

**AN INVESTIGATION INTO THE PATTERNS OF NEWS MEDIA CONSUMPTION
AMONG SOUTH AFRICAN YOUTH**

BY

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DEDICATION

This thesis is dedicated to my late grandmother, Munyadziwa Elisa Moyaba.

DECLARATION

I declare that **An Investigation into the Patterns of News Media Consumption among South African Youth** is my innovative and original work in design, writing and execution. It is submitted to the University of Limpopo for the purpose of a Doctoral degree in Media Studies and has not previously been submitted by me for a degree at this or any other institution. All the sources used and quoted have been clearly indicated and acknowledged by means of complete references.

Full Names

Date

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ABSTRACT

For years traditional and digital media have played an essential role of disseminating news and information to keep their target audience always updated about what is happening nationally and internationally. News consumption has globally been experiencing enormous deviations due to advancements in technology. In this context, the study examined and analysed news consumption patterns among the rural youth living in Limpopo Province South Africa. The study employed a sequential mixed research method. A self-administered questionnaire and semi-structured personal interview were used to collect data from youth aged between 18-34 years. A sample of 320 youth participated in the study, with 300 in quantitative and 20 in qualitative methods of research used to gather data for the study. Youth participants were randomly selected using convenience non-probability sampling. The data collected through a questionnaire were analysed using the Statistical Programme for Social Sciences (SPSS) software, inferential and descriptive statistics, while qualitative data were thematically analysed and interpreted considering diverse themes, sub-themes and common statements.

The study results revealed that most youth highly preferred to access and consume news through online media more than television and newspapers because digital media are cheap, easily accessible and affordable. The findings further indicated that most youth highly preferred to consume news through television channels such as ETV because it is a credible and reliable source of news. It is highlighted in the results that most youth preferred to consume entertainment news more than business, political and sport news because they find the former interesting and relaxing. Also, most youth did prefer to discuss entertainment news with family members and friends and that there are positive relationships between media credibility and news consumption which tend to influence family and friends' news discussions. In a nutshell, the findings of this study further suggest a philosophical change in news consumption patterns among South African youth and the operation of media industries. However, the study recommends that most media houses need to broadcast and publish business and political news that are more relevant, accurate and objective for most youth to consume proficiently.

Keywords: News media consumption, news discourse, youth, media credibility, new and traditional media.

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ACRONYMS

ANOVA	: Analysis of Variance
BBM	: BlackBerry Messenger
CASE	: Community Agency for Social Enquiry
CNN	: Cable News Network
Dstv	: Digital Satellite Television
E-mail	: Electronic Mail
eNCA	: Electronic News Channel Africa
EU	: European Union
GO	: Gratifications Obtained
GS	: Gratifications Sought
GSM	: Global System for Mobile communication
IBMC	: International Business Machines Corporations
ICT	: Information and Communication Technology
IREX	: International Research and Exchange Board
IIMSD	: Individual level Media System Dependency
IOL	: Independent Online
MG	: Mail & Guardian
PMASA	: Print Media Association of South Africa
RT	: Russia Television
SA	: South Africa
SABC	: South African Broadcasting Corporation
SMS	: Short Messages Service
SPSS	: Statistical Package for the Social Sciences
UK	: United Kingdom
UNIVEN	: University of Venda
USA	: United States of America

CHAPTER ONE

BACKGROUND AND MOTIVATION

1.1. INTRODUCTION AND THESIS SUBJECT

The study examines the relationship between South African youth and their patterns of news media consumption. This introductory chapter provides the background to the study and motivation for the research problem. The chapter further outlines the development of the South African media industry and news consumption among youth consumers. The study is prompted by the researcher's concern with the degeneration rate of news media consumption patterns among youth globally and in South Africa. Globally, this has opened deliberations addressing reasons of news consumption deterioration among youth (Qayyum, Williamson & Peterson, 2010). Basically, the study deals with how youth interact with digital and traditional media on a daily basis for the purpose of news consumption.

Furthermore, the study examines news consumption patterns by youth living in post-apartheid South Africa, which could be an eye-opener on how new or digital media such as the Internet and social media transformed the process of distributing and accessing news among South African youth. The chapter also outlines the background to the study problem, significance and justification of the study. The aim and research objectives that guide the overall study are outlined. The historical development and operation of new and traditional media industries in South Africa are explained. Definitions of operational concepts, role of theories, research design and methods are concisely introduced in this chapter.

1.2. THE CONTEXT AND RATIONALE FOR THE STUDY

The section explains the background of the envisaged study. Globally, youth are inundated with a massive amount of media in different forms, ranging from print to radio, television and the Internet; such media are used to access and consume news among other things (Raeymaeckers, 2004). The manner in which the youth interact with the media nowadays is a subject that continues to attract much attention internationally including South Africa (Casero-Ripollés, 2012). As active users of the various forms of the media, youth have the potential to influence the way in which

the media package and disseminate news globally (Qayyum, Williamson & Peterson, 2010). Over the past years traditional mainstream media have been playing an important role in the improvement and growth of the human communication process and dissemination of information and news items to the society and the youth have been important beneficiaries (Casero-Ripollés, 2012). Traditional media include but are not limited to broadcast media, such as television, radio and print media which are newspapers and magazines. The present study focuses mainly on television and newspapers because they are most challenged by online media worldwide (Duncan, Meijer, Drok, Garman, Strelitz, Steenveld, Bosch, Ndlovu & Media Tenor, 2013).

Globally, traditional media companies have conventionally been considered the primary access point to public affairs, information, news (Brites, 2010), and also a socialising agent of politics for young people (Romer, Jamieson & Pasek, 2009) among other available genres. Studies conducted by (Kotilainen, 2009; Figueras & Mauri, 2010) confirm that traditional media for years have been considered the main source of news and information (Corroy, 2008). In this sense, the absence of interest in the traditional media could diminish the youth's public awareness. This lack of interest has been the subject of most investigations focused on the study of the relationship between the youth and news media (Casero-Ripollés, 2012). Ndlovu (2015) asserts that the growth of new media in South Africa is changing and challenging the manner in which news is produced, consumed and shared among the youth. Studies conducted by Shah, Cho, Eveland and Kwak (2005); Zuniga, Veenstra, Vraga and Shah (2010) indicate that most youth tend to consume less news on traditional media platforms than on digital media because they often depend on new media gadgets with pervasive Internet connections that could provide them with instantaneous news updates.

Furthermore, what attracts the question of news consumption in South Africa is the long existing tension between the different racial, cultural and ethnic groups in the country that cause divergence in knowledge and differences in media consumption (Ruggenberg, 2007). This was possible through the invention of diverse media to cater for different groups such as the development of media entities that are mostly targeted at black or white communities, and individuals from different cultural and ethnic groups (Fourie, 2001). South Africa is populated with various media that cater for people from different racial, ethnic, cultural and language groups (Fourie, 2007).

