Mainstream Media and Social Media News Consumption Patterns of Youth in Lahore Pakistan.

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Abstract

The study investigates news consumption patterns among Pakistani youth in Lahore, utilizing the Uses and Gratification theory. A quantitative approach with a sample of 275 university students aged 15 to 24 was employed. The survey, conducted through an online Google form, focused on "political news" and "entertainment news" across mainstream and social media. Findings indicate a significant shift towards social media, with 78% of youth using it for social interaction, surveillance, knowledge, and entertainment. Traditional media, including newspapers and radio, is declining, with only 20% relying on them. Television remains popular, with most youth watching from 8:00 to 10:00 p.m. for information and entertainment. Social media is preferred for educational searches, and youths leverage information from various media for business discussions. The study underscores the evolving media landscape and changing preferences among Pakistani youth.

Keywords: *Youth, Social Media, News Consumption, Mainstream Media.*

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INTRODUCTION

As technology has advanced, so too has the influence of media on communication worldwide, changing cultural norms and way of life (Richter 2007; Rubin, A. M. 2009). The emergence of novel technologies has not only fulfilled the needs of the viewership but also broadened the scope of informative and entertaining choices, signifying a noteworthy transformation in the field of mass communication (Rosenbaum, P. R., & Rubin, D. B. 1983). Global news consumption habits have changed as a result of the Fourth Industrial Revolution, which has caused traditional media and the internet to intersect in the twenty-first century (Mulakala, A. 2020; Benyera, E. 2021).

Younger generations have created a significant impact on the way that digital media and the internet are changing communication dynamics. They primarily rely on social media and digital devices for news consumption, entertainment, and social contact (Dutton, W. H., & Blank, G. 2014). News is now more easily accessible through social media channels than through traditional ones, as most teenagers use various social media platforms (Lenhart et al. 2010). Yet, there are drawbacks to this digital revolution as well, like the spread of false information and the difficulty in identifying trustworthy sources, which have an effect on media literacy and public opinion (Shao, C., et al. 2017; Gunther, R., et al. 2019).

As a result of these changing dynamics, media companies are modifying their content for a variety of digital platforms in an effort to reach young people and offer easily accessible information, which is further changing the media landscape (Sheller, M. 2018). Understanding the intricacies of the Fourth Industrial Revolution and the digital age requires an examination of these changes in news consumption patterns as well as the effects of digitalization on media literacy (Benyera, 2021).

Problem Statement

This study explores how young people in Lahore, Pakistan consume news and compares traditional and social media. The researcher aims to determine which news outlets young people prefer and what particular needs, be they political or entertainment-related are satisfied by these platforms. One noteworthy finding from the study is that traditional media viewership has been declining, coinciding with social media's explosive growth, which has drastically changed the media environment. By questioning the conventional dominance of traditional media in the dissemination of news and information, the study seeks to shed insight on the transformative impact of social media trends.

The rise of traditional and social media platforms, including radio, newspapers, and television, has changed Pakistan's media landscape since 2002. Newspapers still serve as essential sources of the most recent news on regional, planetary, and local affairs, even though young people are reading them less frequently. In particular, radio offers a free-flowing musical experience for mental relaxation and a forum for a variety of viewpoints and enjoyment. The 1998 advent of the internet and social media, which provide quick access to worldwide information, significantly

transformed the media landscape. On the other hand, the paucity of studies on media consumption in emerging nations such as Pakistan highlights the significance of examining young tastes. With radio, television, newspapers, and social media as its constituents, this study seeks to investigate how news consumption habits are influenced by mass media.

Significance of Study

The mass media of today transcends more conventional formats such as television and newspapers (McMillan, J. J., & Hyde, M. J. 2000). The media landscape is radically altered when communication technologies progress because consumers quickly adopt them. It is essential to examine this change, particularly in Pakistan where internet and social media usage have grown significantly (Pakistan Telecommunication Authority, 2010). To understand preferences, one must look at the demographics of the people that consumes media. Understanding Pakistan's media consumption patterns requires looking into the demands of viewers, their favorite media sources, the content they prefer, and the psychological effects of different news media. These observations hold significant value in putting up remedies for problems with the nation's media environment and consumer behavior.

Objectives of the Study

1: To study the political and entertainment news consumption patterns of traditional media among youth in Lahore Pakistan.

2: To assess the political and entertainment news consumption patterns of social media among youth in Lahore Pakistan.

