involved a survey method, and data was collected via a structured questionnaire.

The study discovered that a large proportion (68.8%) of the respondents frequently use social media, while only a few use it infrequently. The results also revealed that the most commonly used social media platforms among respondents are WhatsApp and YouTube.

The study shows social media use has no appreciable impact on students' study. The study's results indicate that social media usage does not have a significant impact on the study habits of students.

Across the Great Divide: How today's college students engage with the news

Authors- Alison J. Head, Erica DeFrain, Barbara Fister, Margy MacMillan Year of publication- 2019

In a time when "fake news" and credibility issues are prevalent in the United States, this paper presents the findings of a mixed-methods study on how college students interact with the news. More than two-thirds of those surveyed reported getting news from at least five sources in the week prior; frequently, these sources included peer discussions, social media posts, online newspaper sites, conversations with professors, and news feeds.

The classroom plays an important role in shaping students' news habits. Students in majors such as arts, humanities, social sciences, or business administration are more likely to hear about news from their instructors compared to those studying computer science or engineering. The way news is accessed through personal or mediated channels underscores the significance of news as a social activity. Students rely on conversations with friends, family, and

professors to determine which news stories to follow and trust.

It is crucial for teachers to demonstrate the importance of news as a social and civic engagement practice in order to prepare students to identify and evaluate reliable news sources as both students and lifelong learners.

INFLUENCE OF SOCIAL MEDIA USAGE ON THE INFORMATION BEHAVIOUR OF UNDERGRADUATE STUDENTS IN SELECTED UNIVERSITIES IN KWARA STATE, NIGERIA

Authors- Abdul Hadi Ayodeji, Yahaya Aliyu Ismaila Year of Publication- 2019

This study looked at how undergraduate students used social media and their information- seeking behaviour. The research design used in the study was a descriptive survey.

The questionnaire's collected copies were examined using IBM SPSS version 21.0. Frequency counts and percentage tables were used to show the data for the research objectives.
According to the study's findings, Facebook is the social media platform that undergraduate students use the most.

The research results also showed that undergraduate students use social media extensively. The research also revealed that undergraduate students mostly use social media to keep in touch with friends and for academic objectives.

The results demonstrate a significant association between undergraduate students' information behaviour and their purpose for utilising social media. Since the advantages of using social media cannot be overstated, among the many recommendations based on the study's findings, the university administration was advised to make sure that social media apps are incorporated into their system of learning and teaching.

Exploring the role of social media in collaborative learning the new domain of learning

Authors- Jamal Abdul Nasir Ansari, Nawab Ali Khan Year of Publication- 2020

This study explores the application and usefulness of social media and mobile devices in higher education institutions for transferring resources and interacting with teachers and peers. The study surveyed 360 students at a university in eastern India to understand how they perceive the impact of social media and mobile devices on group projects, academic achievement, and interaction with teachers and peers. A structural equation model based on latent variance was used to validate the instruments used for measurement. The research reveals that collaborative learning through online social media significantly affects peer and teacher interaction and online knowledge sharing behavior.

Student engagement and academic success are significantly influenced by online interaction with instructors, peers, and knowledge sharing. The study indicates that using online social media for collaborative learning encourages students to be more innovative, dynamic, and research-oriented.

The impact of social media on academic performance of selected college students
Authors- Saad AlFahhad, Alwaleed AlHugail, Naif AlRushaidan, Gilbert M. Talaue, and Ali AlSaad
Year of Publication- October 2018

This research examines the impact of social media on the daily communication of young people. The study employed a descriptive research design to obtain an accurate understanding of the situation. The findings show that social media has become an integral part of students' lives and occupies a significant amount of their free time. However, social

media also provide opportunities for students' development.

Moreover, using social media to interact with peers can facilitate the formation of new friendships, socializing, and discussion of academic-related topics. Consequently, social media can have both positive and negative effects on student success, and it is important to approach teen users of social networks with caution.

