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Media Use Habits of Youth: Exploring Seeking Pattern

ABSTRACT

This research study brings to light the usage pattern of new media among the youth in Pakistan. The study is based on the survey of 500 young people studying in various colleges and universities of Rawalpindi and Islamabad. The study has explored many interesting facts about the media use habits of youth with special reference to latest trends and preferences given by youth in using various media outlets. The results show that Female respondents are getting more exposure to Television, Radio, Film and Mobile Phone, while Male respondents are getting more exposure to Newspapers and Internet. Interestingly, Rural Areas youth has been found getting more exposure to Traditional media, while, the Urban youth is getting more exposure to Internet, Film and Mobile Phone. The trend of internet and mobile phone has been found very popular among the Pakistani youth, while habit of using radio had a negative Trend. The Pearson Correlation between youth's getting of first hand information through various media outlets viz Television, Radio, Newspaper, Internet and Mobile Phone and youth's preference/ choice about the specific media outlet for getting further details about the same incident has been found positive and significant. This shows that Pakistani youth prefers the same media for confirmation and further details, through which it

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gets the first hand information on news/current affairs. The study supports the Uses and Gratification theory of Katz, Blumler, & Gurevitch (1974), which advocates that the media users are active and they use various media to gratify their needs.

Keywords: *New Media, Traditional Media, Youth, Media Gratification, Trends, Preferences*

■ Introduction

Various media outlets including Television, Radio, Newspaper, Internet, Social Networking Sites, Film and Mobile Phone have become available to majority of media users with variety of media content like games, sports, news, current affairs, drama, films, soap operas, social media etc. Keeping these circumstances in mind, many administrators, researchers, parents and teachers also show concern about the negative impact of media use on young people.

The Television, Newspapers, Radio, Cinema, Mobile Phone and Internet based media like the Social Networking Sites are the most popular and commonly used mass media outlets in Pakistan. The Pakistani media is subjected to the cross media ownership and media chains. Moreover, Pakistan's media sociology is controlled by five big media groups, which are The Jang group, The Dawn group, The Nawa-i-Waqt group, The Express group and The Dunya group (Media in Pakistan, 2009).

The modern communication technologies are nowadays most widely used by the people especially by young people all over the world to gratify their media needs and to know about other traditions, places, cultures and history of the world. These

developments have thus resulted in the phenomenon of globalization or global village as foreseen by Marshal McLuhan several decades ago. It is, therefore, the media studies are now more focused to conduct researches on the use of the new communication technologies and gadgets, which have become most popular throughout the world especially amongst the youth.

Though the new media have brought about a communication revolution throughout the world and are also providing better gratifications to the needs of media users. However, the new media has also brought a concern that it has the capacity to displace the traditional media. This concern gets strength with the idea that the people do have limited time. So, if people will spend too much time with one medium, they will have left with them less time for other media outlets. As according to Robinson, Kestnbaum, Neustadt, & Alvarez, (2000), "Time is very important in studying the effects of the new technology on the previous activities and media use patterns and habits of the people especially the youth".

The function of the media may be information, education, entertainment or watchdog function, however, the main purpose of media is to gratify the needs of users. With the availability of a variety of media outlets like television, Internet, newspapers, radio, social networking sites, film and mobile phone etc., the youth has now a huge media choice around the clock. With the introduction of the radio, its displacement effect on newspaper was analyzed (Lazarsfeld, 1940). Likewise, at the time of introduction of Television, VCRs, Computer and Cable Television, their displacement effect on previous media was tested (Kaplan, 1978; James & Wotring, 1995).

The media like television, radio, film, internet, mobile phone and social networking sites are taking much time of our today's young generation, therefore, the relationships between the use of media by the youth and their social and psychological well-being should be carefully examined. Huston, Wright, Marquis and Green (1999) argued that "children have less control over their options for time use, so their allocation of time to the media activities is very important because their social and intellectual development is more malleable."