3: To draw a comparative analysis of social media and traditional media news consumption patterns of political and entertainment news of youth in Lahore, Pakistan.

Research Questions

1. What are the political and entertainment news consumption patterns of traditional media of the youth in Lahore Pakistan?
2. What are the political and entertainment news consumption patterns of social media of the youth in Lahore Pakistan.
3. What are the most popular mediums for seeking news among youth?

LITERATURE REVIEW

The introduction of information and communication technologies over ten years ago brought about a profound change in the way people connect, communicate, and participate in social and political debates worldwide. Social media and technology have played a major role in this transformation. Several academic fields, including political science, sociology, media and communication, and others, have conducted research on different facets of social media use (Ahmad, T., Alvi, A., & Ittefaq, M.

2019). Youths use the internet 92% of the time, and 71% of them use social media platforms, according to Dutton & Blank (2014). They become the next generation, skilled at using technology for social networking, peer interaction, gaming, entertainment, and news access because of their close connection to digital gadgets, which shapes their behavior. Supporting these results, Lenhart et al. (2010) noted that youngsters are increasingly obtaining information from social media rather than traditional media. 95% of American youth hold cell phones, and 45% of them use them regularly for social media access, according to recent Pew Internet Research Centre polls. 85% of youngsters in the country actively use smartphones for social media. According to Magee et al. (2019), modern digital social media has had a tremendous impact on history. Digital media, which includes websites like YouTube, Facebook, and Twitter, are essential for international communication, information exchange, entertainment, and education. It has the power to elevate seemingly little activities into significant occasions. According to Boyd & Ellison (2007) and Chukwuere & Chukwuere (2017), traditional media has always been an important source of information, news, and education. Both Skoric & Zhu (2016) and Safdar & Khan (2020) recognize the conventional media's pre-social media contribution to the spread of news. Young people, ages 15 to 35, largely rely on the internet, radio, television, and newspapers for news, according to recent studies by (Hussaini & Dvorkin 2021 and Shakoor et al. 2021). Constant exposure to traditional and social media outlets shapes their viewpoints. Young people, ages 15 to 35, largely rely on the internet, radio, television, and newspapers for news, according to recent studies by (Hussaini & Dvorkin 2021 and Shakoor et al. 2021). Constant exposure to traditional and social media outlets shapes their viewpoints. The study conducted by Chukwuere, J. E. and Chukwuere, P. C. (2017) investigates the media news consuming habits of Pakistani university students. The study finds that the emergence of social media has changed how the younger generation consumes and shares news. According to Lupton and Southerton (2021), the ease of use of social media devices with fast internet connectivity is the primary reason why young people prefer absorbing news on these platforms over traditional media. The poll offers information on the higher education system, news consumption patterns, and favorite news sources among Pakistani students. Media have a crucial role in analyzing and distributing news in a democratic society, according to Shakoor, Fakhar, and Abbas (2021). Shakoor et al., 2021; Chukwuere, J. E., & Chukwuere, P. C. (2017) state that the emergence of social media in Pakistan has changed the nature of traditional media sources. Bakker and De Vreese (2011) contend that the emergence of social media and the internet has had an adverse effect on traditional media, changing the way news is disseminated. Traditional media sources may no longer be in charge of how young people choose their channels of consumption and distribution, according to (Maphiri, F. O. 2019). Social media is a global platform for news content, social media, and information-seeking, as noted by (Urban, A., & Bodoky, T. (2012) and Shakoor, F., Fakhar, A., & Abbas, J. 2021). Tandoc Jr. & Maitra (2018) claim that when it comes to breaking news, social media particularly Twitter and Facebook out perform traditional media and may even replace it. In order to give young people current information on regional and global issues, both traditional and social media are essential. Media sources are depending more and more on Facebook and Twitter to share news quickly, according to Tandoc Jr. & Johnson (2016). According to research by Hassan et al. (2018), most young people