Social Media usage patterns in higher education institutions – An empirical study
Authors- Yanka Georgieva Aleksandrova, Silvia Stoyanova Parusheva Year of Publication- March 2019

This study aimed to identify trends, opportunities, and limitations related to the use of social media in higher education. The research focused on the impact of social media on learning, the production and dissemination of educational material, and educational communication. An association analysis was conducted to determine the most prevalent patterns related to the use of social media in education. The study also evaluated the relationship between students' specialisation and their social media usage patterns using statistical hypothesis testing.

The findings suggest that Facebook groups are the most effective social media platform for communicating with peers and sharing educational content, while wikis and institution Learning Management Systems (LMSs) are the preferred platforms for creating new content and acquiring knowledge. Additionally, the research found that students are more likely to use social media for educational purposes than academic staff.

College students' media habits, concern for themselves and others, and mental health in the era of COVID-19

Authors- Fraser, Ashley M. Stockdale, Laura A. Bryce, Crystal I. Alexander, Brittany L

Year of publication - April 2022

College students' academic plans and frequently their physical locations have been completely disrupted by the COVID-19 pandemic, and it is still unclear when life will resume to its pre- pandemic state. The current research looked at how media use patterns changed during the COVID-19 pandemic, how these patterns affected people's feelings of worry about the future and society, and how anxiety and depression acted as moderators in relationships. In order to determine how much time was spent watching TV, using social media, and playing video games in the springs of 2019 (T1) and 2020 (T2), 74 college students took an online survey. The results showed that from T1 to T2, more people used TV and video games than they did social media, and that a change in TV use was favourably correlated with a rise in social concern.

Furthermore, moderation analyses revealed that increased social media use increased anxiety at lesser levels while raising concerns for one's future.

Effect of Social Media on the Study Habits of Students of Alvan Ikoku Federal College of Education, Owerri

Authors- Perpetua O. Ezeji, Kelechi E. Ezeji Year of Publication- December 2018

The widespread concern in society is that social media undermines young people's social skills and diverts attention from academics. As a result, educators have worked to find methods to balance incorporating its positive aspects into the learning process with minimising its detrimental effects on educational attainment. The goal of this research was to determine how social media usage affects students study habits. In order to gather information from a sample of the student population, a survey method was used in the study design.

The particular analysis instrument used was Spearman's Rho. Frequency tables and bar charts were used to illustrate it. According to the results of the variables analyzed, social media use had a significant effect on the study habits of students. This showed the need for school managements to use counselling and other proactive measures to make sure students kept proper focus on their main school task.

Research Gap

The research papers included in my Review Of Literature focus on critical media literacy, unfamiliarity of students and parents with the features and content of contemporary media platforms, how students use social media for learning and educational purposes, how conventional and non-traditional students use the media, trends in students' use of new and conventional media in higher education by describing drivers of media use that exhibit consistently growing or decreasing values from the first academic year to the end of their academic degrees, how social media usage since the impact of covid 19 has increased and how it is affecting the learning behaviour of students.

My research study focuses on determining whether students use media to obtain knowledge or information, to comprehend if media is utilised for emotional and affective purposes, to know if students are influenced by media to make changes in their lifestyle, to figure out whether the media has an impact on their socialisation habits, to assess whether students use the media for entertainment, and to identify if students use the media during tense moments to clarify anxieties and worries.

Theoretical Background - Uses and Gratification Theory

The Uses and Gratification theory looks at the impact of the media on society. It talks about how people utilise the media to promote their own needs and feel happy when those needs are satisfied.

Assumptions of the theory

1.   We use media in a motivated and deliberate manner. People always have a rationale for consuming media, even if it's only habit or for fun.
2.   People select their media in the hope that it will satisfy certain needs and expectations.

3.   Social and psychological aspects influence how media is consumed.

4.   Media compete with other types of communication, especially face-to-face interaction, for selection and use in fulfilling wants and desires.
5.   People actively use media; therefore, messages don't have a very big influence on them.

There are many different wants and sources of satisfaction for people. They are separated into five groups.