Initially, the media researches were focusing on the access of people to various media outlets. After that the researchers turned towards the investigation of media usage and allocation of time to various media outlets. During the last few decades, the television viewing has increased dramatically and similarly, the Internet has snatched most of the time from the daily schedule of today's youth. So, it is important to explore and bring to light the time allocated by youth to various media outlets and media activities. It is also important to study the various purposes of the use of various media like television, newspaper, radio, Internet and social networking sites. Therefore, this study examines the actual media usage of youth by investigating the frequency of exposure to various media outlets.

■ Objectives of the Study

This study has been conducted to achieve the following objectives:

1. To know that to what extent the youth nowadays watch television, listen to the radio, read newspapers, use the Internet, watch the films and use the mobile phone.
2. To analyze the trends and preferences of youth in using the different media outlets.

3. To explore the seeking pattern of youth while using various media outlets.

■ **Research Questions of the Study**

Following Research Questions were formulated to meet the objectives of the study:

- Q1.** Whether and to what extent the youth in Pakistan is getting exposure to various media outlets?
- Q2.** Which media is the most frequently used by the youth such as watching television, reading newspaper, listening to radio, using Internet, watching film and using mobile phone?
- Q3.** How is the exposure to various media outlets different with respect to audience's demographic characteristics (i.e. Gender, Marital Status, Educational Level, Institutions' Type, Residential Area and Family Income)?
- Q4.** What is the relationship between audience' getting of first hand information from media and their Preference for the same media for getting further details?

■ **Literature Review**

Many research studies have concluded that an average American citizen spends roughly 4 hours in a day in watching television. Similarly, Robinson (1990a, 1990b) determined that a person on average allocates 3 hours from their daily time budget to watching television. He further elaborated that the television as a primary activity gets about 40 percent of the time budget.

A study conducted by Daheia Barr-Anderson (2004) and Associates of American Academy of Paediatrics says that the bedroom TV is creating in teens some unhealthy habits. The study also explored that bedroom TV was also found as a

stronger predictor of obesity. Maccoby (1951) studied the effects of television watching on the children in the way that "what children would be doing if they do not watch television during these hours?"

Putnam (1995a) argued that "television was the only driving force in the decline of social capital in America". He also claimed that due to excessive watching of the television reduces our leisure time activities and also takes us away from joining outside activities. Putnam (1995b) also explained that the people who have brought up without television engage in more social events than the people brought up with television.

Because of the availability of the Internet access everywhere including the schools, colleges, universities, homes and libraries, new generation is increasingly becoming involved in using this new and marvelous technology (Steyer & Clinton, 2003). The online dangers include exposure to improper contents, wasting of precious time which was otherwise to be invested in some more productive and better activities like education, research and exercise, the risk of encountering dangerous contacts, as well as issues of privacy, advertising and commercialism (Turrow, 1999; UCLA, 2001).

Robinson (1969) talked about the multitasking function of television, which means that the people while watching television are also got engaged in some other activity like cooking, conversation, reading, writing. On the other hand, the Internet requires a lot of attention and dedication than the television (Nie & Erbring, 2000). It can be possible to use Internet while eating or listening radio but the activities like watching TV, physical activities, social activities cannot be easily performed while using Internet.

Lee and Leung (2006) studied that internet use displaces use of traditional media including the television watching,

reading of newspapers, and listening of radio. Belson, W. A. (1961) concluded that television watching affects the reading habits, daily life patterns and routine tasks of viewers.

Similarly, the social networking sites provide the youth variety of powerful space and ways to get information, socialize, learn, making relationship and contacting people and friends and public participation etc. (Palfrey and Gasser 2008). Social networking sites are making great influence on the personal and social life of the people. "The fears about the social networking sites are similar to the fears about early internet technology" (Valentine 2004).

"Social networking sites are influencing the social lives in the form of identity exploration and resulting in the increased interaction among the people" (Moreno, Stoep, & al, 2009). Social Networking Sites facilitate the interactions, which bring people closer to each other and help them in various aspects like finding old acquaintances, finding jobs, and giving strength to friendship (Cain, 2008).