Even though it is inevitable to talk about these groups, racial and cultural groups are not actually the main focus of this study. However, the study provides information drawn from the field of higher education system on how South African youth consume news and what type of news they mostly prefer to consume from media. The study further examines whether most South African youth could perceive and prefer digital media as the most useful sources of information about current issues and events, and whether most youth would prefer to engage new media more than traditional to consume timely news and information such a business, sports and politics or not.

Additionally, every news content disseminated through any type of media is aimed at all South Africans irrespective of race, gender, language, ethnic, cultural background and their knowledge about news consumption and could contribute towards a well-informed democratic society (Fourie, 2007). In this democratic society the media are playing a crucial role in news processing and disseminating (Ruggenberg, 2007). In addition, the researcher observed that South Africa on the 21st October 2015 experienced a protest by students in higher education institutions on the *#Feesmustfall* campaign, and the media in this instance, especially digital and social media such as Facebook and Twitter played an essential role to disseminate news to the public for them to be well informed. In the same regard, Professor Herman Wasserman (2016) in an article published on January 22, 2016, titled *Voices of the power are missing from South Africa's media*, asserts that “the protests in South Africa against rising costs of university education made headlines in the media around the world. But it was on the terrain of social media that it became clear that not only was something changing in the political activism of young South Africans, but also in the way they produce and consume media. The increasing importance of social media for South African polities was illustrated very clearly”

In this sense, the above scenario clearly indicates that the development of digital media in South Africa challenged and transformed the operation of traditional media houses. Moreover, in light of the above assertion it is clear that social media have posed serious challenges (which are discussed in Chapter 3) on the operation of traditional media, not only in South Africa but, also globally (Agboola, 2014). In agreement, Tandoc and Johnson (2016) state that traditional media organisations are being gradually displaced by the growth in digital media platforms. While, on the

contrary, Dimmick, Chen and Li (2004) assert that the growth of the Internet has negative effects on the operation and consumption of television and newspaper news; because new media innovative techniques of news dissemination are habitually qualitatively different to the way traditional media circulate news (Ndlovu, 2015). Furthermore, the arrival of digital media has brought discrepancies in the communicative system, with content production, work routines, media and distribution strategies and business models all experiencing important changes (Casero-Rapolles, 2012). As a result, most traditional media outlets have lost control over the distribution channels in which youth are the deciders of what to consume and in what manner (Urban & Bodoky, 2013). Presently, new media have been shown to be a platform for increasing information seeking, news content and engagement with others worldwide (Bachmann, Kaufhold, Lewis & Zuniga, 2010). Additionally, this was further asserted by Sean Jacobs and Herman Wasserman (2015) in the article titled "*The day mainstream media became old in South Africa*" dated November 25, 2015 that "the date October 21, 2015, will be remembered as the day mainstream media became old in South Africa. It was the day the hashtags took control. We watched as student protests morphed from #FeesMustFall to #NationalShutDown and briefly to #ZumaMustFall, and as at least fourteen campuses were shut down. Newspapers and even mainstream online news organisations struggled to keep up with what was happening. Some online news reports consisted exclusively of cut-and-pasted Twitter updates".

On the contrary, Ndlovu (2015) states that digital media could be regarded as adding to rather than replacing traditional media, since new media provide youth with new processes of consuming and sharing news. In agreement, Albarran (2010) states that the consumption patterns of traditional media content are greatly challenged by the development of new media technology. While, on the contrary, Tandoc and Johnson (2016) state that new media, especially Twitter and Facebook seem to be displacing traditional media because they disseminate breaking news faster than their counterpart. Likewise, both traditional and new media provide youth with significant and relevant information about local and global issues (Urban & Bodoky, 2013). In the same sentiment, Tandoc and Johnson (2016) further posit that digital media access offer almost the same set of gratifications as traditional media do; however, with Internet access, these gratifications could be met anywhere and anytime. Moreover, Tandoc and Johnson (2016) further postulate that most

traditional media companies have adapted Twitter and Facebook to disseminate news, reporting and engaging with various media consumers irrespective of their age and gender. In agreement, it is notable that Agboola (2014) highlighted that news is continually sought and offered in the course of social communication because it is a necessary and therefore valuable commodity of social exchange. Most essentially, to keep their audience informed and updated most media organisations adopted Twitter and Facebook accounts to disseminate news very promptly to a large number of people who could have access to news through these digital technology platforms.

The youth consumption patterns and preferences of news are significantly transforming the way media systems operate (Casero-Rapolles, 2012). In this context, to establish the changes in youth consumption patterns is essential to measure the scope and effects of digital media convergence and the outlook for the future (Qayyum et al., 2010). Furthermore, Domingo and Henonen (2008) assert that the arrival of digital media, pose challenges to traditional media that could lead to a loss of massive audience (Tandoc & Johnson, 2016). Urban and Bodoky (2013) state that most traditional media struggle to find answers to these challenges. But, to solve this issue, Urban and Bodoky (2013) further assert that most traditional media houses should create online and social media web sites to access and keep their audience informed. Agboola (2014) states that it is also not yet clear how the Internet and social media can stabilise their dominant role and change audience news consumption patterns in the long run. However, this study aimed to determine news media consumption patterns, preferences and news discourses among the youth.

This study targets youth to gain knowledge and ideas about patterns of news consumption in South Africa. In the same manner, Statistics South Africa (2016) reports that the South African population comprises youth between the ages 17-34 years, which is a significant group for this study making up about 55 per cent of the population. Youth' news consumption is thus a key element in the dynamics of human communication and social advancement (Tandoc & Johnson, 2016). Youth have become an important key in this study, because they are the future leaders of this country. Therefore, it is significant to investigate their news consumption patterns and access to various media to consume information and types of news. The need for and relevance of this study is set to determine youth dependency on

new media gadgets with Internet connection as the main source of information and news.

Furthermore, Casero-Ripollés (2012) asserts that the issue of news consumption patterns by the youth has been widely debated worldwide. Agboola (2014) study reveals that most youth do not read newspapers, opting to watch television news instead. In addition, Casero-Ripollés (2012) indicates that the Internet does not determine news and that younger non-readers are the least likely to consume television news instead of reading newspapers. Thadeshwar and Joglekar (2016) posit that access to news media may also shape the extent to which youth consume, prefer and discuss news with families and friends. On the contrary, the study conducted by Mindich (2005) is mostly concerned with the youth's loss of interest in consuming news through print media. Newman (2011) asserts that most mainstream organisations now use social media accounts such as Twitter and Facebook for journalists to disseminate news rapidly and now play a central role in the way stories are sourced, broken and distributed. The current study sought to examine the youth preference to consume news from traditional and/or new media, distinguishing those who prefer traditional media news from youth who prefer online news media.