1.   **Cognitive needs**

2.   **Affective Needs**

3.   **Personal Integrative Needs**

4.   **Social Integrative Needs**

5.   **Tension-Free Needs**

Objectives

1.   To find out if students use media for acquiring knowledge and information.

2.   To understand if students utilize the media for emotional and affective purposes.

3.   To analyze if students are influenced by the media to alter their lifestyle and improve their status in society.

4.   To learn about students' socialization and interactive habits with their friends and family members over social media apps.

5.   Examine if students lean towards the media during tension or stress to clear their anxieties and worries.

6.   To determine if students use the media for entertainment purposes.

Significance

The research offers insightful information about how higher education students use media. Media businesses, advertisers, and instructors who want to target this demographic have to understand the media habits of students.

It assists in identifying media consumption habits and trends among students majoring in management and social studies, which can help with the creation of media and advertising strategies that are specific to these groups.

The study can shed light on the effects of various media platforms on students' academic performance and general well-being, which can help to guide media use regulations in educational institutions.

The study, which examines how media habits change among various population segments, may also help us comprehend the influence of media on society more broadly.

Research Methodology

●   Quantitative Method

●   Sampling Method- Random Sampling

●   Method used to collect samples- Questionnaire Method

●   Number of responses- 103

●   This survey includes people of different age groups, where 4.9% were aged between 18-20, 42.7% of people were in the age group of 21-23 years, another 42.7% were of 24-26 years, and 9.7% were of 27-30 years of age.

Questionnaire

1.   **Which education stream are you pursuing?**

Management Social Studies

2.   **What are you currently pursuing?**

Options- Undergraduation, Post Graduation, PhD, MPhil

3.   **We have never seen a generation of young people more connected to technology and the internet. How do you access the media? What kinds of technological gadgets do you use?**

Radio, Tv, laptop/computer, Mobile.

4.   **Which of the following forms of media do you regularly consume?**

TV, Radio, Newspaper, new media (Internet)

5.   **What do you use television media for?**

Entertainment, education, emotional purposes, socialization, lifestyle changes, stress buster.

6.   **How many hours a day do you spend on visual broadcast media (television)?**

0 - 1 hours, 2-3 hours, 4-5 hours, more than 5 hours, never watch media channels on tv

7.   **For which purpose do you use print media (Newspaper)?**

Entertainment, education, emotional purposes, socialization, lifestyle changes, stress buster.

8.   **How many hours a day do you spend on print media?**

0-30 minutes, 45 minutes, 1 hour, more than 1 hour, never read newspaper.

9.   **For what purposes do you tune into audio broadcast media (radio)**

Entertainment, education, emotional purposes, socialization, lifestyle changes, stress buster.

10.   **How many hours a day do you spend listening to the radio?**

0-30 minutes, 45 minutes, 1 hour, more than 1 hour, never listen to the radio.

11.   **New media (internet media) is the most recent trend among students. Select one option for which you utilize new media.**

Entertainment, education, emotional purposes, socialization, lifestyle changes, stress buster.

12.   How many hours a day do you spend on new media?

0 - 1 hours, 2-3 hours, 4-5 hours, more than 5 hours, never used new media.

13.   Do you think that media can bring a change in our lifestyle?

Strongly agree, agree, disagree, strongly disagree, maybe.

14.   Do you feel that the media plays a very strong role in meeting the emotional requirements of people?

Strongly agree, agree, Strongly disagree, disagree, maybe.

15.   Does the media act as a bridge or pillar of support for socializing and interacting with friends and family?

Strongly agree, agree, strongly disagree, disagree, maybe.

16.   When you are stressed and having tension, does watching or using the media, provide answers for your tension and stress?

Strongly agree, agree, strongly disagree, disagree, maybe.

17.   Does the media provide you a good source of entertainment?

Strongly agree, agree, strongly disagree, disagree, maybe.

18.   Do you feel that the media has the power to provide knowledge and etter information to it's users?

Strongly agree, agree, strongly disagree, disagree, maybe.