Jeff Cain (2008) concluded that facebook helps students in making strong ties and identities in college life and making strong contacts with new and old acquaintances alongwith some bad affects like pornography, fake information, information overload, addiction, deception, privacy factors, and making of personal information public.

Actually the young age especially the college age is usually full of energies and abilities to get engaged in physical activities and more productive actions but instead, the youth of today's age are wasting their precious time keeping themselves motionless using internet or social media (Inkingrey). Kubey (2000) argued that "the Internet as a new media technology may enhance and help our lives or do harmful things to people."

So, being a globalized medium, internet provides people with easy contact service from throughout the world. "In fact, many children and youth keep in touch with foreign friends, every day and even know what they're up to" (Wolcott, 1999). Nie and Erbring (2000) highlighted that the biggest group, which use the chat rooms belongs to the youth under the age of 25. "Whereas the adults control the television, the children control the Internet" (Tapscott, 1998b).

The evolution of television produced fear about escapism at mass level (Pearlin, 1959; Klapper, 1960). Similarly, fast diffusion and popularity of internet, was termed by critics as a strong evidence of people's getting away from the social life and relationship (Turkle, 1996; White, 1997). So, the story attached with social networking sites is also related to fear, which was related to popularity of internet in the 1990s.

A study conducted by Himmelweit et al. (1958) showed that the media activities like going out for watching film, listening to the radio, and reading newspapers and other print media have been displaced due to the watching of television. Similarly, Kaplan (1978) in his study found that the theatre attendance and the local network TV watching had been decreased due to cable television.

Ferguson and Perse (2000) explained that mostly students are found busy using internet for entertainment purpose, so "internet "may be" a functional alternative to television. University of California Los Angeles - UCLA (2001) argued that time spent watching the television was found reduced with the increase in time spent using internet. Similarly, the study of Stanford conducted by Nie & Erbring (2000) explained that the use of the internet had decreased the time spent with the traditional media like television, radio and newspaper.

Kayany and Yelsma (2000) reported that the heavy users of the internet experienced more displacement effects on activities like reading of newspaper, use of telephone, and face to face communication with the family members. The selection of internet or traditional media nowadays also depends on how well a medium gratifies and satisfies the needs and interests of a user as suggested by Uses and Gratification theory. It also means that if a certain need is better gratified by the online media, the user will surely go for the online media and if some other need is better served by the traditional media, the user will go for the traditional media like newspaper, radio or television.

■ **Theoretical Framework of the Study**

The researcher sorted the help of Uses and Gratification theory as the best match of the theoretical framework of study to answer the Research Questions and substantiate the Hypothesis of the study.

■ **Uses and Gratification Theory**

The Uses and Gratification theory is perhaps the most appropriate to study the use of new media among youth. Morris and Ogan (1996) and Newhagen and Rafaeli (1996) also recommended the Uses and Gratification theory to study the use of the new media. This study explains the gratification of youth's media needs like social networking sites, chatting, listening to music, playing games, watching television, listening to radio and reading newspapers for information, education, entertainment and other purposes.

Uses and Gratification theory evolved in 1970s, when Elihu Katz alongwith his colleagues Michael Gurevitch and Jay Blumber tested the idea that media audience is active rather than passive and coined the notion that 'media users use various media outlets to gratify their needs'. Blumler and Katz suggested that media users go for such medium that best satisfies their needs especially when they have alternative media available with them (Blumler and Katz, 1974). So, rather than the notion that "What media do to the people?", the uses and gratification approach pays stress on the notion that "What people do to the media?"

Though the traditional media (radio, television, and newspaper) as well as internet based new media all the times remain busy in providing the best possible range of media content, however, it is important perspective to investigate that why the audience choose the specific media outlets and media content to get satisfaction of their needs.

McQuail, Blumler, and Brown (1972) classified four gratifications, which a person seeks from the various mass media outlets:

1. **Diversion:** Escape and emotional release from the routine problems, stresses and pressures.
2. **Personal Relationships:** Use of information obtained from media in discussions with people to establish and maintain relationships.
3. **Personal Identity:** Self reference and considering the media characters as the shadow of their own life problems and stories.
4. **Surveillance:** Keeping an eye on happenings of world around us especially for the security reasons and also getting information about the functioning of government.