would rather watch television than read newspapers. Access to news media, according to Fulufhelo & Shumani (2021), has a major impact on how and when young people consume, favor, and talk about news with friends and family. Shabir et al. (2015) emphasize the significance of the study in determining news consumption patterns as indicators of present and potential future developments in youth communication around the globe. Due to the Fourth Industrial Revolution and the emergence of digital news platforms, the custom of reading newspapers in the morning and watching TV news in the evening has changed globally since the establishment of mainstream mass media (Mulakala, A. 2020; Benyera, 2021). These days, individuals prefer to get their knowledge via the internet rather than traditional mass media (Mitchelstein & Boczkowski, 2010). When it comes to news development, distribution, and consumption, the growth of the Internet has drastically changed business models and practices, which has an impact on how often individuals read news (Fazeen et al., 2011). Due to the increasing usage of the Internet, news is now consumed more often on a variety of digital platforms that incorporate new patterns and technologies (Aalberg et al., 2013; Fletcher & Park, 2017; Taipale et al., 2021). Social media is rapidly gaining the lead in news distribution, maybe even overtaking traditional media, according to Dafonte-Gómez (2018) and Feezell, J. T., & Ortiz, B. (2021). According to Andı et al. (2020) and Napoli (2019), at least 68% of individuals worldwide, even those in wealthy countries like the US, occasionally read news on social media. Facebook is how 48% of Spanish internet users frequently get their news (Andı et al., 2020). According to Khan and Dongping (2017), social media users, who function as network notification modify the conventional distribution model by selecting which content to forward. Social media offers enough information for users to follow conventional media inactively, according to the "News-Finds-Me Perception" (NFM Perception) that has emerged. This could be associated with a decrease in political comprehension and involvement (Strauß et al., 2021; Gil de Zúñiga et al., 2017). The dependence on social media can have negative societal ramifications, as Shehata & Strömbäck (2021) warn. Despite the rapid changes in technologies and news consuming habits, it is still unknown how social media affects sharing patterns and views of news transmission. Message characteristics affect people's decision to share news on social media (Trilling et al., 2017), with Singer (2014) highlighting the importance of how people's perceptions of content quality affect their decisions. According to Ma et al. (2014), news interaction also encourages social media sharing. However, personality factors play a critical role in the phenomena of news diffusion, in addition to message aspects. For a complete picture, one must consider selective exposure, often known as confirmation bias, in which people take in information that supports their beliefs (Cappella et al., 2015). The current state of news media is reflected in user-generated material on social media, where individuals are sharing content that reflects their opinions in a practice known as "selective sharing" (Shin & Thorson, 2017; Barnidge, 2015). Social media posts by users are influenced by their preexisting ideas. Media that is consumed and is like a drug that is sought after both have an impact on users (McLeod et al., 2009). The Uses and Gratifications Theory (U&GT), which addresses the natural requirements that media fulfils, describes media behavior patterns and their impacts (Segado-Boj et al., 2019). Prioritizing information seeking appears to reduce the impact of bias, according to earlier study (Hart et al., 2009; Knobloch-Westerwick et al., 2015),

however attitudes towards sharing media are also influenced by other benefits. Research conducted by Choi (2016) and Swart et al. (2019) suggests a connection between internalizing and externalizing news and socially centered gratifications.

Media Preferences

It is important to consider media choices and satisfaction when analyzing news consumption. The Utilizations and Gratifications Hypothesis is highlighted by Diddi & LaRose (2006) and Yuan (2011), who show how emotions influence media consumption decisions. Selecting channels that are in line with social and emotional requirements is one of its functions, according to Katz et al. (1973). Studies on media preferences have revealed a variety of viewing behaviors they include work by Keshishian & Mirakyan (2017), Rubin et al. (1988), and Papacharissi & Mendelson (2007). Studying how traditional and digital media affect news consumption while accounting for demographic variables is Yuan (2011).

Nathanson et al. (1997) draw attention to gender-based variations in television consumption, whereas Van Deursen et al. (2013) identify different watching preferences among genders. The gender gap in technical knowledge is noted by Hoy & Milne (2010). When analyzing how people perceive ecological challenges, O'keefe et al. (2002) take demographics into account. Social media's impact on young people's life is revealed by a 2015 Pew Research Centre research, which also shows gender differences in usage. Media convergence and a variety of channel usage are highlighted by Lai & Tang (2015). Van Dijk (2013) explores the social media divide concerning education and disability, and Sun Lim & Ling Tan (2003) report on the impact of the digital divide on Singapore's senior population. Westlund (2012) found that both structural and individual factors influence how people consume news on mobile devices. Users that have a wider repertoire tend to be more engaged, according to Yuan (2011), who also provides insights into the preferences, motives, and demographic influences on news consumption in a variety of demographic groups.

