

Consumption Of Mobile News Among Urban Youth: A Study In Karnataka

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Abstract

A smart phone is the main tool used in mobile news, which is a type of digital storytelling. Mobile can be used to create and edit photographs, audio and video. The advent of mobile media has raised the bar for communication. Over time, research on mobile communications has become more and more important. The rise in the availability of material via new devices is linked to this growth. The pace of advancement in mobile technology has accelerated in recent years.

Generally speaking, mobile news is more physically and geographically accessible than traditional TV and other types of news. When compared to traditional TV, mobile news can often provide easier access to a story. Working with a smart phone allows journalists to often get closer to the story and subject.

The amount of information and entertainment that a person or group accesses is known as news consumption. It involves things like reading news articles, viewing news events, listening to audio from news events, leaving comments or criticism, and so on. A mobile device can be a great way to facilitate interactions between people in one place. According to Grabon website there are 55 million internet users in Karnataka. In this background, the present study aims to study on mobile news consumption of Karnataka urban youth. The specific objectives are to know different mobile news platforms available in Kannada language, to examine the content distributed among these platforms, to evaluate consumption pattern of news among the urban youth, to analyze the perception of youth about the news distributed among mobile news platforms. For the study quantitative and qualitative research methods will be used. Under qualitative approach observation and content analysis will be used. Under quantitative, a survey will be conducted using structured questionnaire among 80 respondents from Karnataka urban youths.

Keywords: Mobile, News, Platform, Consumption, Urban youths

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I. Introduction

The advent of mobile media has raised the bar for communication. Over time, research on mobile communications has become more and more important. The rise in the availability of material via new devices is linked to this growth. The pace of advancement in mobile technology has accelerated in recent years.

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Mobile journalism is a form of digital storytelling where the primary device used for creating and editing images, audio and video by using a smart phone. The era of mobile media has placed communication at a new stage. The importance of studies about mobile communications has been growing increasingly over the years. This growth is connected to the increase in the access to contents through new devices. Over the last years the process of acceleration in mobile technology innovations have spiked up. (García X.L., et. al., 2019). Mobile journalism can increase geographical and physical accessibility is usually greater than traditional TV and other forms of journalism. In many situations, mobile news can offer greater accessibility to a story than traditional TV. Often, journalists get closer to the story and subject by working alone with the smart phone.

The amount of information and entertainment that a person or group accesses is known as news consumption. It involves things like reading news articles, viewing news events, listening to audio from news events, leaving comments or criticism, and so on. A mobile device can be a great way to facilitate interactions between people in one place. According to Grabon website there are 55 million internet users in Karnataka. The

Covid-19 pandemic has inevitably resulted in a rise in the usage of digital technologies because of national lockdowns and social distancing practices.

News consumption is the sum of information and entertainment accessed by an individual or group. It includes activities such as reading news, watching news events, listening to news event audio, giving feedback or comments etc. Mobile device can be great facilitator for all those interaction under one roof.

Most people take it to the internet and internet-based services to communicate, interact, and continue with their job responsibilities from home. Internet services have seen rise in usage from 40% to 100%, compared to pre-lockdown levels. Video-conferencing services like Zoom have seen a ten times increase in usage, and content delivery services like Akamai have seen a 30% increase in content usage (Branscombe, 2020). Cities like Bangalore have seen a 100% increase in internet traffic.

Mobile news has the potential to place the power of breaking news reporting in the hands of small communities. It also facilitates a much better exchange of information among users due to the ease of usage of mobile phones compared with conventional media such as radio, TV or newspapers, though issues of quality, journalistic standards and professionalism are of concern to some critics.

Youth is best understood as a period of transition from the dependence of childhood to adulthood's independence. That's why, as a category, youth is more fluid than other fixed age-groups. Yet, age is the easiest way to define this group, particularly in relation to education and employment, because 'youth' is often referred to a person between the ages of leaving compulsory education, and finding their first job.