Concluding, we can say that uses and gratifications theory of Blumler and Katz (1974) takes the media audience as active rather than passive. So, the media audience plays an important role in using various media outlets to best satisfy the media needs.

■ Hypothesis of the Study

The Hypothesis of the study formulated after the review of the literature and establishing the theoretical framework is as under:

H1: There will be positive relationship between audience' getting of first hand information from media and their Preference for the same media for getting further details?

■ Method

For this study, the survey research method has been used. So, a self-administered questionnaire containing close ended questions on five Likert Scale was prepared, through which the respondents i.e. college and university students of Intermediate to PhD level of education of the twin cities of Rawalpindi and Islamabad were asked questions regarding the media use habits and frequency of exposure to various media outlets.

The population of study was university and college students of twin cities of Rawalpindi/Islamabad from Intermediate to PhD level. Keeping in mind the financial and time constraints, a sample of 500 young male and female students was selected for filling the questionnaire.

As far as the Sampling technique is concerned for the study, multiple-stage random sampling technique was used. In first stage, out of the list of all the Government, Semi-Government and Private colleges and universities functioning

in Rawalpindi and Islamabad, eleven institutions were randomly selected. In second stage, the classes in progress during the visit of the researcher to sample educational institutions were randomly selected to get questionnaires filled from the students.

■ **Characteristics of the Sample**

Male respondents were 54.8 percent while Female were 45.2 percent. Un-Married respondents were 77.6 percent and Married were 22.4 percent. Majority of the respondents were students at Bachelor level (42.2 percent). Greater number of students was studying in the Government Institutions (45.4 percent). Similarly, majority of the respondents were residing in Urban Areas (76.8 percent). The Mean Age in years of the respondents was 22.97 percent, while mean Monthly Family Income was 30000 to 35000.

■ **Delimitation of the Study**

Obviously, it was not possible to survey a huge number of young male and female people to get the required data. Therefore, due to the limitations of the time and resources, this research study has been conducted on a survey of 500 male and female young students studying in the various colleges and universities of Rawalpindi and Islamabad from Intermediate to PhD level.

Furthermore, the study made an effort to bring to light the usage pattern of media by the youth, such as media exposure, time budget of various media activities, and media preferences, however, many other activities can be measured.

■ **Data Analysis**

The survey of 500 young male and female people studying in the various colleges and universities of twin cities of Rawalpindi and Islamabad explored many interesting facts about the new media trends and usage of various media outlets among the youth.

■ Exposure to Media

The Table 1 depicts the exposure to various media outlets in regards to the Demography of the respondents. The data was gathered on a five-point Likert scale: "Don't Know" = 1, "Never" = 2, "To Some Extent" = 3, "Frequently" = 4, "Very Frequently" = 5. After data entry in SPSS, the variable 'Exposure to Media' was re-coded, wherein the values 'Very Frequently' and 'Frequently' were re-coded as 'High Exposure' and rest of the values (1-3) were re-coded as 'Low Exposure' as shown in the Table.

As evident from Table 1, we can observe that the Female students are getting more exposure to the Television, Radio, Film and Mobile Phone than the Male students, while the Male students are getting more exposure to the Newspapers and Internet than the Female students studying in the colleges and universities of the twin cities of Rawalpindi and Islamabad.

As regards to Marital Status of respondents, the Table 1 shows that the Married respondents are having high exposure to Radio and Newspapers, while Un-Married respondents are having more exposure to Television and Film. However, the frequency of exposure to Internet and Mobile Phone is almost the same for both Married and Un-Married respondents.

When we observe the difference in the exposure to various media outlets as regards to different Educational Levels of youth, we found that the Masters level students are having higher exposure to Television and Internet while PhD level students are having higher exposure to Newspapers.