Additionally, a study conducted by Zuniga, Veenstra, Vraga and Shah (2010) indicate that most youth consume less of traditional compared to digital news media. However, studies conducted by Ruggenberg (2007); Duncan et al., (2013) postulate that South African youth do consume traditional and new media content although they may do it differently due to media pluralism, racial and cultural segregation, which is something this study does not really focus on. There is therefore a need to investigate the patterns of news consumption among the youth, particularly in relation to the Internet, television and newspapers, as these are the most commonly consumed and prominent sources of news in South Africa (Duncan et al., 2013). Moreover, the term "news media" as used in this study refers to those elements of the mass media that focus on delivering news to the general public or a target public which include but not limited to newspapers, television and the Internet (Sherr, 2005). The need for this research arises from an academic imperative to understand patterns of news consumption as potential determinants of both current and future trends in global communication and discourse among the youth.

1.2.1. The Development of Traditional Media

The subsection explains the development of traditional media such as print and broadcast. From an international perspective, the emergence of print as one of the traditional media started centuries ago, in this instance, sellers would distribute newsletters written by hand containing information and news regarding the weather, economic conditions, wars and human interest stories (Patil, 2011). Print is the oldest media around the world and was first invented in China in the thirteenth century and since then, brought transformation in the operation of mass media and also served the majority of citizens around the world (Sherr, 2005). Historically, traditional media such as newspaper, television and radio have greatly and efficiently participated in the growth of communication, especially among communities with politics, economy, businesses and sport needs (Patil, 2011).

Furthermore, Patil (2011) indicates that for centuries newspapers have made history recordable and accurate than ever and information disseminated by these newspapers is usually more authentic and genuine but the case is different with new media like the Internet and social networks. Sambe (2005) further adds that newspapers are easily accessible and widely read by most literate audiences. Almost, anyone who can read could buy it since it is cheaper and available even in the remotest of the villages (Sherr, 2005). On the contrary, Casero-Ripollés (2012) asserts that in most nations like India, subscribing to newspapers is cheaper than having an Internet connection. Newman (2011) says that most news correspondents and columnists are gaining news authority and influence through their expert use of social media to disseminate breaking news.

1.2.2. The Historical Development of South African Media

The subsection explains the historical development of the South African media industry and the impact of new media on the operation of the industry. The evolutions of the media industry and the youth consumption patterns have experienced serious transformation throughout the centuries (Patil, 2011). In South Africa, media have developed together with the separation of races elicited through the apartheid period (Fourie, 2007). The apartheid regime had an influence on all the South African institutions, including the media industry (Ruggenberg, 2007). During the era, newspapers were strictly censored and controlled by those in power – in this case, a white minority government (Fourie, 2001). Furthermore, during the state of

emergency in the mid-eighties, severe restrictions were put on newspapers and all other types of the media. The areas where political unrest was at its highest were off limits to the media (Wigston, 2007). There was no freedom of the press and what the public had the 'right to know' was completely formulated and controlled by those in power (Jacobs, 1999).

During this time the media were also in a condition of substantial inspiration and their reporting were often viewed, correctly or incorrectly, as an indicator of public opinion, by both the apartheid government and the people (Bird & Garda, 1998). It was during this period that youth used the media to be well-informed about the state's strategies and tactics of oppressing the black communities, since it was owned and controlled by those in power (Ruggenberg, 2007). In this manner, the current study focuses on determining the patterns of news media consumption among youth in the post-apartheid era of South Africa.

Furthermore, the first South African newspaper was in English and was printed on a government-owned press at the castle, the centre of community and military life in Cape Town (Wigston, 2007). Then, the development of broadcast media- radio and later television, which over the years was associated with prevalent dissemination of news content and information both favourable and unfavourable (Fourie, 2001). However, "in South Africa, radio began with a few enthusiastic amateur, followed by several experiential broadcasts and later by regular programming on a more organised basis" (Fourie, 2007:6). During that era, the apartheid government largely controlled television and radio, while this was not as easy within the print media. Newspapers were more difficult to control and much time, resources and energy were poured into keeping an eye on them (Ruggenberg, 2007).

The government would not allow criticism from the mainstream press and desperately squashed any criticism from various other circles within the border of its control (Fourie, 2001). Furthermore, during this time media were used as a key tool of portraying strikers or protesters the rhetoric of the state (Bird & Garda, 1998). The role of the media during the apartheid regime is a vast study on its own and does not fall within the scope of this study, it is however clear that there has not been a healthy example of free press in South Africa (Fourie, 2007). However, Balancing Act (2014a:8) reports that "African newspapers are currently facing different

challenges as all forms of social and digital media are now serving as sources of news and information alongside traditional media, with most youth consuming news media on Twitter and Facebook”. The key question that underpins this study is, what types of news do South African youth currently consume from digital and traditional media?

Furthermore, the development of radio was followed by the formation of television in early 1936 through an Act of parliament, which established the South African Broadcasting Corporation also known as SABC (Fourie, 2001). The historical development of broadcasting in South Africa is that of the SABC, simply because the SABC held a monopoly on the airwaves until other broadcasters such as ETV, community television, M-Net and Dstv channels penetrated the market (Fourie, 2001). Some scholars similar to Urban and Bodoky (2013) are of the view that radio, television and newspapers are becoming more unfitting in terms of providing the latest news to the youth consumers as fast and quickly as possible. While, on the contrary, Ruggenberg (2007) states that the infiltration of radio and television receivers among the South African population could be considered as among the highest in the continent. The importance of radio and television in South Africa is clearly indicated by the high concentration of radio per one thousand inhabitants (Fourie, 2001). This study examines television and newspapers as traditional media youth could use to consume timely and informative news.

Currently, the youth reliance and choice of digital and social media are not hidden because one anticipates to consume online news fast, quick and in short time (Thadeshwar & Joglekar, 2016). This kind of expectation is usually nurtured by people with the introduction of a new means of public interaction (Ruggenberg, 2007). That perhaps informed why Broddason (2006:116) maintains that “there are some suggestions of television being replaced by new media”. Therefore, the challenge now is that the influence of new media on the uses of traditional media in South Africa is hitherto buried in oblivion (Ruggenberg, 2007). The study ascertains to discover whether new media usage enhances youth interaction with national politics and economies.