19.   How has the media impacted you in terms of education, entertainment, lifestyle changes, emotions, socialization, and relieving stress?

Highly positive impact, positive impact, highly negative impact, negative impact, neutral impact.

20.   Do you feel you are missing out on a lot of things by not being an active or irregular media user?

Strongly agree, agree, strongly disagree, disagree, maybe.

21.   Do you feel the drastic rise of new media has changed the way in which youth are utilising the media?

Strongly agree, agree, strongly disagree, disagree, maybe.

22.   **How would new media impact the approach of students towards traditional forms of media?**

Highly positive impact, positive impact, highly negative impact, negative impact, neutral impact.

23.   Will new media completely take over the world and replace traditional media?

Strongly agree, agree, strongly disagree, disagree, both new medi and traditional media will coexist.

24.   **Which of the following forms of media do you least consume?**

TV, Radio, Newspaper, new media (Internet)

25.   With the advent of new media and social media apps for communication, how has it impacted your socialization and communication with friends and family members? Do you prefer to communicate and socialize with them in person or through social media apps?

In person socialization and communication, online socialization and communication, mix of both online and inperson, depends on the situation to communicate either online or offline.

26.   How likely are you going to communicate and share personal and confidential information over social media?

27.   If you use social media for entertainment purposes, which of the following platforms would you prefer?

Instagram, Facebook, YouTube

Limitations of the research

1.   Limited to higher education students in the age group of 18-20.

2.   Limited to students pursuing, under graduation, post-graduation, PhD and MPhil.

3.   Limited to only management and social studies students.

4.   Objectives related to new media are limited to 2-way communication platforms in new media.

Data Analysis

Criteria	18- 20 years	21-23 years	24-26	27-30
Age	4.5%	42.7%	42.7%	9.7%

Out of the 103 responses, 85.4% of people were in the age groups of 21-23 and 24-26 years, while 9.7% of people were aged between 27-30 years and 4.5% of people were aged between 18-20 years.

Criteria	Male	Female	Prefer not to say	Others
Gender	66%	33%	1%	

66% of respondents were men, while 33% of them were women and 1 % of the respondents preferred not to reveal their gender.

Which education stream are you pursuing?	No of respondents	Percentage
Management	57	55.3%
Social Studies	46	44.7%

55.3% of respondents are pursuing management courses while 44.7% of respondents are pursuing social studies courses.

What are you currently studying	No of responses	Percentage
Undergraduation	31	30.1%
Post graduation	67	65%

PhD	3	2.9%
MPhil	2	1.9%

65% of respondents are currently pursuing their post-graduation, while 30.1% are pursuing their undergraduate. 1.9% of respondents are pursuing Master of Philosophy and 2.9% are pursuing a PhD.

Which of the following types of media do you regularly consume	No of responses	Percentage
Television	11	10.7%
Radio	1	1%
Newspaper	8	7.8%
New Media (Internet)	83	80.6%

This question is to know which form of media people regularly consume on a daily basis. A whopping 80.6% of people responded that they use new media regularly, and 10.7% of people said that they use the television. 7.8% of people say that they use newspapers and 1% say that they use the radio.

Which of the following forms of media do you least consume	No of respondents	Percentage
Television	28	27.2%
Radio	72	69.9%
Newspaper	33	32%
New Media	17	16.5%

The respondents could select multiple responses for this question and there were 72 responses for radio being the least consumed form of media. 33 respondents say the newspaper is least consumed and 28 respondents say television is the least used, while 17 respondents say new media is used less by them.

We have never seen a generation of young people more connected to technology and the internet. What kinds of technological gadgets do you use to access the media?	No of Responses	Percentage
Television	7	6.8%
Radio	1	1%
Mobile	81	78.6%
Laptop / Computer	14	13.6%

Among the 103 responses, 81 respondents say they use their mobile phones to access the media, while 14 respondents say that they use their laptops and computers to access the media. Interestingly 7 respondents say that they use the television to access the media and only 1 respondent said that they use the radio to access the media.