Mobile phones are used for a variety of purposes, such as keeping in touch with friends and family members, for conducting business, and in order to have access to a telephone in the event of an emergency. Some people carry more than one mobile phone for different purposes, such as for business and personal use. Journalists and Netizens who own or have access to a smart phone can develop skills like video journalism, radio journalism, podcasting, photography without having to buy high-cost equipment. Many mobile journalists build other portable devices like laptops and DSLRs into their workflow, but smart phones are at the heart of mobile journalism, and are increasingly used journalists for radio news and podcasts, and video for TV news and documentaries as well as videos for social platforms.

A global study by telecommunications company Ericsson (2011) reported that commuting was the most common situation for using mobile apps (54 per cent), although many also used them before getting out of bed (38 per cent), during the morning (54 per cent) as well as whilst in bed in the evening (50 per cent). Their findings provide evidence that mobile media have gained significant usage everywhere in everyday life, which is confirmed by other studies on the use of mobile devices for the internet (Lebo 2012; Radwanick and Aquino 2012), and news (Radwanick and Lipsman 2012; Mitchell and Rosenstiel 2012). Internet browsing scored slightly higher figures than news accessing prior to the launch of touch-screen devices (Westlund., 2008).

II. Review Of The Literature

In the research article titled 'The Structural Transformation of Mobile Communication: Implications for Self and Society'. Campbell, Scott & Ling. (2014) mentioned that, mobile communication increasingly expanded, fragmented and digital media scope is marked by uninterrupted change. There are reconfigurations of legacy media such as newspapers as well as the ways in which information and communication technologies (ICTs) are developed and used. Citizens of this information age are provided with a plethora of opportunities not only for accessing information such as news, but also for producing and sharing such information themselves.

Many people nowadays have access to updated news in any place and at any time, since some sort of medium or ICT is seldom further than an arm's length away. Consequently, many citizens have diverted their attention and media spending away from legacy media such as newspapers. The strong uptake of online news has not only fuelled readership decline (e.g. Westlund and Färdigh 2011), but also threatened the business models of newspapers (Nel 2010). Consequently, academics and pundits routinely speculate about the possible, if not imminent, death of printed newspapers. Advertisements and charging for news content have been integral to the business model of legacy news media and, in order to survive, they have developed omnipresence strategies. More importantly, after many years of online news publishing, the production and consumption of mobile news has gained a foothold in recent years.

In their research paper titled 'The Structural Transformation of Mobile Communication: Implications for Self and Society'. Campbell, Scott & Ling. (2014) mentioned that, functioning as an interpersonal communication device (i.e. for voice calls and text messaging), the mobile has become deeply embedded into contemporary social life (Ling and Campbell 2011). Similar to time-keeping and cars, mobiles have become a taken-for-granted part of society (Ling 2012). The mobile "phone" has its offspring in the trajectory of the telephone and telecommunication developments but has undergone extensive technological transformations. This device now enables the processing of communication and information through audio, video, graphics, text

and animation (Westlund 2008). In concert with this statement, Wei (2008) reasons that it has been transformed into a media-rich platform that makes disseminating information, entertainment and news.

Its transformation has been influenced by messaging services such as the pager (Leung and Wei 1999), and convergence processes that have involved accommodating functionalities such as the camera, GPS and music player. Since 2007, there has been a convergence of telecommunications and computing as voluminous companies such as Apple, Google and Microsoft have entered as powerful shapers of the mobile media industry alongside giants such as Samsung and Nokia. A plethora of other actors, such as Amazon and Xiaomi, have recently mobilised their forces to take part in the shaping of global mobile media.

A recent journal special issue has contributed to our understanding of the ways in which smartphones are “smart” (Watkins, Hjorth, and Koskinen 2012), but many issues remain unresolved and, moreover, the smartphone terminology mostly still connotes to the “phone” dimension. Mobile device constitutes a more inclusive yet more precise term, here referring to a range of devices; feature phones (i.e. Nokia 100), smartphones (i.e. iPhone 5) as well as the emerging so-called phablets category (i.e. Samsung Galaxy Note) which include devices with a touch-screen sized between five and seven inches.