1.2.3. The Advent of New Media

The subsection focuses on the development of new media as a platform for news consumption. The advent of new media in South Africa in the early 1990s sparked commemorative, almost ultimate bliss among their advocates and various scholars (Papacharissi, 2009). This was accompanied by the “hype about the continent's possibility of "leapfrogging" some stages of development” (Papacharissi, 2009:45). In equivalent view, Balancing Act (2014a) reports that there will be a massive growth of smartphones devices with Internet access in the next five years, which is between 2015 and 2019. In the same way, Norris (2005) believes that the acceptance of new media and Internet in the 1990s was largely motivated by ideas of bridging the divide between the rich and the poor, and promoting socio-economic advancement in societies. On the contrary, the researcher believes that new media technology are perceived as having the potential to increase journalists' work efficiency thus overcoming the barriers associated with 'traditional' means of journalism practice.

With the occurrence of new and social media, various scholars in the 21st century, such as Raeymaeckers (2004), Lipani (2008) and Brites (2010) state that there is a great shift and transformation in the consumption of news by youth of different genders and ages globally. Furthermore, Casero-Ripollés' (2012) investigation reveals that male youth consume more news from the media than female youth. On the contrary, a study conducted by Maphiri-Makananise (2015) indicates that in South Africa most female youth consume new media for the purpose of networking, conducting research, writing assignments and chatting with friends and relatives but does not address news media consumption patterns which are the focus of the current study. However, this study establishes the gender differences in news consumption among the South African youth, an aspect discussed in Chapter 3.

The recent development of new media as well as the Internet connections in South Africa have been challenging in terms of how youth consume news through television and newspapers (Raeymaeckers, 2004; Lipani, 2008; Brites, 2010). As, Albarran (2010) postulates, new media have brought a tremendous challenge to the patterns of news consumption through traditional media, which is discussed in Chapter 3. Urban and Bodoky (2013) assert that the emergence of new media resulted in a success story in recent years not only nationally but also internationally. Newman (2011) asserts that the rise of social and new media have helped most

newspapers and broadcasters gain traction around the world but news organisations with paywalls are in danger of missing out on the benefits. In the same manner, Thadeshwar and Joglekar (2016) posit that the birth of the Internet revolutionised how people communicate, search and consume information. In addition, Newman, Levy, Fletcher and Nielsen (2016) assert that there is a massive growth of smartphones with Internet access for news consumption purposes, reaching half of global population. Urban and Bodoky (2013) further state that information communication technology is not successful applications used by millions of people globally, but has emerged as major actor in the public sphere and disseminator of news and public information. Purcell, Rainie, Mitchell, Rosentiel and Olmstead (2010) concur that new media disseminate information very quickly to their audience consumers.

Furthermore, for the past recent years South Africa has experienced the unexpected expansion of news providers (Thadeshwar & Joglekar, 2016). New media have become effective tools for sharing news, enabling media content to reach many youth users fast and quickly than before (Cachia, 2008). This has not only introduced competition for new audiences for local news services, but also pose new challenges for governments in non-democratic societies where the media are largely government controlled (Elareshi & Gunter, 2012). These services are better resourced than local television and newspaper news suppliers and provide glossier productions with more diverse international news coverage. Such attributes have rendered these services particularly attractive to younger news consumers (Elareshi & Gunter, 2010). Additionally, a study conducted by Newman, Levy, Fletcher and Nielsen (2016) indicates that there is growth of news accessed and increasingly consumed through social media, portals and mobile apps in the United Kingdom and Canada, while in nations like Japan and South Korea news is aggregated, distributed and accessed through news portals.

Globally, most youth whether coming from disadvantaged or advantaged backgrounds have access to media and new media gadgets that provide them access to online and social media from which they consume news on a daily basis (Stelter, 2008). Nowadays, even youth in rural disadvantaged communities are seen walking around with smartphones, writing text messages to their friends while standing in queues or other public places (West, 2004). New media have offered

audiences an increasing number and range of opportunities than before, such as accessing information, gaining and exchanging knowledge and realising personal learning goals (Tandoc & Johnson, 2016). In addition, the trend is developing even further to reach people from disadvantaged communities (Thadeshwar & Joglekar, 2016). However, this has not guaranteed the usage of new media by all people, especially in rural areas of South Africa (Hughes, 2001). Therefore, the use of new media for the purpose of news consumption is an area that this study explores.

For most youth, new media are used to communicate, share information, connect with other people around the world and to keep informed about what is happening worldwide (Ndlovu, 2008; Maphiri-Makananise, 2015) and show lower levels of political, economic, geographical and historical information compared to previous generations despite their higher university and college enrolments (Wattenberg, 2004; Loader, 2007 & Patterson, 2007). Most essentially, social media have bypassed the operation of traditional media as an information and news platform (Tandoc & Johnson, 2016). Furthermore, the use of these media in society is growing extremely, as media audiences are exploring new media adventure of being informed and consuming news (Stollak, 2011). Moreover, Salman, Ibrahim, Abdullah, Mustaffa and Mahbob (2011) assert that new media have placed a great challenge on the way television and newspapers produce and circulate their news for readers' consumption. In the same vein, studies have been conducted by Ferguson and Perse, (2000); Webster, (2010); Agboola, (2014); Maphiri-Makananise, (2015) regarding the usage of new media technology to access information and interact with friends and relatives, but little is known and has been studied about the patterns of news media consumption among youth and the influence new media have on the news consumption patterns of television and newspaper news by most youth.

1.2.4. The Use of Social Media for News Consumption

The subsection deals with the use of social media as new platform for news consumption among the youth. The rise of social media as the newest platform for news consumption has put extreme pressure on the operation of traditional media. The current study centres on revealing news media consumption patterns among youth. Newman and Levy (2014) affirm that new and traditional media are currently competing for the same target audience, in this case the South African youth and new media have created more challenges on the operation of television and

newspaper industries. Brites (2014:1) states that “news media consumption among young people is still an issue that needs further attention, because it contributes to their socialisation, understanding of the world they live in and the vitality of media organisations”. Moreover, Albarran (2010) asserts that the emergence of new media brought a tremendous revolution to the news consumption and preferences of traditional media content among youth. Thadeshwar and Joglekar (2016) further assert that due to the arrival of online news media, print media such as newspapers are losing their readers; while Newman, Levy, Fletcher and Nielsen (2016) posit that most media consumers use social media as a main source of news and Facebook is by far the most essential network for finding, reading, watching and sharing news.