What do you use television media for?	No of responses	Percentage
Entertainment	72	68.9%
Education	12	11.7%
Emotional purposes	3	2.9%
Lifestyle Changes	4	3.9%
Stress Buster	4	3.9%
Socialization	8	7.8%

68.9% of respondents said that they use the television media for entertainment, and 11.7% of people said that they use the TV media for education. 7.8% of respondents say that they use TV media for the purpose of socialization, while 3.9% of people say they use tv media for lifestyle changes and another 3.4% of people say that they use tv media as a stress buster during times of anxiety, tension and stress.

How many hours a day do you spend on television media?	No of responses	Percentage
0-1hr	64	62.1%
2-3 hours	20	19.4%
4-5 hours	8	7.8%
More than 5 hours	2	1.9%
Never watch media channels on television	9	8.7%

62.1% of people answered that they spend 0-1 hours watching media channels on tv and 19.4% of people said that they spend 2-3 hours watching media channels. 7.8% of respondents say that they spend 4-5 hours and 1.9 % of respondents say that they watch media channels on the television for more than 5 hours. Additionally, 8.7% of respondents answered that they never watch media channels on television.

For which purpose do you use print media (Newspaper)?	No of responses	Percentage
Education	65	63.1%
Entertainment	11	10.7%
Emotional	1	1%
Lifestyle changes	6	5.8%
Stress Buster	5	4.9%
Socialization	15	14.6%

In the 103 responses collected, 63.1% of respondents say that they use the newspapers for education purposes, 14.6% of people use it for socialisation purposes, 5.8% of people read newspapers for the purpose of lifestyle changes, 10.7% of respondents use the newspaper for the purpose of entertainment, 4.9% use newspapers as a form of stress buster and only one of the respondent said they use the newspaper for the purpose of emotional requirements.

How many hours a day do you spend reading a newspaper?	No of responses	Percentage
0-30 minutes	67	65%
45 minutes	11	10.7%
1 hour	6	5.8%
More than 1 hour	1	1%
Never read newspapers	18	17.5%

65% of respondents say that they spend around 0-30 minutes reading the newspaper, 10.7% said that they spend 45 minutes to read a newspaper, 5.8% of respondents say they spend 1 hour to read the newspaper and only one of th respondent said they take more than 1 hr to read the newspaper. Also, 17.5% of the respondents said that they never read newspapers.

For what purposes do you tune into the radio?	No of responses	Percentage
Entertainment	61	59.2%
Education	3	2.9%
Emotional	6	5.8%
Stress Buster	26	25.2%
Socialization	7	6.8%
Lifestyle Changes	0	0

59.2% of people, said they use the radio as a purpose of entertainment, 25.2% of people said they use the radio as a form of stress buster, 6.8% of people make use of the radio for the purpose of socialization, 5.8% of people use it for their emotional purposes and 2.9% of people use the radio for education purposes. However, there were 0 responses to making use of the radio for the purpose of lifestyle changes.

How many hours a day do you spend listening to the radio?	No of responses	Percentage
0-30 minutes	47	45.6%
45 minutes	5	4.9%
1 hour	12	11.7%

| More than 1 hour | 4 | 3.9% |
| Never listen to the radio | 35 | 34% |

45.6% of respondents listen to the radio for 0-30 minutes, 4.9% of them listen to the radio for 45 minutes, 11.7% of people listen to the radio for 1 hour and 3.9% of people listen to the radio for more than 1 hour. Surprisingly, 34% of respondents say they never listen to the radio.

New media (internet media) is the most recent trend among students. Select one option for which you utilize new media.	No of responses	Percentage
Education	17	16.5%
Entertainment	48	46.6%
Socialization	19	18.4%
Lifestyle Changes	12	11.7%
Stress Buster	7	6.8%
Emotional Purposes	0	0

46.6% of respondents sid they use the new media for the purpose of entertainment, 18.4% use it for socialization, 16.5% of people use it for educational purposes,11.7% of people use it for lifestyle changes and 6.8% of people use the new media as a form of stress buster. Surprisingly there were 0 responses for new media being used for emotional purposes.

