

Students' Perception about the Use of Media Platforms: A Study

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ABSTRACT

With the emergence of technology, there is a remarkable growth in media platforms for accessing information. With the increase of information exchange, information about the usage of different media platforms may play a significant role in making strategies for providing information to different sections of society. Students are the major part of the population who access information through different media platforms for various purposes and make their decision accordingly. The objective of the present work is to investigate highly popular and reliable media platforms among students. For the purpose, an online survey was conducted to get information about the usage and reliability of various media platforms among students. We use analysis of variance approach to check whether all media platforms are equally popular among students and apply *t*-test to find highly popular and reliable media platforms. We found that different media platforms are not equally popular among students and we further observed that YouTube is a highly accessible and reliable media platform among students.

Keywords: Media platforms; Information access; Media usages; Student's perception of media platforms

1. INTRODUCTION

Media alludes to the correspondence channels through which we spread news, music, films, instruction, limited-time messages, and other kinds of information. Media plays a significant role in today's digital age to spread awareness, strengthening society, and transforming current affairs. Media has several channels to transform information from one end to another, i.e. print media, radio, television, the Internet, and social media. The emerging trends of social media among students and the advertising world cannot be evaluated as minor. The utilisation of media in the learning cycle has positive qualities as well as advantages. However, it also has some disadvantages. Media allows doing many important things, such as- to find novel thoughts and patterns, interface with existing and new crowds in more profound manners, carry consideration and traffic to your work, and upgrade brand value.

The media through which information is passed has changed nowadays because of the advent of technology¹. An ongoing wonder in the field of media is digital television, satellite television, and the Internet. Media can be extensively ordered into two kinds, as Electronic Media and Print Media. These both are different from each other based on the technology they are using. The reach of media is increased due to the advancement in technology and modernisations of devices, especially the emergence of Internet technology. Figure 1 describes the increasing trends of social media users in India

from the year 2015 to 2021 whereas Fig. 2 shows that in India, WhatsApp holds the first rank, followed by YouTube.

Through the Internet and Television, we see events from around the world. The information received from the media also changes the way we think about our lives. In Higher education, students' learning behaviour is also influenced by media². The media usage and learning behavior of students must be analysed before providing them a suitable learning environment. Generally, the youngsters are the early adopters of technology and information innovations, as they have sufficient occasions to get to media and information, supported by their interests and self-educated aptitudes.

2. LITERATURE REVIEW

Media platforms are the key medium to information sharing/interactions between people or groups where several technologies and tools are in use to provide such facilities to their users. These technologies include a wide range of mediums of information sharing, i.e. newspaper, television, radio, blogs, newsgroups, wikis, OERs, MOOCs, media sharing tools, networking platforms, and so on. Social media is also playing a significant role in academics through sharing of resources, interacting academicians, etc³. Social media has a power to affect the students' views about the institution and also become a medium to uncover interactive and information motives in education⁴. Social media platforms like YouTube and Facebook are quite helpful for students in learning⁵⁻⁶. Students find several facilities like chatting, interaction, discussion, knowledge creation through social media⁷⁻⁸. Faculty

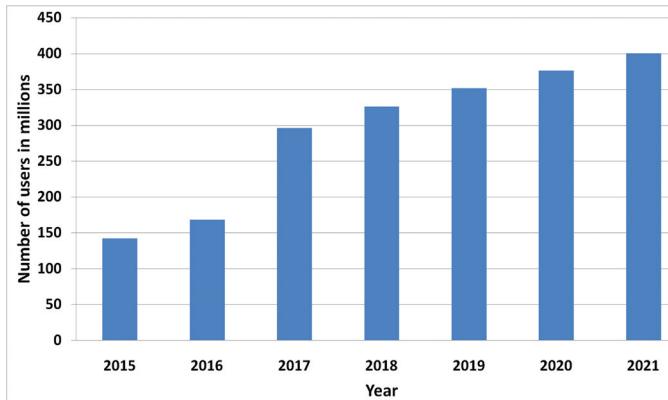


Figure 1. Indian social media users in last 7 years (in Millions)¹⁴.