Furthermore, according to Lee, Michael and Carpini (2010) the Internet has opened a lot of opportunities and created new channels for distribution and consumption of news media. Quandt (2008) notes that initially there were a limited number of offline broadcast channels and local publications. Newman (2011) asserts that majority of traditional media organisations are becoming increasingly worried about the potentially disruptive effect of social media on their business models. They are struggling to square the circle between these new powerful open networks and engaging the market whilst maximising commercial revenues on their own websites. Nielsen and Sambrook (2016) assert that the news media industry has experienced a revolution in the way news are collected, published, distributed and consumed, with the dawn of the Internet. Thadeshwar and Joglekar (2016) maintain that the Internet has changed the habits of many people around the world, while, convenience and user-friendliness are the biggest contributing factors in this change. But the question still remains, has this changed the patterns of news consumption of people? Has the majority moved to consuming news offline? Does the age of the person make a difference? It is however, undeniable that habits influence offline news consumption behaviours.

The study reports on the use of online media and traditional media such as television and newspapers as sources of news and information by youth. Yet, the principal aim is to produce new and up-to-date information on news consumption patterns, to discover whether different news media catered to distinctive demographic audiences and to explore the relationships between the consumption patterns of news from different media in South Africa. Noticeably, new media include but are not limited to

online media, information and communication technology (ICT), the Internet, smartphones, laptops, desktop computers and social media which are Twitter and Facebook. The present study focuses on the Internet as a point of access to online news and social media by youth for news consumption purposes.

1.3. PROBLEM STATEMENT

This section explains the statement of the problem. Globally, numerous studies have been conducted with the focus on news media consumption patterns, preferences and news discourses among youth and the relationship between new and traditional media (Ferguson & Perse, 2000; Webster, 2010; Stefanone, Lackaff & Rosen, 2010; Wok, Tamam, Bolong & Ahmad, 2011; Hao, Wen & George, 2014; Agboola, 2014; Tandoc & Johnson, 2016; Mitchell & Holcomb, 2016; Thadeshwar & Joglekar, 2016). Studies conducted in previous years reveal that most youth prefer to consume Internet news media compared to traditional media like television and newspaper (Shah, Cho, Eveland & Kwak, 2005; Bachmann, Kaufhold, Lewis & Zuniga, 2010; Zuniga, Veenstra, Vraga & Shah, 2010; Casero-Ripollés, 2012; Mitchell & Holcomb, 2016). In South Africa, very limited research has been conducted and not much is published on this topic (Ruggenberg, 2007; Ndlovu, 2008; Smith, 2011; Duncan, Meijer, Drok, Garman, Strelitz, Steenveld, Bosch, Ndlovu & Media Tenor, 2013; Ndlovu, 2014; Ndlovu, 2015).

This study investigates patterns of news media consumption, preferences and news discourse among youth in South Africa. The relationship between the youth and use of news media has been studied globally (Sherr, 2005; Newman, Levy, Fletcher & Nielsen, 2016; Nielsen & Sambrook, 2016). Studies have indicated that youth display a weak interest in conventional forms of news consumption and are less likely than older people to engage with traditional news sources (Sherr, 2005; Kaufhold, 2008; Kung, 2015). Additionally, young adults have been found to rely primarily on television as their main source of news (Kaufhold, 2008). Even with television, however, older viewers were more likely than young viewers to use television news; though interest in news has been observed to increase across the university years among students (O'Keefe & Spetnagel, 1973).

The current study is centred on revealing and providing insight on the present state of news media consumption patterns by a specific group of South African youth.

Within the South African context, limited research has been conducted that focuses on news media consumption patterns, preferences and behaviour among youth living in the rural areas, since the few studies that have been conducted focus on the most densely populated, urban areas of South Africa (Duncan et al., 2013; Ndlovu, 2014 & 2015). Research on youth living in the rural context has remained largely unexplored, especially in the South African context. This study could therefore, fill that information gap through addressing ways youth in South African rural areas consume news. The need for and relevance of this study could be underlined by the way in which youth in South Africa are dependent on new media and the Internet for news consumption.

Furthermore, various studies have been conducted to demonstrate that differences in media consumption and perception can be related to racial, age, ethnical or cultural background (Gillespie, 1995; Ruggenberg, 2007; Fourie, 2007 & Bachmann et al., 2010). In South Africa, Ruggenberg's (2007) study primarily shows the consumption of news media with limited attention to the reception of the news media by high school learners of different racial groups in the Western Cape. Therefore, this study becomes necessary to focus on the news media consumption patterns, preferences and news discourses among the youth students from universities in South Africa. In the same manner, studies conducted worldwide show a drop in news consumption patterns of traditional media among the youth (Casero-Ripollés, 2012; Bachmann, Kaufhold, Lewis & Zuniga, 2010). Although maybe less investigated, the problem of decline in news consumption of traditional media exists in South Africa as well (Ruggenberg, 2007; Duncan et al., 2013; Ndlovu, 2015). The issue of decline in news media consumption among the youth in South Africa and worldwide is discussed in chapter 3.

The study primarily explores the news consumption patterns among youth: this is centred on revealing and providing timely insight on the present state of news media consumption patterns by the South African youth. The study further examines youth engagement with the media and news media to satisfy their specific needs. The study reveals the youth news users' motivations for consuming or not consuming news. This study recognises that news media consumption is a part of everyone's everyday life and it also accepts that one's media use is dependent on one's other habits, preferences and behavioural patterns (Casero-Ripollés, 2012). The study is

also premised on the assumption that South African youth could perceive and prefer new media as a useful medium for keeping up with current issues and events, and that most youth could prefer to engage with digital more than traditional media to consume timely news and information such as business, sports and politics.

Therefore, this is the study area which the current study sought to investigate – a research gap and information that needs to be filled. The most important and relevant issue is that the interactive or online news media such as News24 are posing severe challenges to the established news media houses in terms of market share and this has affected the resources available to continue supplying high quality news, because it produces timely news as it happens (Fourie, 2007). Traditional media platforms wait for the next issue to be published if it is a daily hard newspaper or hourly news headlines on television and radio (Ruggenberg, 2007). This makes the current study essential because this area of research has largely remained unexplored, especially in the South African context. The researcher used Limpopo youth because they represent majority of youth in South Africa from rural areas and that helped to discover if these youth use digital media or traditional media to consume timely information and news.

1.4. PURPOSE OF THE STUDY

The main purpose of this research study is to investigate and provide insight and awareness into the news media consumption patterns, preferences and news discourses among youth in South Africa and to develop strategies for enhancing news consumption among youth in this digital age.

1.4.1 Aim of the Study

The aim of the study is to investigate the patterns of news media consumption among selected South African youth.

1.4.2 Research Objectives

In an attempt to achieve the above-mentioned aim, the study seeks to:

- examine the preferences between new media and traditional media by South African youth based at the University of Venda,
- determine the types of news reports and genre youth prefer to consume in order to be informed,

- assess the attitudes and perceptions of youth towards news media reports and
- explore the extent to which news media influence interpersonal discourse among youth and family.