Media Consumption Patterns

Based on higher education being correlated with more interest in media, the research show how education affects media consumption (Lull et al., 1963). Investigating media consumption requires differentiating between primary, secondary, and tertiary audiences, as Tunstall (1983) emphasizes.

Users become active agents in communication when they engage with new media, according to Jennings et al. (2002). The difficulties of overcoming media effect is discussed by Khan et al. (2011), especially in controlled situations. The media is influencing opinions, particularly among male students, according to a study on body image among Pakistani students (Khan et al., 2011). Study conducted in 2013 by Ali et al. highlights how University of Gujarat students consume political news through the media. The quick development of Pakistani media and how it affects people's opinions on social and political matters are examined by Rehman (2014). A greater awareness of social concerns is a result of the media's effect, as seen by

the numerous movements. In conclusion, the studies highlight how complexly the media shapes perceptions, how important education is, and how difficult it is to regulate the media, all of which highlight the media's critical position in society.

Media consumption and personal preferences

Through the uses and gratifications (U & G) method, media preferences are shaped by individual requirements (Katz et al., 1973; Papacharissi & Mendelson, 2007). Personal factors that influence decisions across various media platforms include amusement, camaraderie, knowledge seeking, hobbies, and escape (Kaye & Johnson, 2003).

Kaye and Johnson (2003) assert that the U & G framework recognises satisfaction relationships by incorporating both classic and current platforms. A look at genre satisfaction by Ferguson and Perse (2000) shows a variety of reasons.

Comstock's (2012) research classifies media consumption on small screens into two categories: "ritualistic" and "instrumental," so differentiating between passive and active behaviors. According to Aalberg et al. (2013) and Gantz & Wenner (1995), U & G elucidates viewer motives by elucidating their engagement with genres such as sports or habitual TV watching. Political interest, the preferences of news programmers, and increased television news viewership are all correlated, according to research on news viewing trends (Wonneberger et al., 2011). Contributing to a variety of media consumption theories, the U & G notion offers theoretical explanations for audience decisions.

Television accessibility and exposure

Television is becoming increasingly popular, especially with younger viewers who are replacing other media with it more and more, as Hałas (1995) points out. TV plays a major part in media consumption, accounting for 50% of daily media consumption, according to study by Neuman and de Sola Pool (1986). This indicates that preferences are changing and that TV is becoming the primary source of entertainment and information for younger people. A major shift in consumer buying patterns, indicating a change in media consumption tendencies, is identified by Glascock's 1993 study. It is evident that traditional TV is giving way to cable TV, which is a sign of a larger change in the media landscape brought about by developing platforms and technology. In 1994, Rahim conducted research that highlights the significant influence that cable television has on Hyderabad, especially those from middle-class and upper-class backgrounds. This research provides valuable insights into the socio-economic factors that shape media consumption choices and behaviors.

Preferred TV Channels, their Programming, and their Needs Gratification

Mahsud et al. (2013) highlight how television satellite channels, which introduce new styles, habits, ideals, and conventions, have a significant impact on traditional values. According to Shimizu's (1993) research, MTV shows have a significant impact on the Asian music industry, influencing young people's fashion trends

and music genres. The "Impact of Cable TV on Women" study by Menon and Ly (1994) reveals significant changes in media exposure, reading habits, and activities that are influenced by cable TV. These changes are especially noticeable in daily interactions and home responsibilities. Zia's (2007) study on satellite TV users in Lahore shows how the service affects language, attire, food, social behavior and lifestyle, with entertainment being the most watched genre. A 2003 study funded by PEMRA attests to the varied nature of cable TV watchers, with a sizeable portion engaging in news, information, and entertainment for enjoyment. According to Zia's (2007) research, the way that Western and Indian representations on cable television affect women in Lahore has a detrimental influence on their roles, activities, and lifestyle choices. The analysis conducted by Madni et al. (2011–2012) illustrates the prominence of news anchors and places Geo News as the most-watched TV news network in Sargodha, Pakistan. Hasan and Subhani et al. (2012) investigated the watching preferences of housewives and found that morning shows and fashion programs were the most watched. The literature study notes that social interactions, reading interests, and lifestyle choices are significantly influenced by television. It also emphasizes how political awareness and the social transformation brought about by television news broadcasts are contributing factors to the changing Pakistani society. This illustrates how people's choices and behaviors are shaped by a constantly changing media landscape.