How many hours a day do you spend on new media?	No of responses	Percentage
0-1 hour	22	21.4%
2-3 hours	42	40.8%
4-5 hours	25	24.3%
More than 5 hours	12	11.7%
Never use new media	2	1.9%

21.4% of people said they use new media for 0-1 hour, 40.8% of people responded that they use new media for 2-3 hours, 24.3% of people say they use it for 4-5 hours, and 11.7% of people said they use it for more than 5 hours/ However, 2 of the respondents said they never use new media.

With the advent of new media and social media apps for communication, how has it impacted your socialization and communication with friends and family members? Do you prefer to communicate and socialize with them in person or through social media apps?	No of responses	Percentage
In-person socialization and communication	26	25.7%
Online socialization and communication	15	14.9%
Mix of both online and in-person communication	44	43.6%
Depends on the situation to communicate and socialize either online or offline	16	15.8%

25.7% of people say they prefer in-person socialization and communication, 14.9% of people say they prefer to online socialization and communication, 43.6% of people say they prefer a mix of both online and in-person communication and 15.8% of people say that it depends on the situation to communicate and socialize either online or offline.

If you use new media for entertainment purposes, which of the following platform would you prefer?	No of responses	Percentage
Instagram	58	56.3%
Facebook	9	8.7%
YouTube	33	32%
Do not use new media for entertainment	3	2.9%

56.3% of people said they use Instagram as a platform for entertainment in new media, 8.7% of people said they use Facebook for entertainment, 32% of people said they use YouTube for entertainment and 2.9% of respondents said they do not new media for entertainment.

How likely are you going to communicate and share personal and confidential information over social media?	No of responses	Percentage
Very Likely	13	12.6%
Likely	23	22.3%
Not so likely	40	38.8%
Never	27	26.2%

According to 12.6% of respondents, social media is very likely to be used for communicating and sharing personal information. 22.3% of respondents say that they are likely to communicate and share personal and confidential information over social media. There are 38.8% of respondents who say they are unlikely to communicate or share personal and confidential information over social media, and 26.2% say they never will.

Do you think that media can bring a change in our lifestyle?	No of responses	Percentage
Strongly agree	33	32%
Agree	49	47.6%
Strongly disagree	1	1%
Disagree	4	3.9%
Maybe	16	15.5%

32% of respondents have strongly agreed that the media can bring a change in our lifestyle and 47.6% of respondents have just agreed to it. 15.5% of respondents say that maybe the media can bring a change in our lifestyle and 3.9% of people have disagreed to it. However 1 of the respondent has strongly disagreed to the question.

Do you feel that the media plays a very strong role in meeting the emotional requirements of people?	No of responses	Percentage
Yes	64	62.1%
No	14	13.6%
Maybe	25	24.3%

62.1% of the respondents say yes the media plays a very strong role in meeting the emotional requirements of the people and 13.6% of people say no. However, 24.3% of people feel maybe the media can play a very strong role in meeting the emotional requirements of the people.

Does the media act as a bridge or pillar of support for socializing and interacting with friends and family?	No of responses	Percentage
Yes	61	59.2%
No	13	12.6%
Maybe	29	28.2%

59.2% of respondents say yes the media acts as a bridge or pillar of support for socializing and interacting with friends and family and 12.6% of respondents say no. 28.2% of respondents say maybe the media acts as a bridge or pillar of support fro socializing and interacting with friends and family.

When you are stressed and having tension about certain matters, does watching or using the media, provide answers for your tension and stress?	No of responses	Percentage
Yes	46	44.7%
No	22	21.4%
Maybe	35	34%

44.7% of respondents say yes when they are stressed and having tension about cetrain matters watching or using the media provide answers for their tension and stress, while 21.4% say no and 34% say maybe.

Does the media provide you a good source of entertainment?	No of responses	Percentage
Yes	77	74.8%
No	10	9.7%
Maybe	16	15.5%

74.8% of the respondents say yes the media provides them a good source of entertainment, 9.7% of respondents say no, while 15.5% of respondents say maybe the media can provide a good source of entertainment for them.