However, Intermediate level students are getting more exposure to Radio and Film. The use of Mobile Phone is very high among the youth of all the Educational levels; however PhD level students are having slightly more exposure to Mobile Phone than the students of other educational levels.

Likewise, comparing the exposure to the various media outlets among the youth studying in the Government, Semi Government and Private institutions, it has been found that the difference is very low among the exposure to Television, Radio, Newspaper, Internet and Mobile Phone, however, the students of the Semi Government institutions are getting slightly more exposure to these media outlets. Furthermore, it is interesting to note that the students of the Government institutions are getting more exposure to Film.

Interestingly, the youth belonging to the Rural Areas is getting more exposure to the Traditional media i.e. Television, Radio and Newspaper, while the youth belonging to the Urban Areas is getting more exposure to the Internet, Film and Mobile Phone. The Table 1 further elaborates that the difference in exposure to various media outlets among the Monthly Family Income groups is very minor.

Overall, the exposure to the Internet and Mobile Phone (new media) by the youth has been found higher than the exposure to other media outlets (Television, Radio, Newspaper and Film), while the exposure to the Radio has been found as the lowest.

Q1: Whether and to what extent the youth in Pakistan is getting exposure to various media outlets?

Answer R.Q. 1: The answer to the Research Question 1 can be found in Table 1, which shows that the youth is getting exposure to almost all the mass media outlets like the Television, Radio, Newspaper, Internet, Film and Mobile Phone. However, the youth is getting more exposure to the new media (Internet and Mobile Phone), as compared to the traditional media (Television, Radio, Newspaper and

Film). Moreover, the youth is getting very low exposure to the Radio.

Q2: Which media is the most frequently used by the youth such as watching television, reading newspaper, listening to radio, using Internet, watching film and using mobile phone?

Answer R.Q. 2: To get the answer to Research Question 2, we may refer Table 1, which depicts that the youth is getting more exposure to the new/modern media (Internet and Mobile Phone), as compared to the traditional media (Television, Radio, Newspaper and Film). However, the youth is getting comparatively high exposure to the television than the other traditional media and is getting the lowest exposure to the Radio.

Q3: How is the exposure to various media outlets different with respect to audience's demographic characteristics (i.e. Gender, Marital Status, Educational Level, Institutions' Type, Residential Area and Family Income)?

Answer R.Q. 3: Table 1 gives the detailed answer to Research Question 3, which shows that Female students are getting more exposure to Television, Radio, Film and Mobile Phone, while Male students are having more exposure to Newspapers and Internet. Likewise, Married respondents are having high exposure to Radio and Newspapers, while Un-Married respondents are having more exposure to TV and Film. However, exposure to Internet and Mobile Phone has been found almost the same for both Married and Un-Married respondents.

Similarly, the Masters level students are having higher exposure to the Television and Internet while PhD level students are having higher exposure to Newspapers. However, Intermediate level students are getting more exposure to Radio and Film. The use of Mobile Phone is very high among youth of all Educational levels. Likewise, it has

been found that students of Semi Government institutions are getting slightly more exposure to Television, Radio, Newspaper, Internet and Mobile Phone. However, students of Government institutions are getting more exposure to Film.

The youth belonging to the Rural Areas is getting more exposure to the Traditional media i.e. Television, Radio and Newspaper, while the youth of the Urban Areas is getting more exposure to the Internet, Film and Mobile Phone. Furthermore, the difference in exposure to various media outlets among the Monthly Family Income groups is very minor.

■ Distribution of Youth by Demography and Influencing Factors (Paying Attention to Media)

To assess the impact of the demography of the youth on Paying Attention during Exposure to the various Media outlets, a *Kruskal-Wallis* Test was run, which gave the results as compiled and shown in the Table 2.

About the Gender of respondents, we see in the Table that the influence of the Gender upon Paying Attention during Exposure to Newspaper by Male (M=271.40) as compared with Female (M=225.16) was higher (Chi-Square=13.867, $p=.000$) and the difference is statistically significant. However, the Gender had no influence on Paying Attention during Exposure to other media outlets.