Internet Consumption Patterns and Availability and Exposure
This literature review explores Internet usage patterns, referencing studies by Tomos et al. (2013), Islam and Rahman (2016), Caplan (2002), Aghazamani (2010), Cole (2008), and Chhachhar et al. (2013). It notes the Internet's role in providing global information, with Tomos et al. (2013) observing children's curiosity in new web technologies. Cole's (2008) study on youth aged 9 to 17 reveals interest in various online activities. Jan et al.'s (2018) thesis emphasizes the Internet's significance in entertainment for Pakistani youth. Additionally, Abbas et al.'s (2018) study indicates diverse Internet usage for leisure, learning, and information among the youth in Lahore, Pakistan. Overall, these findings underscore the transformative impact of the Internet on communication, entertainment, and education.

Social Networking Media and Needs Gratification of the Users

This review by Bruns (2018), Khalid and Hassan (2020) examines how new media technologies, particularly social media, have revolutionized global news production and dissemination. Traditional media sources adapt by generating income from both old and new channels, with a focus on online audiences and advertising revenue (Lee et al., 2014). Google's algorithms play a crucial role in shaping news websites and increasing traffic (Garett et al., 2016; Lee & Chyi, 2015). The shift to digital media raises concerns about legitimacy and trust, impacting the public's willingness to pay for traditional news (Newman & Levy, 2013). Despite the credibility of conventional media, social media platforms influence changing news consumption habits, particularly among younger generations, shaping how news is shared, discussed, and circulated (Casero-Ripollés, 2012).

Social Media and News Consumption Patterns

As modern media technologies have been adopted, global news media have changed their distribution strategies and financial models. With the advent of digital devices and the internet, social media platforms have transformed the news dissemination landscape and become essential channels (Bruns, 2018). Conventional media organizations are modifying their business strategies to leverage income from advertising as well as new and conventional channels (Abbasi & Huang, 2020).
Digital channels, particularly Google, are vital in driving people to news websites and social media, which have become the main sources of income for news organizations (Lee, 2013). According to Garrett et al. (2016) and Abbasi & Huang (2020), news websites use responsive design and adjust their content for a variety of audiences and devices. This helps them improve traffic and money from advertisements. The transition from traditional to digital media poses problems to integrity, even as media outlets uphold trust by prioritizing reliability (Haw, 2021). The public is less interested in paying for traditional media, even though they accept online news (Newman & Levy, 2013). Because of misleading information and user-generated content (UGC), trust difficulties with internet news continue to exist. The preference for traditional media content over user-generated content exacerbates the problems associated with surveys and fake news (Rieh, 2014). The credibility and trustworthiness of Internet news reports are severely hampered by the widespread spread of incorrect information.

Social media usage patterns

Using Katz et al.'s (1974) theory, this review investigates the Uses & Gratification (U&G) paradigm to comprehend how people select media sources to meet socio-psychological requirements. Research on Twitter and YouTube users classify objectives such as interaction, sharing of information, and communication. Findings from studies by Karimi et al. (2014) and Musa et al. (2015) show that self-expression, learning, news sharing, and friend connections are among the motives. Additional studies by LaRose et al. (2001) and Raacke et al. (2008) emphasize how satisfied users are with their social connections, enjoyment, and knowledge. Studies conducted in Canada and South Africa highlight the importance of time passing as a motivator (Karimi et al., 2014; Quan-Haase & Young, 2010). Using the internet for academic purposes, leisure, career development, and online shopping, Khan et al. (2021) reveal the varied ways in which students use it. There are gender disparities that show up: men concentrate on information-seeking while women prefer amusement (Karimi et al., 2014; Haridakis & Hanson, 2009).

Use of Social Media in Pakistan

Approximately 216.57 million people reside in Pakistan, with 64% being young individuals averaging 22 years old, including students. Despite the lack of impact on academic performance, a significant portion of students engage in social media during classes (Ahmed & Qazi, 2011). Gusian and Gautam (2021) highlight the prevalence of mobile phones, reflecting the rapid technological advancements. Ali et al. (2015) attribute the shift in internet usage to the introduction of 3G and 4G

services. Social media, with activities like chatting and sharing images, is integral to the lives of Pakistani students, aligning with global trends (Haque, 2013). Social networking sites are experiencing rapid growth and popularity among users in the country.