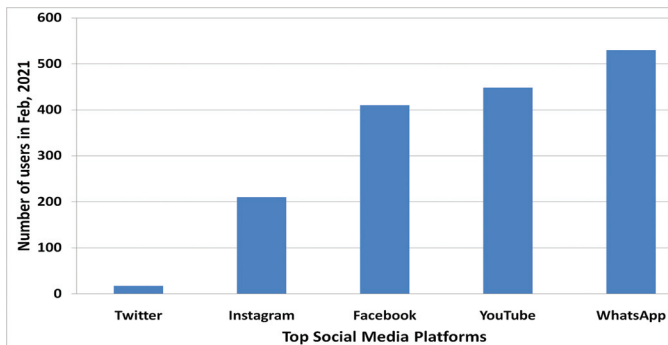


Figure 2. Indian social media users by platform (in Millions)¹⁵.

members also consider social media as a fast medium of communication⁹⁻¹⁰.

Media socialisation is a significant element for the formation of the digital society where media performs a key role in spreading awareness, education, social inclusion and also plays a fundamental role in rejuvenating society¹¹. Media and information literacy can enhance the level of critical thinking and also can develop the ability to judge the media messages with better preparedness for the digital world communication and social participation¹². The well-versed use of ICT and digital media is called digital literacy, where one can carry the basic skill set of computer literacy, internet literacy, media literacy, and information literacy¹³.

The role of media in the 21st century helps us to reinvigorate our society. The availability of various media platforms is quite prominent and admirable in achieving new heights. Internet availability is a stimulus for making the use of various media platforms in the 21st century. Facebook, Instagram, Linked In, and various blogging sites are some common examples of types of media platforms used by students. Nowadays, the media helps in proliferating the updated news or messages rapidly. Also, the media was an incumbent way to convey the aspirations or thoughts of the community, and it can also be assumed that television and Satellite television were the major game-changer for most of the nations worldwide. The 21st century is the era of technology, and as a result, media outlets have been evolved in 24x7 formats. While discussing the definition of media, we came to know that media definition has also changed over the

Table 1. Demographic profile of the respondents (N=349)

Indicators	Contribution (%)
Gender-Wise Demography	
Male	65.3
Female	34.7
Region-Wise Demography	
Rural	35.8
Urban	64.2
Age Group-Wise Demography	
Age 13 to 15 Years	3.44
Age 16 to 18 Years	23.78
Age 19 to 21 Years	66.48
Age 22 to 24 Years	5.45
Age 25 Years or More	0.86
Language Proficiency-Wise Demography	
Both (Hindi and English)	96.3
English Only	2.3
Hindi Only	1.4
Highest Qualification-Wise Demography	
School Students (Grade 8 to 12)	5.7
12th Pass or Equivalent	63.6
Graduation or Equivalent	24.6
Post-Graduation or Equivalent	6
Devices used for Accessing Information Wise Demography	
Smart Phone/ Tablet	76.8
Computer/ Laptop	23.2

Source: Data collected through questionnaire.

years. In today's scenario, media includes newspapers (online/offline both), television, magazines, and various social media terminologies like Facebook, WhatsApp, etc. In the present study, the student's perspective is analysed about the usages and reliability of different media platforms.

3. OBJECTIVES OF THE STUDY

This paper aims to fulfill the following objectives:

- To assess the usage habits of media platforms by the students.
- To know which media platform(s) is/are highly popular among students.
- To assess the digital skills i.e. knowledge of office applications, Internet skills, utilisation of social media platforms, and utilisation of news applications/portals of students.
- To explore the preferential usage trends of media platforms by the students.

Table 2. Digital skills set of respondents (N=349)

Digital/internet skills	5 (Excellent) (%)	4 (Good) (%)	3 (Average) (%)	2 (Poor) (%)	1 (very Poor) (%)	0 (Not in Use) (%)
Working efficiency with Microsoft Office package	78(22.3)	170(48.7)	75(21.5)	14(4)	4(1.1)	8(2.3)
Internet/searching Skills	198(56.7)	105(30.1)	38(10.9)	6(1.7)	0(0)	2(0.6)
Skills of utilizing social media platforms	131(37.5)	131(37.5)	64(18.3)	13(3.7)	6(1.7)	4(1.1)
Skills of utilizing online news portals/apps	98(28.1)	129(37)	84(24.1)	22(6.3)	9(2.6)	7(2)
Grand total	505(36.2)	535(38.3)	261(18.7)	55(3.9)	19(1.4)	21(1.5)

Source: Data collected through questionnaire.