1.5. SIGNIFICANCE OF THE STUDY

The section describes the importance of the study. This study is essential in South Africa to provide the missing links in the research of the youth news media consumption patterns, preferences and news discourses. The thesis could yield valuable information about the patterns of news media consumption among youth. Various studies about the relationship between the youth, traditional and new media are in the advanced stage of discussion globally (Ndlovu, 2015). In most nations such as Canada, Netherlands and South Africa where the inhabitants are varied, different racial, cultural and ethnic groups should be given sufficient attention in terms of the news consumption pattern and preferences of media and content (Ruggenberg, 2007). Most youth in these societies increasingly pay less attention to media-related news despite their comparatively better access to various technologies of political communication as compared to previous generations (Urban & Bodoky, 2013). Based on the national youth population various sub-groups could be identified. The groups should be in accordance with class, cultural background and ethnicity (Gillespie, 1995); South African youth culture and news consumption patterns are discussed in Chapter 2.

Article 19 of the 1948 Universal Declaration of Human Rights and the 1996 South African Constitution advocate that every person has a right to freedom of opinion and expression; which includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media which includes new media regardless of boundaries, as long as those rights do not infringe the rights of other media users (Fourie, 2007). With this in mind, it is vital that every individual has the freedom to choose the kind of medium to consume news and information from. The need for this envisaged study is highlighted by how currently, new media have redefined the news media consumption pattern (Urban & Bodoky, 2013), preferences and news discourse among youth.

The outcomes of this thesis could provide more suggestions on the pertinent issues that concern the coverage and reception of news media in South Africa. The study could offer a timely glimpse into the present state of news media consumption among the youth and suggest the strategies for making the youth contented news consumers in South Africa. The recommendations drawn from the research conclusions could be informative, an eye-opener into areas that need further exploration and investigation in academia. These could also provide greater understanding on the patterns of news media consumption, preferences and personal news discourse among the youth.

The study aims to generate information that could essentially contribute to the body of knowledge in the field of Media Studies, Journalism, Communication and policy makers in South Africa and globally. The study also shares insight on whether South Africa is growing as an information society or not, and the kind of youth South Africa has in this digital age. Therefore, this makes this study important to develop appropriate and convenient findings and recommendations on the patterns of youth news media consumption, preferences of media, and how news media consumption features in youth interpersonal news discourse.

This study is concerned with the way South African youth consume news media and how that creates interpersonal discourse among the youth. The study could share any inherent discrepancies and possibly bring to light new ideas of the ways that one's social identity may be influenced by other social constructs within the media landscape. Most young people expect the mass media to inform them about different kinds of social roles and accompanying expectations in the sphere of work, family life, behaviour and diverse social encounters (McQuail, 2005). The combination of new, traditional media and youth news discourse form a large portion of contemporary Media Studies, Journalism and Communication Curricula. Consequently, this study has a potential to provide relevant data for several major, significant and current areas of study in the field of modern Mass Communication, Journalism and Media Studies.

1.6 DEFINITIONS OF OPERATIONAL CONCEPTS

These concepts are applied in the study to clarify the use of new and traditional media by South African youth in Limpopo Province. Some of the operational concepts introduced in this section are discussed in Chapter 2.

New media- refer to a group of comparatively mass media applications based on new information technology which include the website, mobile apps, virtual worlds, multimedia, Internet, smartphones, tablets, laptops, video games, social media sites, and multimedia applications just to mention but a few (Albarran, 2010). However, for the purpose of this study new media refer to the Internet, online, digital and social media.

Social media- are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks (Casero-Ripollés, 2012). For the purpose of this study, social media refer to the most significant use of Twitter and Facebook by youth for news consumption.

Digital media gadgets- are digitized content that could be transmitted over the internet or computer networks, which includes but not limited to text, photos, music, audio, video, graphics, news television network, online magazines and newspapers which are distributed over the internet (Casero-Ripollés, 2012). For the purpose of this study digital media gadgets refer to the use of television network, online newspapers and videos by youth to consume news.

Online media- are one of the top news sources, bringing the news to a huge audience, such as internet, blogs, image galleries and video portals. The internet however, offered the perfect public tribute for everyone to share their opinion on current news and trending information (Kung, 2015).

Online news portals- these are the forms of media that distribute news and information over the internet such as online newspapers and online magazines. Moreover, going online created more opportunities for newspapers, such as competing with broadcast media in presenting breaking news in a more timely

manner (Kung, 2015). For the purpose of this study online news portals refers to online newspapers that are accessed on different websites of the media organisations.

News reports- refer to anything published and broadcast, it is an account of an event, or a fact or a report on what happened, when how and by whom that interest people, a presentation of a report on current events in a newspaper or other periodical or on radio, television and other media (Agboola, 2014). In this study, news reports refer to political, business, entertainment and sports news.

News media preferences- refer to the news media youth prefer to be exposed to and measure attention given to national and public affairs news on television, newspaper, and the Internet.

Media credibility- refers to the degree of believability of the source of information as perceived by an audience (Syed, Arabi & Saodah, 2004). For the purpose of this study, media credibility means the point of believability youth have on news media like television, newspaper and online media.

Traditional media- refer to traditional or mainstream mediums of communication and sending information such as cable television, yellow pages, outdoor advertisings, radio, newspapers and magazines (Agboola, 2014). Moreover, for the purpose of this study conventional or mainstream media denote newspaper and television.

South African youth- are defined as alternately post-adolescent and pre-adult groups between the ages of 17 and 34 who are perceived as a primary engine for the growth of global media interaction and active users of media (Albarran, 2010). For the purpose of this study, youth are all registered students at University of Venda.

Consumption patterns- refer to the way in which audiences or media users consume both conventional and new media messages and texts (Agboola, 2014). In this study, consumption patterns mean the way youth consume news reports from various media.

Interpersonal news discourse- refers to the communication that takes place between two individuals or persons (Sherr, 2005). However, for the purpose of this study interpersonal news discourse refers to the communication that takes place between relatives, family and friends.

Gratifications- refer to the pleasurable or delightful emotional reaction of contentment in response to a fulfilment of a certain desire, need and goal (Ling, 2012). Nevertheless, for the purpose of this study gratification means the satisfaction youth obtain from consuming news from new and traditional media.

Dependency- refers to the level of addiction an individual can have on a particular media to meet or fulfil certain needs (Ball-Rokeach & DeFleur, 1976). In this study, dependency indicates the dependence most youth could have on the media to satisfy their news and information needs.

Attitude- In this study attitude means, the way youth think or feel about the trustworthiness of media news reports they consume from television, newspaper and online media.