Utilization of Traditional and Social Media

The idea that consumers are switching from traditional to online news sources is examined by Nguyen (2006), who highlights the growing ubiquity of computers. In their 2007 assessment of North America's expanding internet access, Banerjee and Hodge examine consumption trends depending on demographics. According to the survey, younger users spend more time online gaming and chatting. In their summary of how the expansion of the internet has affected news consumption habits and political ideologies, Liang and Nordin (2012) discover a link between internet access and online media consumption but little influence on political beliefs.

Hypothesis:

Ha1: surveillance gratification is associated with the political news consumption of social media.
Ha2: Surveillance gratification is associated with traditional media Political news consumption.
Hb1: Escapism needs are associated with the entertainment news consumption of traditional media.
Hb2: Escapism needs are associated with the entertainment news consumption of social media.
H3: Youth are more likely to consume social media for news consumption in comparison to traditional media.

Theoretical Framework

The "Use and Gratification Theory" was used by the researchers to carry out this investigation. Since the beginning of mass communication, including radio, television, newspapers, and now social media, the use and pleasure method has been used to describe how people use media and how it satisfies their needs.

Supporters of the idea contend that the public has fundamental desires that are motivated by needs satisfaction and are influenced by community and individual distinctiveness. Katz, E. (1974) first put forth the hypothesis to explain why people use media platforms to their advantage. Early communication strategies were created to examine how people use media, choose which media to use, what kinds of media to use, and how media satisfies people's needs Cantril, H. (1942). Uses and gratification were created to establish a balance and divert attention from the user-gratifying actions that the media takes. The idea thus presupposes that media consumers are not passive as was traditionally believed, particularly by theories of media effect, but rather active participants. According to the uses and gratification theory, media consumers can choose the media they wish to consume based on what they want to accomplish or get from it. The rationale for media use is summarized

in this sentence. One of the earliest forms of modern media, by Mitchelstein, E., & Boczkowski, P. J. (2010), is the newspaper. Social media is now posing a threat to conventional methods of news distribution Chung, (2008). Social networking sites are mostly used by people to connect with one another and for news. Customers can quickly connect with others for idea exchange and companionship through social media profiles that detail the interests, background, education, and preferences of their contacts (Boyd, D. M., & Ellison, N. B. 2010).

A variety of options are available for connecting with customers Gil de Zúñiga, H., Jung, N., & Valenzuela, S. (2012). This study examines news media consumption patterns and gratification, according to V. Shah, Nojin Kwak, R. Lance Holbert, et al. (2001), this study mainly focuses on how new media consumption habits relate to information from various platforms related to social contact, as well as patterns of consumption related to entertainment, distraction, and negative effects on commitment. Katz, E., Blumler, J. G., & Gurevitch, M. (1973) added that the use and gratification theory's discussion of motivation or needs takes the form of a connection that is cognitive, effective, integrative, with some relevance to friends, family, and conventional social and political institutions, strengthening or weakening.

My current study's main goal is that university-level students actively seek out particular media to satiate their needs and desires, such as cognitive demands and tension-free requirements. The free flow of information is necessary for a vibrant public sphere, and for the majority of students, newspapers, television, and now social media serve as the primary news sources. This research focuses on a pattern of news media consumption and requirements for gratification among university students as it investigates news media consumption and gratification needs.

Active Audience Concept

The Uses and Gratification Theory (UGT) proves valuable in understanding why individuals actively choose social media over traditional media. It serves as a primary framework in studying consumer decisions and preferences based on social and psychological factors. UGT is considered apt for exploring tailored media consumption, challenging the broad Magic Bullet Hypothesis. The theory emphasizes an engaged audience, shifting from traditional terms like "audiences" to users or customers. UGT posits that consumers use mass media to fulfill knowledge, entertainment, and escapism needs, providing insights into the driving forces behind media consumption.

Uses and Gratification Assumptions

The study by McQuail, Blumler, and Brown (1972) focuses on the theoretical foundations of the Uses and Gratification Theory (UGT), emphasizing how audiences actively choose and consume media based on their goals and motives. According to Katz et al. (1974), UGT highlights social and psychosocial motivations for media use, including information seeking, entertainment, social utility, personal utility, and escapism. Previous research, including studies by Diddi & LaRose

(2006), Lee (2013), and Ruggiero (2000), has established UGT as a framework for understanding media audiences and motivations for consumption.