However, with the rise of mobile app ecosystems, the uptake of the internet has grown faster than news. Nevertheless, with 15 per cent daily users amongst the Swedish public (16–85 years) in 2011, it scores only slightly below social media (18 per cent), search (18 per cent) and e-mail (20 per cent). Amongst those who have acquired touch-screen devices, 34 per cent accessed mobile news daily, compared to 1 per cent among others. Socio-demographically, accessing mobile news was more common amongst men, the educated and people aged 16–49 years (Westlund 2012). It is worth noting that not only mobile apps and mobile sites have become widely used for mobile news consumption, since news publishers are also seeing growing figures to their traditional websites being generated by mobile devices. In conclusion, more and more digital news accessing is becoming mobile.

Statement Of The Problem

The present study aims to cast light on mobile news consumption of urban youths of Karnataka. So, the researcher will be seeking answer for the following question ‘How well the mobile news consumed by urban youth of Karnataka?’

Significance Of The Study

Nowadays, mobile news involves multiple means of distribution, from customized news alerts by SMS or MMS to mobile news sites and convergent mobile news applications. Along with mobile device, the present research paper makes reference to other sorts of portable devices (such as tablets and net-books) that possess the facility for making voice calls over mobile networks. Including rural many youngsters are using mobile news in day today activities. Especially urban youths of Karnataka are very much active consumers of mobile news. This study helps service providers to understand news consumption pattern and perception of youth about the news distributed among mobile news platforms. This study will help the print media, news channels and other electronic media to come up with innovative ideas to keep the audience engaging for longer period of time. This study also helps them to come up with interactive and engaging topics to make it more reliable and easy to understand.

III. Objectives

The general objective of the present study is to study mobile news consumption of Karnataka urban youth. The specific objectives are

- To know different mobile news platforms available in Kannada language
- To examine the content distributed among these platforms
- To evaluate consumption pattern of news among the urban youth
- To analyze the perception of youth about the news distributed among mobile news platforms

IV. Methodology

The study used both quantitative and qualitative research methods to gather the data. Under qualitative approach observation and content analysis was used for the first and second objective respectively.

Under quantitative, a survey was conducted using structured questionnaire among 80 respondents from Karnataka urban youths. For every revenue district 20 samples were selected for the study. Purposive sampling method was used to gather the data.

Data Analysis

Popular mobile news platforms in Kannada language

The study found 10 popular mobile news platforms which have mostly installed among 25 to 34 years age group of Karnataka urban youth. As on July 1st 2024, the following mobile news apps had more than one million downloads.

- 1. Vijaya Karnataka:** Part of the Times Group, Vijaya Karnataka is one of the most widely read Kannada newspapers, providing comprehensive news coverage.
- 2. Oneindia Kannada:** A comprehensive news portal, Oneindia Kannada covers breaking news, politics, sports, entertainment, and technology.
- 3. Udayavani:** A leading Kannada daily newspaper, Udayavani offers news coverage on a variety of topics including politics, entertainment, sports, and local news.
- 4. Prajavani:** A prominent Kannada daily, Prajavani covers a wide range of news topics including state, national, and international news.
- 5. Kannada Prabha:** Another popular Kannada newspaper, Kannada Prabha provides news on current events, sports, entertainment, and more.
- 6. Public TV:** Public TV is a Kannada news channel that also offers news updates on its website, covering various news categories.
- 7. Oneindia Kannada:** A comprehensive news portal, Oneindia Kannada covers breaking news, politics, sports, entertainment, and technology.
- 8. Suvarna News:** A prominent Kannada news channel, Suvarna News provides up-to-date news coverage on its website.
- 9. News18 Kannada:** Part of the News18 network, this platform offers news on politics, entertainment, sports, and more in Kannada.
- 10. Eesanje:** Eesanje is another Kannada news platform providing news on various topics including local news, politics, and entertainment.
- 11. TV9 Kannada:** TV9 Kannada is a leading news channel that also provides news updates on its website.

These are most popular mobile news platforms which provide a broad range of news content in Kannada, catering to various interests and ensuring that Kannada-speaking audiences have access to up-to-date information on multiple topics.