1.7. ROLE OF THEORY IN THE STUDY

This section briefly deals with theoretical framework which is intended to provide a theoretical structure upon which the study is underpinned. Theories introduced in this section are described extensively in Chapter 3. The study draws from the uses and gratifications and media systems dependency theories as these are deemed to have relevance to the issues to investigated and examined in this thesis.

The uses and gratifications theory is applied in order to ascertain what the youth do with the media (Fourie, 2007). This theory is employed to probe what the youth do with both new and traditional media and for what purposes they consume news from the media. By extension then, this theory is employed to establish which media the South African youth use to consume sports, political and economic news daily. Spring (2002) ascertains that the uses and gratifications theory views the audience as active, meaning they actively seek out specific media and content to achieve

certain results or gratifications that satisfy their personal needs as discussed in Chapter 3.

In the same manner, the application of the media systems dependency theory allows the youth to be viewed as being addicted to media in order to be informed and entertained (Hakoama & Hakoyama, 2011). As described in Chapter 3 this theory is employed in the study to determine how South African youth use both new and traditional media as sources of information and news to satisfy their informational and knowledge needs. These two theories allowed the researcher to examine patterns of news media consumption among South African youth from an active user's point of view. Furthermore, the theories assisted in understanding the media and their relationship with the youth.

1.8. RESEARCH DESIGN AND METHODS

Most of the issues raised in this section are discussed in Chapter 4. For the researcher to intensively investigate the news media consumption patterns among the South African youth, a sequential mixed research paradigm is employed. Creswell (2009) defined mixed research method as the synthesis of qualitative and quantitative research methodologies to validate the data or collect more quality data. The approach is employed to better explore the news media consumption patterns, preferences, perceptions, attitudes and practices by youth during the time of the study. The method allowed the researcher to gather more and in-depth information that could be of use to draw conclusions on the whole study.

A self-administered questionnaire and semi-structured interviews were conducted with the University of Venda students in Limpopo Province-South Africa. However, the semi-structured personal interviews were conducted to clarify the issues raised from closed-ended questions in the questionnaire. Data acquired using the questionnaire were analysed using the Statistical Package for the Social Sciences (SPSS) instrument and thematic analysis was used to analyse data obtained through semi-structured interviews.

1.9 OUTLINE OF CHAPTERS

The study comprises seven chapters:

Chapter 1 deals with the context and rationale for the study and describes the statement of the problem, purpose of the study, justification, significance, delimitation, operational concepts; theoretical approaches and research methodology of the study are described in this introductory chapter. **Chapter 2** provides definitions of operational concepts that underpin the study, news media consumption patterns and South African media culture and the causes of the declining culture of news consumption among youth are stated in this chapter. **Chapter 3** presents the literature review of the related studies and a description of theoretical approaches for the study. In addition, the impact of digital on traditional media is outlined. The chapter furthermore, addresses the existent of challenges facing traditional media landscape in the contemporary society. **Chapter 4** deals with aspects of the research methodology. Motivation for engaging the mixed method approach, questionnaire and semi-structured personal interviews are also explained in this chapter. Sampling and data analysis procedures are also outlined. **Chapter 5** presents the analysis and interpretation of the results obtained from the questionnaires. **Chapter 6** provides and analyses the results gained through semi-structured interviews. **Chapter 7** presents the summary of research findings, the discussion of quantitative and qualitative research findings; the chapter further stipulates the recommendations for future research and a conclusion for the whole study.

1.10. SUMMARY OF THE CHAPTER

The chapter presented and explained the research problem and background to the study. The significance of the study, aim and objectives of the study were outlined. The advents of new and traditional media from the international and national perspectives were discussed. Synopsis of the role of theory, research design and methodology were outlined. Generally, the chapter has identified the gaps that the study could fill.

CHAPTER TWO

DEFINITIONS OF OPERATIONAL CONCEPTS

2.1. INTRODUCTION

This chapter explains the main operational concepts that strengthen the central problem of the study. The key reason for defining these concepts is to explicate their use internationally and in the South African context. The chapter further highlights the nature of news media, traditional media, new media technology, South African media culture, news media consumption, news discussion, South African youth news consumption and perceived news media credibility. This is to establish the agenda around the research problem, by outlining study concerns delineated in Chapter 1. Furthermore, as part of the introduction terminologies that looks similar are clarified and defined below:

New media are defined as cyber-culture with modern computer technology, digital data controlled by software and the latest fast developing communication technology (Urban & Bodoky, 2013). Most technologies described as “new media” are digital, and often have characteristics of being networkable, dense, compressible, interactive and impartial. Examples are the internet, websites, computer multimedia, games, CD-ROMs and DVDs (Freeman, 2013). Moreover, Internet blogs, news portals and online news, Facebook, You Tube, podcast and webcast, and even the short messaging system (SMS), are all new media (Agboola, 2014). However, for the purpose of this study new media refer to the Internet, online, digital and social media. Online news portals are the forms of media that distribute news and information over the internet such as online newspapers and online magazines. Moreover, going online created more opportunities for newspapers, such as competing with broadcast media in presenting breaking news in a more timely manner (Kung, 2015). For the purpose of this study online news portal refers to online newspapers that are accessed on different websites of the media organisations.

Digital media gadgets are digitalised content that could be transmitted over the internet or computer networks, which include but not limited to text, photos, music, audio, video, graphics, news television network, online magazines and newspapers

which are distributed over the internet (Casero-Ripollés, 2012). For the purpose of this study digital media targets refer to the use of online television network, online newspapers and videos by youth to consume news. Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks (Casero-Ripollés, 2012). For the purpose of this study, social media refer to the most significant use of Twitter and Facebook by youth for news consumption. Online media are one of the top news sources, bringing the news to a huge audience, such as internet, blogs, image galleries and video portals. The internet however, offered the perfect public tribute for everyone to share their opinion on current news and trending information (Kung, 2015). Moreover, for the purpose of this study online media refer to the use of websites, internet and video portals by journalists and media organisations for reporting news.

2.2. NEWS REPORTS AND MEDIA

The section highlights the various definitions of news reports and media. There are diverse definitions of news by various scholars as outlined in this sub-section. In broad terms, news is very comparative and contingent on what one thinks is news (Wei et al., 2014). News media play a key role in informing youth about politics and cultivating a sense of political efficacy (Moeller, Vreese, Esser & Kunz, 2014). At any given moment, millions of events happen simultaneously throughout the world (Patterson, 2000; Baum, 2002); whereas, news media are those different channels of mass media that always focus on disseminating news to the universal public and a target community (Patterson, 2000). This includes and not limited to print media, broadcast media and the Internet. Agboola (2014) explains news as anything published and broadcast, it is an account of an event, or a fact or a report on what happened, when how and by whom that interest people, a presentation of a report on current events in a newspaper or other periodical or on radio, television and other media. Ruggenberg (2007) defines news as information about political, economic, historical, social or cultural events that recently happened around the world, considered interesting enough to be distributed to the public via diverse media houses. Fourie (2001) asserts that the act of disseminating news means free expression of ideas, feelings, thoughts and meanings to the audience through interpersonal contact or mediated channels.