Chen (2018) and others emphasize UGT's relevance in examining new and developing media, such as internet news consumption. Ruggiero (2000) considers UGT a classic theory applicable to various media, including cable TV, radio, television, and the Internet. The evolving nature of media consumption, as highlighted by Chen (2018), underscores UGT's suitability for understanding user demands and incentives in the context of emerging media patterns.

METHODOLOGY

In this study, the researchers use a survey method using a well-crafted closed-ended questionnaire, adopting a quantitative research methodology. This method provides a statistical and mathematical perspective on people's opinions while enabling a methodical and data-driven study. By using strategies like online Google Form surveys, the use of a quantitative approach makes it possible to gather statistics that are readily organized and controlled. This study compares how male and female students at Lahore's educational institutions Punjab University and the University of Management and Technology, for example use traditional and social media. Information on the news-consuming habits of Lahori adolescents is gathered using an online survey designed with their needs in mind. The Statistical Package for Social Sciences (SPSS) is used to analyze the collected data in order to make reliable comparisons and assessments.

Research Design
Utilizing an online survey to gather data, the researcher used a quantitative exploratory study design. Students at Punjab University, the University of Management and Technology in Lahore, and the University of Lahore itself were given the survey. In order to generalize, the study seeks to collect data from a sufficient sample size.

Populations
The study's target population is students who, are between the ages of 15 and 24, according to the World Health Organization. An online survey targeting the youth population in Lahore, Pakistan, is being conducted to gather information on news consumption habits. The selected age range is thought to be the most active and spirited time in their lives. The researcher chooses to focus on a representative sample rather than the full population due to time and budgetary restrictions.

Sampling techniques
Youth were found to be the most engaged consumers of news across a variety of media platforms, hence the study used purposive sampling to gather data. Students from the University of Lahore, Punjab University, and the University of Technology and Management Lahore who were specifically selected by the researcher completed a survey, yielding a total of 272 responding responses.

Data collection tool and procedure

A modified questionnaire was used in the Pakistani context for online data collection through Google Forms. The survey comprised closed-ended items organized into four sections, each corresponding to a distinct factor. The researcher developed this tool to conduct a comparative analysis of social media and traditional media, aiming to explore news media consumption patterns and gratification preferences among the youth in Lahore, Punjab, Pakistan. Prior to data collection, the researcher obtained consent from participants and the research committee, ensuring ethical considerations and confidentiality of the collected data for research purposes only.

Pre-Testing and Reliability of Test

Before final data collection, the instrument underwent pilot testing with 40 participants not included in the sample dataset. Reliability and validity were assessed using Cronbach's alpha, yielding a highly reliable alpha value of .968, indicating suitability for further data analyses.

Data Processing and Data Analysis Techniques

The collected data was processed and entered the computer software. To do statistical data analyses the software SPSS version 13.0) was used. Additionally, MS Word and Excel were utilized to create the thesis script and construct the charts, tables, and graphs.

FINDINGS

The study aims to identify the preferred media choices of young people for obtaining knowledge, entertainment, and information, focusing on both entertainment and political news. The researcher conducted a descriptive analysis, presenting the results through tables and a study summary for both descriptive and inferential analysis.

Measure for Inferential Analysis

Following data analysis, scores were assigned to corresponding question categories for variable quantification. Using SPSS, the researcher entered and organized the collected data into a datasheet for scoring.

To test formulated hypotheses, t-tests, chi-square crosstabulation, and Pearson correlation analyses were conducted. The t-test compared differences between variables, with results tested at a 0.05% significance level, indicating 95% confidence in decision-making (Chaudhry, S. & Kamal, S. 2006). Dependent variables were operationalized into parameters, and responses were gathered using a 5-point Likert scale.

Section -II inferential statistics (Independent sample T-test) Table 5.1
Independent sample t-test based on usage of media for news.

	Preferred media for news	*N*	*Mean*	*SD*	*t*	*df*	*Sig.(p)*
Information	Traditional media	60	4.28	.563	2.776	270	**.006**
	Social media	212	4.00	.700			
Education	Traditional media	60	4.09	.690	1.145	270	.253
	Social media	212	3.98	.668			
Surveillance Need	Traditional media	60	4.25	.628	2.252	270	**.025**
	Social media	212	4.01	.739			
Emotional need	Traditional media	60	3.84	.704	.163	270	.871
Socialization	Traditional media	60	3.96	.739	1.219	270	.224
	Social media	212	3.82	.796			
Entertainment Need	Traditional media	60	3.89	.813	1.265	270	.207
	Social media	212	3.72	.975			
Sensational	Traditional media	60	3.98	.848	1.789	270	.075
	Social media	212	3.75	.862			

In the table above, 5.1 the t-test result revealed that many of the participants perceived that they fulfill their cognitive needs in the aspect of information and knowledge through traditional media (M=4.28, SD=.564) as compared to social media (M=4.00, SD = .700) as the t-value = 2.776 with p = .006 is statistically significant.