The content distributed among these platforms

All these Kannada news platforms typically cover a wide range of content including local, national, and international news, politics, entertainment, sports, technology, health, and more. There some common types of content distributed among Kannada news platforms:

Breaking News: Instant updates on significant events and developments as they happen, ensuring users stay informed about the latest happenings

Local News: News related to events, developments, and incidents within Karnataka, including politics, infrastructure, education, and social issues.

State news: in-depth reporting on political, social and economic developments within Karnataka.

National News: Coverage of significant events and developments across India, including politics, economy and culture with an emphasis on how they impact Karnataka.

International News: Updates on global events, diplomatic relations and international affairs with a focus on major events and their relevance to Indian and Karnataka audiences.

Politics: Analysis, debates, and updates on political parties, leaders, elections, and government policies at the state and national levels.

Weather Reports: Weather forecasts and updates, including information on monsoons and regional climate conditions.

Entertainment: Updates on the Kannada film industry (Sandalwood) news, celebrity news, movie reviews, cultural events, gossip about the Hollywood, Bollywood, tollywood and sandalwood film industry. All news apps covers television, music updates.

Sports: Coverage of local, national and international sports events, matches, tournaments and achievements of Kannada sports personalities.

Technology: Updates on the latest gadgets, tech trends, innovations and developments in the field of science and technology.

Health: Articles, tips and advice on health and wellness, medical news, and updates on health policies affecting the Karnataka people. Also, covering topics such as fitness, nutrition, diseases, and healthcare facilities available in Karnataka.

Culture and Lifestyle: Features on Kannada culture, traditions, festivals, food, travel destinations and lifestyle trends.

Opinion and Editorials: Editorials, Columns and opinion pieces from Kannada journalists and thought leaders. Also providing analysis and commentary on various issues and events.

Videos and Live Streams: News bulletins, interviews and live coverage of significant events in Karnataka and beyond.

Business and Economy: News on the economy, trends and updates on businesses, markets, stock market updates, investments and economic developments within Karnataka and beyond.

Education: Information about educational institutions, examination results, admission procedures and educational policies affecting students in Karnataka.

Agriculture: News and tips for farmers, updates on agricultural policies, and information on crop prices and weather conditions affecting farming.

V. Discussion

Every news app in Kannada works differently. The content is presented in different ways. Content relevance and design are different from each other. Udayavani, Prajavani, and News 18 news, TV9, E-sanje news apps are providing latest information under different labels such as breaking news, flash news etc. No other news apps provide this kind of news. Web Exclusive and Viral News are special sections that are only available in Udayavani news app.

Trending is a column publishing on Suvarna News, News 18, Vijaya Karnataka, and the E-sanje apps. The podcast is available only on Udayavani, Prajavani, and Vijayavani news Apps. A section called Fact Checking is published in Prajavani, a similar column is presented in Vijaya Karnataka under the name of News Satyamsha and Fact Check on Suvarna news apps.

All news apps provides fresh information about the world of gadgets in a separate section named Gadget Tech, Technology, Science and Technology as it is a need of the day.

Prajavani's cinema segment is dominated by theatre, digital OTT, and TV news. Bigg Boss, Gossip, TV, In Interviews, Movie Reviews, and Bollywood News are given priority in the Vijaya Karnataka Cinema section. Special emphasis is given to web stories and movie reviews in Kannada Prabha. As far as news is concerned, all news apps present local, state, national, and international news under different names. Also, all the news apps provide real-time updates of their respective fields in commerce, sports, education, employment, astrology, and lifestyle. News apps of TV channels mostly provide video-based information, while newspaper-based news apps mostly present information with text and photos. Overall, each news app presents news and information differently.

News consumption pattern and perception of youth about the news mobile news platforms

The researcher has done a survey to answer 3rd and 4th the objectives of the research. The research was carried out with 80 respondents. Of which 66.3% were male 33.7% were female.

The Age group of respondents are 40% between the age group of 24 to 29, 27.5% were between 18-23, 21.3% were between 30-35 and 11.2% were above 36.