Do you feel that the media has the power to provide knowledge and better information to it's users?	No of responses	Percentage
Yes	74	71.8%
No	12	11.7%
Maybe	17	16.5%

71.8% of respondents say yes the media has the power to provide knowledge and better information to it's users and 11.7% of people say no. 16.5% of people say that the edia maybe has the power to provide knowledge and better information to it's users.

How has the media impacted you in terms of education, entertainment, lifestyle changes, emotions, socialization, and relieving stress?	No of responses	Percentage
Highly positive impact	13	12.6%
Positive impact	43	41.7%
Highly negative impact	5	4.9%
Negative impact	5	4.9%
Neutral impact	37	35.9%

12.6% of respondents say there is a highly positive impact, 41.7% of respondents say that there is a positive impact, 4.9% of respondents say that there is a highly negative impact, another 4.9% of people say that there is a negative impact. However, 35.9% of respondents say that there is a neutral impact.

Do you feel you are missing out on a lot of things by not being an active or irregular media user?	No of responses	Percentage
Yes	35	34%
No	39	37.9%
Maybe	29	28.2%

34% of the respondents say yes they fell that they are missing out on a lot of things by not being an active or irregular media user and 37.9% of the respondents say no. However, 28.2% of the respondents said that they maybe missing out on a lot of things by not being an active or irregular media user.

Do you feel the drastic rise of new media has changed the way in which youth are utilizing the traditional forms of media?	No of responses	Percentage
Yes	79	76.7%
No	10	9.7%
Maybe	14	13.6%

76.7% of respondents have answered yes they feel the drastic rise of new media has changed the way in which youth are utilizing the traditional forms of media and 9.7% of respondents have answered no. 13.6% of respondents say that there maybe a change in which youth are using the traditional forms of media due to the drastic rise of new media.

How would new media impact the approach of students towards traditional forms of media?	No of responses	Percentage
Highly positive impact	16	15.5%
Positive impact	31	30.1%
Highly negative impact	10	9.7%
Negative impact	17	16.5%
Neutral impact	29	28.2%

15.5% of respondents say that new media has a highly positive impact on the approach of students towards traditional forms of media, 30.1% of respondents say that there is a positive impact, 9.7% of respondent essay that there is a highly negative impact, 16.5% of respondent essay that there is a negative impact and 28.2% of respondents say that there is a neutral impact.

Will new media completely take over the world and replace traditional media?	No of responses	Percentage
Yes	52	50.5%
No	21	20.4%

Maybe	30	29.1%

50.5% of the respondents say yes new media will completely take over traditional the world and replace traditional media, 20.4% of respondents say no, and 29.1% of respondents say new media can maybe completely take over the world and replace traditional media.

Findings

❖ A whopping 80.6% of people responded that they use new media regularly.

❖ 69% of people say that radio is the least used form of media and 31% of people say that newspaper is the least used media.

❖ 78.6% of respondents use their mobile phones to access the media.

❖ 68.9% of respondents said that they use television media for entertainment.

❖ 62.1% of people answered that they spend 0-1 hour watching media channels on tv.

❖ 63.1% of respondents say that they use newspapers for the purpose of education.

❖ 65% of respondents say that they spend around 0-30 minutes reading the newspaper.

❖ 17.5% of the respondents said that they never read newspapers.

❖ 59.2% of people, said they use the radio as a purpose of entertainment.

❖ 45.6% of respondents listen to the radio for 0-30 minutes on a daily basis.

❖ 34% of respondents say they never listen to the radio.

❖ 46.6% of respondents said they use new media for the purpose of entertainment.

❖ 40.8% of people responded that they use new media for 2-3 hours.

❖ 2 of the respondents have never used new media, which is surprising considering the targeted audience of the research.

❖ 25.7% of people say they prefer in-person socialization and communication when compared to communication and socialization over social media apps, and 43.6% of people prefer a mix of both online and in-person communication and socialization.