Direct Hypotheses Results

Below the table showing the direct hypotheses results of current study according by uses and gratification theory (U&GT).

Hypotheses	Accepted/Rejected
Youth are more preferred to social media for informational news in comparison to traditional media usage.	Accepted
Youth are more preferred to social media for Education news in comparison to traditional media usage.	Rejected
Youth are more preferred to social media for Surveillance need news in comparison to traditional media usage.	Accepted
Youth are more preferred to social media for Entertainment need news in comparison to traditional media usage.	Rejected
Youth are more preferred to social media for Sensational need news in comparison to traditional media usage.	Rejected
Surveillance gratification is associated with the political news consumption of social media.	Accepted
Surveillance gratification is associated with traditional media Political news consumption.	Accepted
Escapism needs are associated with the entertainment news consumption of traditional media.	Accepted
Escapism needs are associated with the entertainment news consumption of social media.	Accepted

Youth are more likely to consume social media for news consumption in comparison to traditional media.	Accepted

A Comparison studies

According to the study, a Comparison between traditional media and social media based on my analysis of scores was given to different indicators of the current study by the participants.

Table below
The correlation test results.

		1	2	3	4	5	6	7	8	9	10
Information	'r'	---	.629**	.554**	.528**	.585**	.635**	.594**	.514**	.477**	.567**
	Sig		.000	.000	.000	.000	.000	.000	.000	.000	.000
Education	'r'	.629**	---	.657**	.664**	.707**	.702**	.673**	.602**	.572**	.595**
	Sig	.000		.000	.000	.000	.000	.000	.000	.000	.000
Surveillance	'r'	.554**	.657**	---	.565**	.593**	.544**	.541**	.613**	.443**	.556**
	Sig	.000	.000		.000	.000	.000	.000	.000	.000	.000
Emotional Need	'r'	.528**	.664**	.565**	---	.706**	.691**	.692**	.694**	.731**	.668**
	Sig.	.000	.000	.000		.000	.000	.000	.000	.000	.000
Entertainment	'r'	.477**	.572**	.443**	.731**	.612**	.602**	.658**	.649**	---	.750**
	Sig	.000	.000	.000	.000	.000	.000	.000	.000		.000
Sensational	'r'	.567**	.595**	.556**	.668**	.664**	.654**	.705**	.695**	.750**	---
	Sig	.000	.000	.000	.000	.000	.000	.000	.000	.000	

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

The above table indicated that there was a positive significant relationship ranging from .477** to .750** that existed among ten subscales at $p \geq 0.05$ level of significance. Hence it was concluded that there is a positive significant correlation

among the moral, social, and cognitive, needs of Pakistani users. Thus, the hypotheses are accepted.

Conclusions

The study reveals a shift in media consumption among the youth, with a preference for social media over traditional forms. Participants show a stronger inclination toward fulfilling cognitive needs through traditional media, indicating a statistically significant difference. Moreover, the findings support a positive correlation between social, cognitive, emotional, and escapism needs among youth in Lahore, Pakistan, confirming the acceptance of the hypotheses. This underscores the evolving media landscape and the diminishing appeal of traditional outlets compared to the dynamic offerings of social media.

Recommendations

The researcher's first recommendation for future researchers is to research on the current studies with gender base ratio which shows which gender consumed which media most for news consumption. Ideally, researchers intended to collect an equal ratio of both gender's opinions. However, due to vacations researchers could not access and conduct the data as planned.

The second recommendation could be to research more news items on media consumption patterns and how our youth perceive and behave based on media dependency and social learning theory which future researchers will discover how youth-perceived media can dominate or how consumer choices depend on media consequently shaping their opinions and behavior both positive and negative effects (of their behaviors).

The last recommendation for future researchers could be to research on the reliability and credibility of contact analysis of mainstream media and social media (A competitive study).

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