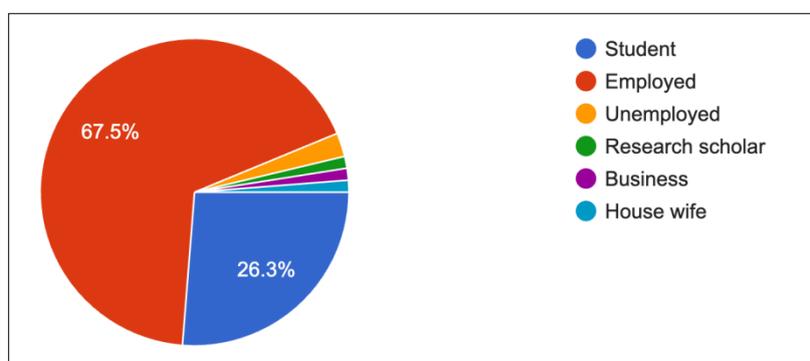


Figure 1.1 Occupation of the respondents

The occupations of the respondents were from diverse backgrounds, 67.5% were Employed people, 26.3% were Students, 2.6% were unemployed, followed by 1.2% were Research scholars, Business persons 1.2% and homemakers 1.2%. Data shows that major respondents were between working groups.

The Majority of the respondents (40%) education background was Bachelor degree, (38.7%) were Master degree, 13.8% were studying PU and 7.5% were Doctoral students. This shows that the majority of the respondents are from higher education background.

The Majority of the respondents (27.5%) have not installed any news application. 22.5% respondents using two news applications, 20% of the respondents installed single news application. 13.8% respondents installed more than four news applications. 11.2% respondents have installed three news applications and 5% are installed four news applications. Though majority of the respondents have not installed, but they are consumed the news by searching the websites and other sources through mobile.

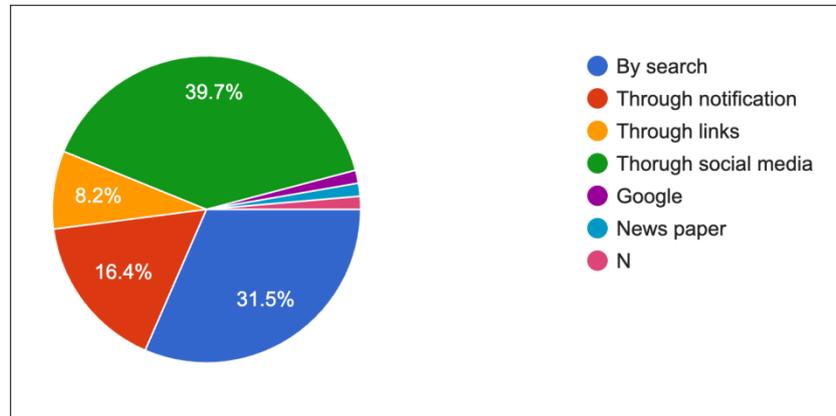


Figure 1.2: Mobile news consumption pattern

The Majority of the respondents (39.7%) are consuming news through social media. 31.5% respondents are consuming news by search engine. 16.4% respondents are consuming news by through notification. 8.2 respondents are consuming news though links. 1.2% respondents are consuming news from Google and 1% respectively from each e-newspaper and other sources. The data shows the respondents are active in using mobile news for various reasons.