❖ 56.3% of people use Instagram and 32% of people use YouTube as entertainment platforms in new media.

❖ 38.8% of respondents are unlikely to communicate or share personal and confidential information over social media, and 26.2% say they will never communicate or share personal and confidential information over social media.

❖ 47.6% of respondents agree that the media can bring a change in the lifestyle of the people.

❖ 62.1% of the respondents say the media plays a very strong role in meeting the emotional requirements of the people.

❖ 59.2% of respondents agree that the media acts as a bridge or pillar of support for socializing and interacting with friends and family.

❖ 44.7% of respondents say yes when they are stressed and having tension about certain matters watching or using the media provides answers for their tension and stress, while 34% say maybe.

❖ 74.8% of the respondents say the media provides them with a good source of entertainment.

❖ 71.8% of respondents agree the media has the power to provide knowledge and better information to its users.

❖ 41.7% of respondents say that the media has had a positive impact on them in terms of education, entertainment, lifestyle changes, emotions, socialization, and relieving stress, while 35.9% of respondents say that

there is a neutral impact.

❖   34% of respondents said they believe they are missing out on a lot by not using social media frequently or actively, while 37.9% disagree.

❖   76.7% of responders stated that they do indeed feel the drastic emergence of new media has altered how young people are consuming traditional media.

❖   30.1% of respondents claim that new media has had a positive influence on how pupils view old forms of media, while 28.2% claim that there has been a neutral impact.

❖   A majority of respondents—50.5%—believe that new media will entirely replace conventional media and take over the globe. However, a smaller percentage—29.1%— believe that new media may someday replace traditional media completely.

Conclusion

The research paper titled 'Assessing the Media Habits of Students in higher education; An empirical overview of Management and Social studies students' was done to find out for what exactly the students use the media.

The majority of the respondents have said that new media is the most used form of media while radio and newspapers have been declining in terms of people using them as a form of media.

Since this is a generation that uses technology at a rampant rate, the majority of people use their mobile phones to access different types of media. This is because the fact that mobile phones have become very affordable to almost all sections of society and the cost of internet services has become very pocket friendly when compared to their price before the launch of Jio.

Television media is used for the purpose of entertainment and the average time spent watching media channels on TV is 0-1 hour. Newspaper is used for the purpose of education and a majority of people spend an average of 45 minutes reading the newspaper, and there is a slow decline in the number of people who have stopped reading or never read the newspaper.

Radio as a form of media is used for the purpose of entertainment, and the average time spent by people tuning into the radio is 0-30 minutes. However, the purpose of radio being used as a form of media is almost getting eliminated, since 34% of people say they never listen to the radio.

New media has revolutionized the way in which students utilize the media. It is mainly used for the purpose of entertainment the average time spent on new media is 3 hours.Instagram and Youtube are the most preferred entertainment platforms since they offer a mix of short and long form content.

A majority of the people prefer a mix of both online and in-person communication and socialization, when asked to do a comparison between communicating and socializing in person and through social media channels. People are are unlikely to communicate or share personal and confidential information over social media, since they believe that it can lead to a lot of people getting to know about their private information.

The media can easily bring a change in the lifestyle of the people and it plays a very strong role in meeting the emotional requirements of the people. The media serves as a conduit or pillar of support for engaging with loved ones and socialising. When people are anxious and worried out about specific issues, watching or using the media can help ease their stress.

People agree that the media is a good source of entertainment and that it has the ability to give viewers more

knowledge and better information. The majority of people acknowledge that the media has benefited them in ways such as education, entertainment, lifestyle changes, emotions, socialization, and stress relief.

People feel that by not utilising social media regularly or actively, they are missing out on a lot. They believe that young people's consumption of traditional media has changed significantly as a result of the rapid development of new media.

People assert that there is still a positive impact on how students perceive traditional forms of media although it is new media which is very dominating in the present world. Most individuals think that new media will completely eclipse traditional media and take over the world. Less people, however, hold the view that new media will eventually entirely supplant traditional media.

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