Moreover, regarding the Educational Level of the youth, it was observed that the influence of PhD Level (M=336.59) compared with Intermediate (M=275.23), Bachelor (M=238.60), Master (M=241.20) and MS/MPhil (M=241.09) was higher for Paying Attention during listening to Radio (Chi-Square=10.401, $p=.034$) and the difference is statistically significant. However, the Educational Level had no influence on Paying Attention during exposure to other media outlets.

Furthermore, as regards to the Institutions' Type of students, it was observed that the influence of the Semi-Government Institution (M=276.10) compared with the Government Institution (M=257.98) and Private Institution (M=222.80) was higher for Paying Attention during exposure to Newspaper (Chi-Square=10.988, $p=.004$) and the difference is statistically significant.

Similarly, the Government Institution (M=264.63) had more influence compared with the Semi-Government (M=263.08) and Private Institution (M=222.33) (Chi-Square=11.065, $p=.004$) for Paying Attention during exposure to the Internet and the difference is statistically significant.

Moreover, the influence of the Semi-Government Institution (M=278.41) compared with Government Institution (M=238.55) and Private Institution (M=248.30)

was higher for Paying Attention during exposure to Film (Chi-Square=6.121, $p=.024$) and the difference is statistically significant.

Similarly, the influence of the Semi-Government Institution (M=273.87) compared with the Government Institution (M=253.18) and the Private Institution (M=230.99) was found higher for Paying Attention during exposure to the Mobile Phone (Chi-Square=7.418, $p=.024$) and the difference is statistically significant. However, the Institution Type had no influence for Paying Attention during exposure to Television and Radio.

Furthermore, as shown in the Table 2, no statistically significant difference was found in the influence of Marital Status and Residential Area of the youth for Paying Attention during the Exposure to the various media outlets (i.e. Television, Radio, Newspaper, Internet, Film and Mobile Phone).

Summarizing the above discussion shows that there was significant impact of the demography of the youth on Paying Attention during the Exposure to the various Media outlets (Television, Radio, Newspaper, Internet, Film and Mobile), as depicted by the *Kruskal-Wallis* Test.

■ Relationship between Audience' Getting of First Hand Information from Media and their Media Preferences for Further Details

The Table 3 shows the relationship between the audience' getting of first hand information from the media and their media preference/choice for confirmation and getting further details about the incident from the media outlets.

Table 3: Relationship between audience' getting of first hand information from media and their media Preferences for further details

Media Outlets	Getting First Hand Information			Preferences for Further Details			Relationship
	N	Mean	Std. Dev.	N	Mean	Std. Dev.	Pearson Correlation
Television	500	4.51	.683	500	4.29	.888	$r = .514, p=.000$
Radio	500	3.23	1.009	500	3.01	1.060	$r = .690, p=.000$
Newspaper	500	3.78	.913	500	3.65	.975	$r = .468, p=.000$
Internet	500	4.30	.908	500	4.24	.978	$r = .607, p=.000$
Mobile Phone	500	3.93	1.063	500	3.83	1.148	$r = .556, p=.000$

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

As evident from the Table 3, the relationship between the youth's getting of first hand information through various media outlets viz Television, Radio, Newspaper, Internet and Mobile Phone and the youth's preference/choice about the media outlet for getting further details or information about the incident has been found positive and significant at the 0.01 level (2-tailed).

So, it is elaborated through the Table 3 that the Pakistani youth prefers the same media for confirmation and further details, through which it gets the first hand information on news/current affairs and the Pearson Correlation is also significant, which means that if the youth is getting the first hand information on news/current affairs through the Television, then it will prefer the Television for getting further details about the incident.

Thus Hypothesis 1 (There will be significant positive relationship between audience' getting of first hand information from media and their Preference for the same media for getting further details) has been supported as per the result of the Pearson Correlation, shown in the Table 3. This shows that if the youth is getting the first hand information on news/current affairs through the Television, then it will prefer the Television (same media outlet) for getting further details about the incident.

Q4. What is the relationship between audience' getting of first hand information from media and their Preference for the same media for getting further details?