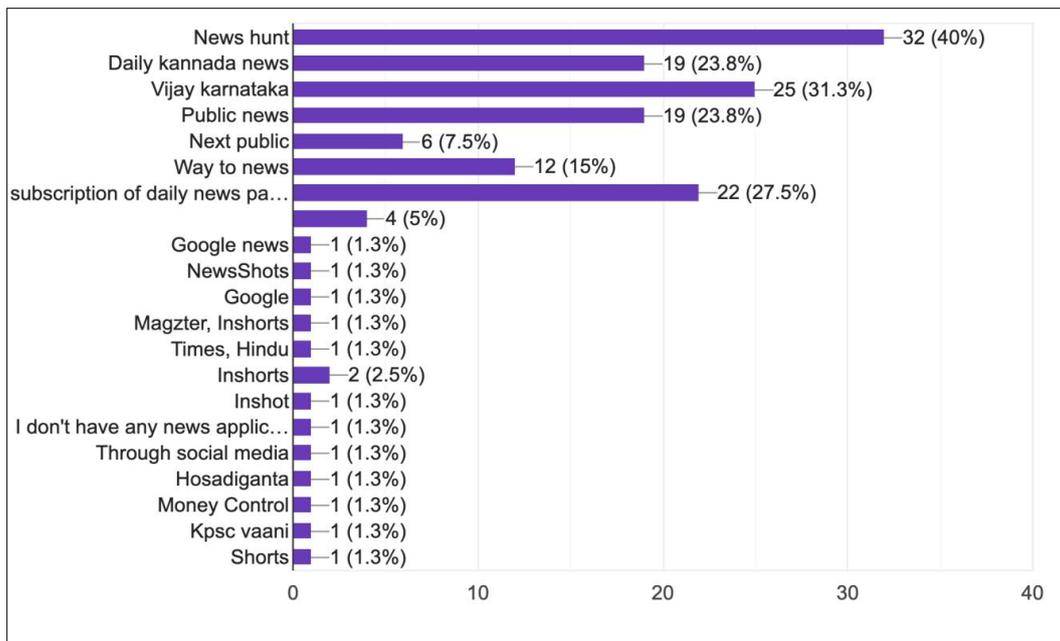


Figure 1.3: Most used mobile news platforms used

The Majority of the respondents (40%) replied that News hunt mobile news application is their top choice. Vijay Karnataka news is the second choice (31.3%). Daily newspaper subscription is in the third choice (27.5%) daily news hunt, public news in the fourth choice (23.8). way to news (15%) and next public (7.5%) are in the fifth and sixth choice respectively. Other news apps like Google news, news shot, Google, magzter, in shorts, Times, Hindu etc. are there least choice.

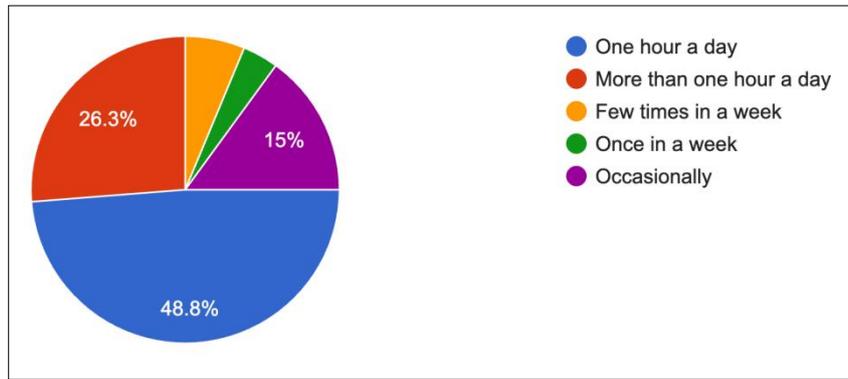


Figure 1.4: Mobile news consumption frequency

The Majority of the respondents (48.8%) are consuming news one hour a day. (26.2%) respondents consuming news more than one hour a day. (15%) respondents consuming news occasionally. (6.3%) respondents consuming news few times in a week. 3.7% respondents consuming news once a week. This shows majority of them news consuming by news platforms occasionally.

The Majority of the respondents (43.8%) are reading mobile news when they receive notification. 35% respondents reading mobile news when they have free time. 13.7% respondents reading mobile news when some issue breaks the news. 5% respondents are reading mobile news before go to bed. 2.5% respondents reading mobile news at traveling. This shows majority of them news reading in the free time.