4. METHODOLOGY

This research uses a quantitative and as well as exploratory approach to offer a holistic view of students' perception about usage habits of media platforms in the 21st century. The data required for this study was collected in the form of an online survey from the respondents belong to the Uttarakhand state, India. The respondents for this study are students only who are studying in different standards of the study (from Grade 8th onwards). In light of the objectives of the study, the information has been collected through an online questionnaire (Google Form) from the respondents. For achieving the objectives of this study, the different media platforms are categories into eight groups, as Hindi News (print), English News (print), Television Channels, News Apps or Web Portals, Facebook, WhatsApp, YouTube, and Others. A convenience sampling technique was used to distribute a questionnaire among the respondents through e-mails, WhatsApp, and other social media platforms. The first part of this survey includes several descriptive variables, such as Gender, Age, Region/Locality, Highest qualification, Language Proficiency, and Devices used for accessing the information on the Internet whereas the second part of this survey includes several questions related to digital/Internet skills and uses habits of various media platforms by the students into five-point rating scale. A total of 349 students participated in the survey including 228 male and 121 female students; 125 from rural and 224 from the urban area. Basic descriptive statistics and testing of the hypothesis are used for the analysis of data.

5. ANALYSIS AND DISCUSSION

In this section, first, we present the basic statistics of the data. Table 1 reveals the demographic profile of the respondents where 65.3 per cent of male respondents and 34.7 per cent of female respondents have participated. In the case of region-wise demography, 35.8 per cent of rural respondents and 64.2 per cent of urban respondents have participated as well in the case of age group wise demography the major participation of age group between 16 to 18 years (23.78 %) and age group between 19 to 21 years (66.48 %) have participated. In the case of the highest qualification-wise demography, the major participation of class 12th passed or equivalent (63.6 %)

followed by graduate or equivalent (24.6 %) respondents are recorded.

Table 2 reveals the digital skillset of the respondents where basic computational/Internet skills are measured using a five-point rating scale, i.e. basic computer handling, Internet skills, social media skills, and so on. It has been observed that the majority of respondents are either excellent or good in each category of computational skilling. In the case of overall digital skilling, 36.2 per cent of respondents are recorded as excellent, 38.3 per cent of respondents are recorded as good, and 18.7 per cent of respondents are recorded as average, whereas only 5.3 per cent of respondents are recorded as either poor or very poor. The overall recorded scenario about digital skills declares that the respondents who participated in this research study are either excellent or good (75 %) in digital skills.

For further analysis of the data, let us consider the different variables representing the various media platforms. X_1 :Hindi news (print); X_2 : English news (print); X_3 : Television channels; X_4 : News apps or web portals; X_5 : Facebook; X_6 : WhatsApp; X_7 : YouTube; X_8 : Others. Since the sample size is large enough, observations are independent and for each of the response variable, sample size is the same; thus, we assume that the response variable would have come from a normally distributed population and the variances of the response variables are nearly the same for all populations. We check whether the usage of all media platforms is the same or not and use the analysis of variance approach for the purpose. Let

Table 3. Basic Summary of usage of different media platforms

Groups	Count	Sum	Average	Variance
Hindi newspaper (P)	349	1084	3.11	2.72
English newspaper (P)	349	1083	3.10	2.70
Television channels	349	1113	3.19	2.52
News apps/ web portals	349	1265	3.62	1.89
Facebook	349	910	2.61	3.68
Whatsapp	349	1225	3.51	2.62
Youtube	349	1452	4.16	1.53

Table 4. ANOVA for different media platforms

Source of Variation	SS	df	MS	F	p-value
Between groups	506.90	6	84.48	33.51	0.00
Within groups	6142.16	2436	2.52	-	-
Total	6649.06	2442	-	-	-

$\mu_i (1 \leq i \leq 8)$ be the population mean of i^{th} response variable. To check the equality of means, the null hypothesis is framed as $H_0 : \mu_1 = \mu_2 = \dots = \mu_8$ and the alternative hypothesis would be H_1 : Not all population means are equal. We choose a 5 per cent level of significance. Table 3 shows the basic summary and Table 4 shows the ANOVA table.