Answer R.Q. 4: It is evident from the Table 3 that there is positive significant relationship between the audience' getting of first hand information from a media outlet and their preference for the same media outlet for getting further details. Which shows that the Pakistani youth prefers the same media for confirmation and further details, through which it gets the first hand information on news/current affairs.

■ Results/Findings

The survey of 500 young people studying in the various colleges and universities of the twin cities of Rawalpindi and Islamabad explored many interesting facts about the media use habits of the youth with special reference to the latest trends and preferences given by youth in the use of various media outlets.

The results show that the Female respondents were getting more exposure to Television, Radio, Film and Mobile Phone, while Male respondents were having more exposure to Newspapers and Internet. Married respondents were having more exposure to Radio and Newspapers, while Un-Married respondents were having more exposure to Television and Film. Use of Mobile Phone has been found very high among the youth of all Educational levels.

The students of Semi-Government institutions were getting slightly more exposure to Television, Radio, Newspaper, Internet and Mobile Phone while students of Government institutions were getting more exposure to Film. Interestingly, Rural Areas youth was found getting more exposure to Traditional media, while, Urban youth was getting more exposure to Internet, Film and Mobile Phone. The trend of internet and mobile phone was found very popular among Pakistani youth, while habit of using radio had a negative trend.

These results support the propositions of the Uses and Gratification theory of Katz, Blumler, & Gurevitch (1974), which says that the media users are no more passive but are active and they use the various media to gratify their needs.

The loss of popularity by Radio among youth in Pakistan may be due to the reason that Radio in Pakistan is nowadays mostly used by listeners during driving or travelling in cars, buses, vans etc. and during doing some sort of work and most of the time, students remain busy in educational activities and when they find time out of their schedule they prefer using new media like Internet and Social Networking Sites. Furthermore, youth are usually interested in music, films, dramas, movies, emails, chatting and top of list in using social networking sites.

To assess the impact of youth's demography on the habit of Paying Attention during Exposure to the various Media

outlets, a *Kruskal-Wallis* Test was run (Table 2), which showed that the influence of Gender upon Paying Attention during Exposure to Newspaper by Male as compared with Female was higher. However, the Gender had no influence on Paying Attention during Exposure to other media outlets.

The study further revealed that that influence of PhD Educational Level compared with Intermediate, Bachelor, Master and MS/MPhil was higher for Paying Attention during listening to Radio. This means that the PhD level students were giving much attention while listening to the Radio. However, the Educational Level had no influence on Paying Attention during exposure to other media outlets.

Furthermore, regarding Institutions' Type, it was observed that the influence of Semi-Government Institution compared with Government Institution and Private Institution was higher for Paying Attention during exposure to Newspaper. Similarly, the Government Institution had more influence compared with Semi-Government and Private Institution for Paying Attention during exposure to Internet.

Moreover, the influence of Semi-Government Institution compared with Government Institution and Private Institution was higher for Paying Attention during exposure to Film. The influence of Semi-Government Institution compared with Government Institution and Private Institution was higher for Paying Attention during exposure to Mobile Phone. However, the Institution Type had no influence for Paying Attention during exposure to Television and Radio. Similarly, no statistically significant difference was found in the influence of Marital Status and Residential Area for Paying Attention during Exposure to various media outlets.

The Pearson Correlation (Table 3) between youth's getting of first hand information through various media outlets viz Television, Radio, Newspaper, Internet and Mobile Phone and youth's preference/choice about the specific media outlet for getting further details about the incident was found positive and significant at the 0.01 level (2-tailed). This shows that the Pakistani youth prefers the same media for confirmation and further details, through which it gets the first hand information on news/current affairs. So, if the youth is getting first hand information on news/current

affairs through the Television, then it will prefer the Television for getting further details about the incident. This is also an important finding in line with the uses and gratification theory.

Concluding, we can say that the study supports the Uses and Gratification theory of Katz, Blumler, & Gurevitch (1974), which advocates that the media users are active, and they use various media outlets to gratify their needs.

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