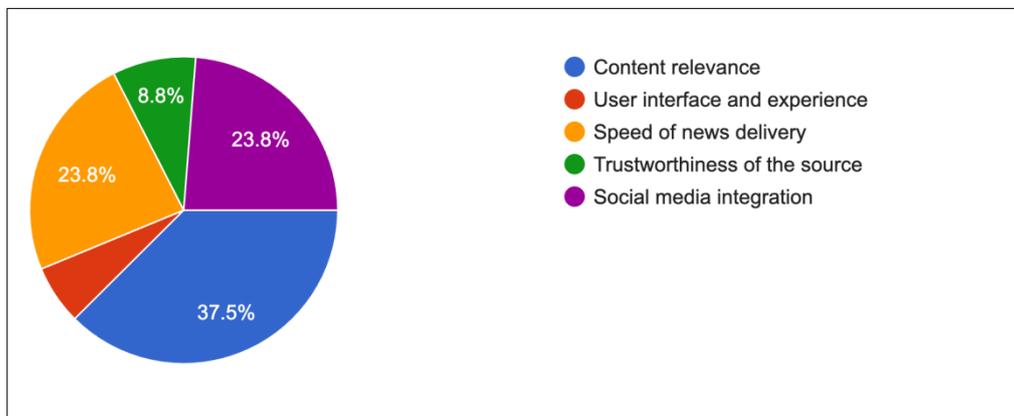


Figure 1.5: factors influence to choose particular mobile news app

The Majority of the respondents (37.5%) are influence to choose mobile news app due to content relevance. 23.8% respondents influenced by speed of news delivery and social media integration. 8.8% were choose mobile news app's trustworthiness of the source, and other 6.3% choose because of its user interface and experience.

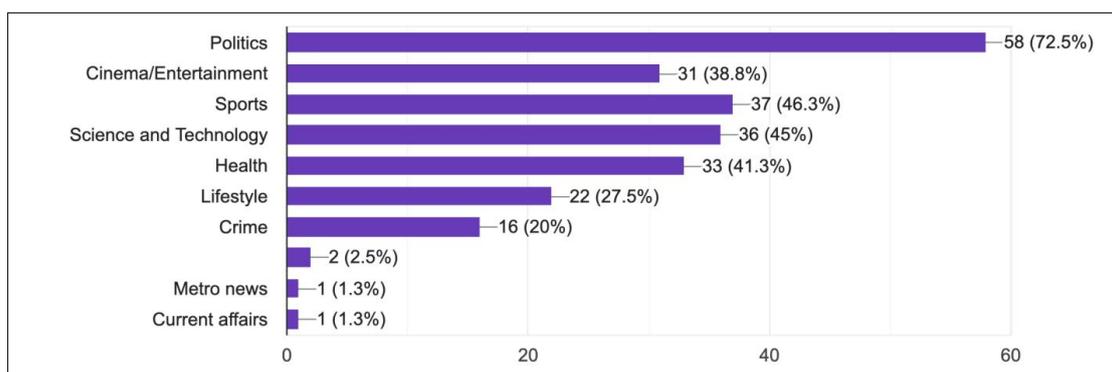


Figure 1.6: Most interested content on mobile news

The majority (72.5%) of youth interested in political news, 46.3%, interested in sports news, 45% interested in science and technology news. 41.3% interested in health, 38.8% of them are interested in cinema and entertainment news and 27.5% lifestyle, 20% crime, metro news and 1.3% current affairs.

The majority of respondents said 75% the mobile news platforms in Kannada is reliable. 21.3% respondents were not sure whether mobile news platforms are reliable or not. 2.5% respondents said mobile news platforms are not reliable and 1.2% said hyped headings but nothing inside.

Most of the respondents said 77.5% news apps are user friendly compare to the other medium. 15% respondents are not sure about app user and only 10% said news applications are not user friendly.

The respondents who said news apps are user friendly because of its time saving, easy to access news, portability and cost efficiency.

The respondents who said news apps are not user-friendly compare to the other medium because, news applications are subscription based, lack of internet facility, required smart phones to use news applications and they need personal details to install which respondents really doesn't want to share.

VI. Conclusion

News apps are priority of the today's young generation with the advanced gadgets and limited time. They are popular due to fast and real time service. Almost all traditional media is moving to digital to reach and retain their readers and viewers. Many news apps are running in Kannada. Each news app presents content in a different way. Most popular news app among Karnataka urban youth is Daily News Hunt (Kannada). Next is Vijaya Karnataka. But, most downloaded news app is News hunt and Vijay Karnataka tops the chart.

Content presentation is similar in all news apps. But, every news app try to grab the attention of the user with different effort. Most of the news app users consume political and sports news. Most of the people expressed the opinion that news apps in Kannada are easy to use as compared to English news. But instead of getting information through news apps, many people get information through websites, social media and search engines.

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