The p-value is less than 0.05, thus the null hypothesis is rejected. Hence, based on the sample, we can say that the above media platforms are not equally popular. Now we apply the test of hypothesis to know highly used media platforms for accessing information and the highest reliable media platforms among students. We asked about the usage and reliability of media platforms on a scale of 0-5, considering 0 as no use (not reliable) and 5 as the highest use (reliable). Thus, we take a value greater than 3.5 as the representation of a highly

useable (reliable) medial platform and use an upper-tail test for the purpose. We develop the following hypotheses for this upper tail test: $H_0 : \mu_i \leq 3.5$ and the alternative hypothesis would be $H_1 : \mu_i > 3.5$ for each of the media platforms

$X_i (1 \leq i \leq 8)$. The test statistic $t = \frac{\bar{x}_i - \mu_{i,0}}{s_i / \sqrt{n}}$, where \bar{x}_i is

the sample mean, s_i is the sample variance, $\mu_{i,0} = 3.5$ and n is the sample size, follows t -distribution with $n - 1$ degrees of freedom. We choose a 5 per cent level of significance. Table 5 and Table 6 show the various characteristics of different media platforms for their usage and reliability, respectively.

From Table 5, we observe that the p-value is greater than 0.05 for each of the media platforms except X_4 (News apps or web portals) and X_7 (YouTube). Thus, the null hypothesis is accepted in all these cases except the two. Thus, for the two cases, the null hypothesis is rejected and hence it can be concluded that these two media platforms are highly accessible among students for information purposes.

From Table 6, we observe that the p-value is greater than 0.05 for each of the media platforms except X_2 (English Newspaper print) and X_7 (YouTube). Thus, the null hypothesis is accepted in all these cases except the two. Thus, for the two cases, the null hypothesis is rejected and hence it can be concluded that these two media platforms are highly reliable among students for information purposes.

Table 5. Hypothesis testing for usage of different media platforms

Characteristics	Media platforms							
	X_1	X_2	X_3	X_4	X_5	X_6	X_7	X_8
Sample size	349	349	349	349	349	349	349	349
Sample mean	3.11	3.10	3.19	3.62	2.61	3.51	4.16	3.34
Sample variance	2.72	2.70	2.52	1.89	3.68	2.62	1.53	2.51
Hypo. Mean	3.50	3.50	3.50	3.50	3.50	3.50	3.50	3.50
t	-4.46	-4.52	-3.66	1.69	-8.70	0.12	9.97	-1.91
DF	348	348	348	348	348	348	348	348
p-(upper tail)	1.000	1.000	1.000	0.046	1.000	0.454	0.000	0.971

Table 6. Hypothesis testing for reliability of different media platforms

Characteristics	Media platforms							
	X_1	X_2	X_3	X_4	X_5	X_6	X_7	X_8
Sample size	349	349	349	349	349	349	349	349
Sample mean	3.56	3.65	3.19	3.57	2.64	3.01	3.79	3.17
Sample variance	1.97	1.87	2.26	1.65	3.00	2.61	1.68	2.36
Hypo. Mean	3.50	3.50	3.50	3.50	3.50	3.50	3.50	3.50
t	0.82	2.09	-3.90	1.06	-9.31	-5.69	4.20	-3.99
DF	348	348	348	348	348	348	348	348
p-upper)	0.21	0.02	1.00	0.14	1.00	1.00	0.00	1.00

6. CONCLUSION

The present study was conducted to know the usage and reliability of various media platforms among students. It has been observed that Web news portals (X_4) and YouTube (X_7) are the two highly accessible media platforms, while English Newspaper of print version (X_2) and YouTube (X_7) are considered as highly reliable media platforms. English Newspaper of print version (X_2) is considered as a highly reliable but not as highly accessible media platform. Similarly, Web news portals (X_4) are considered as highly accessible but not as highly reliable, Only YouTube (X_7) is the medial platform that is considered as highly accessible as well as highly reliable among students. Thus, we conclude that YouTube is a quite popular media platform among students in terms of information access and reliability. This study indicates the behavior of students towards the usage of various media platforms. The conclusion shows that YouTube is quite an influential media platform among the students; hence this study may help policymakers for students to work accordingly. The data source must be filtered and cross-checked while gathering information on the Internet. As everyone must be well aware of the Internet is an open media sharing platform for all of us, anyone anytime can share any kind of information on the Internet. Some suggestive

preventive measures for information gathering on the Internet are- domain checking, awareness of phishing, the ability to cross-check the information on the source domain, media literacy, and so on. Since any information may have a major impact in real life, thus the outcomes may also be useful for the regulatory bodies to maintain the credibility of information, keeping the fact in mind that providing the right direction to youth is very important for society as well as for the country.

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