What makes news essential in this study is because news is still considered a major source of knowledge and attitudes, passing on the norms and values of a society to individuals (Gillespie, 1995; Johnson-Cartee, 2005). Furthermore, Gezduci and d'Haenens (2010) assert that news could function as a source of knowledge and attitudes, as a point of references which passes on the norms and values of a given society to the group of young people under study. News is also considered the main factor for the shaping of different ideologies, identities and experiences (Gandy, 1998). On the contrary, Reinemann, Stanyer, Scherr and Legnante (2011:1) highlight that over the past 30 years, "communication scholars have accumulated a large body of research on what often categorised news is into hard and soft news". On the other hand, "Hard and soft news have been used to classify both individual news reports and media formats" (Reinemann et al., 2011:1). Very often, the use of these terms goes along with judgements about the quality of journalism and normative assumptions about media functions in democratic societies (Gezduci & d'Haenens, 2010). Furthermore, Lehman-Wilzig and Seletzky (2010) indicate that in recent years, the contradiction has become widely used for capturing developments of news coverage and current affairs media formats in the United States of America and around the world. Other scholars and media experts defined news as:

William (2006) defined news thus:

"News is an accurate, unbiased account of the significant facts of a timely happening that is of interest to the readers of the newspaper that prints the account"

Mitchel (2007) defined news as:

"The timely report of facts or opinions that hold interest of importance, or both for a considerable number of people".

Coates (2001) defined it thus:

"News is what interests the reader, the viewer, the reporter, the editor, the producer, their spouses and their neighbours. News is what affects their diets and their lives"

Zelman (2007) of CNN says:

“News is what is important because of its impact on society; it is what people need to know and what they want to know”

Graham (2008) defined news as:

“An accurate, unbiased account of a current, timely event, which is reported in the mass media and is significant to a large number of people in a locality”

These diverse definitions of news are essential because the study primarily examines the patterns of news media consumption among the South African youth. In the same manner, there have been other frequent descriptions of news but intertwined in all of this is the fact that news should be issues of interest to a significant number of people (Gezduci & d’Haenens, 2010). In this regard, the nature of news is always changing because community interests and standards are always fluctuating as well (Reinemann et al., 2011). For instance, the Western definition of news emphasizes an event that is out of the ordinary, exciting, sensational (Patterson, 2000); whereas, Gezduci and d’Haenens (2010) state that news media tend to play both a complex and central role in the lives of people by disseminating news using the media as a substitute for direct experiences they are deprived of.

2.2.1. The Differences between Hard and Soft News

The subsection explains the differences between hard and soft news as disseminated via various media houses. The description between hard and soft news is vital to establish various scholars’ views on the subject. Baym (2008) and Bird (2008) define hard and soft news as closely related to each other but have not been clearly differentiated or systematically related to other successful concepts addressing very similar phenomena; most important in this respect are tabloidisation, infotainment and sensationalism. Sparks (2000) states that tabloid is usually used to refer to the size and shape of a newspaper, especially in cases where a newspaper has attempted to make itself more accessible to the readers by altering layout or shape. Uribe and Gunter (2007:209) describe sensationalism as “a characteristic of the news packaging process that places emphasis upon those elements that could provoke an effect on the human sensory system.” In fact, the investigation of soft versus hard news is often quite similar or even part of research on those concepts. Uribe and Gunter (2004) state that hard news refers to the coverage of breaking

events involving top leaders, major issues, or significant disruptions in the routines of daily life, such as an earthquake or airline disaster and so on. Gezduci and d'Haenens (2010) state that information about these events is presumably important to citizens' ability to understand and respond to the world of public affairs. Sparks (2000) describes soft news as more personality-centred, less time-bound, more practical, and more incident-based than other news. Reinemann et al., (2011) define soft news as a change in the vocabulary of news, which is more personal and familiar in its form of presentation and less distant and institutional. Shoemaker and Cohen (2006) define hard news as urgent occurrences that have to be reported right away because they become obsolete very quickly while, soft news as based on non-scheduled events. Media organisations are not under any pressure to publish the news at a certain date or time because soft news stories are not time bound (Reinemann et al., 2011). Hard and soft news are important because the study seeks to discover types of news stories youth read on a daily basis.

2.3. NEWS MEDIA CONSUMPTION PATTERNS

This section explains news media consumption patterns by various audiences in the international and national landscape. It deals with how media consumers from different nations consume news when compared to the national level.

2.3.1. International Perspective on News Consumption Patterns

This sub-section reflects on the concept of news media consumption by media consumers from the international level. Wok et al., (2011:6) state that news media consumption denotes "the exposure and measures of attention given to the news of national and public affairs on media, encompassing television, newspaper, and the Internet by audience". Patil (2011) indicates that in India most governmental leaders used newspaper and television platform to provoke the society's emotions and about 1.4 billion people in the world consume news through newspaper publication. Moreover, with the emergence of television and new media (Internet) as means of news consumption, it can be argued that newspapers are becoming irrelevant in terms of providing the latest news (Raeymaeckers, 2004). However, both digital and traditional media have their own importance in society. The longevity of written media is much more than the electronic ones, because the written media have made history recordable and accurate (Patil, 2011). Apparently, news media consumption through traditional media has been experiencing immense fluctuations due to

developments in new media technology (Freeman, 2013). Since the development of new media such as the Internet and social media as sources of news, the patterns of consuming news have also drastically changed over the past years (Urban & Bodoky, 2013; Newman, Levy & Nielsen, 2015).

Furthermore, youth nowadays consume news through tablets, mobile smartphones and social media (Westlund, 2014). In most nations such as the UK, the USA and France most youth use Twitter and Facebook newsfeeds to consume timely information (Kalogeropoulos, Cherubini & Newman, 2016). A study conducted by Freeman (2013) indicates that 79.6 per cent of youth in Malaysia have an interest in reading news on the Internet than newspaper and television. Chang and Fang's (2007) survey of youth in Hong Kong reveals that 42 per cent of youth watch television for news and current affairs followed by 36 per cent for newspapers. Research on the youth news consumption patterns have concentrated much on different media rather than types of news consumed by youth (Reinemann et al., 2011). These studies confirm that there is a descent in news consumption through traditional media such as newspaper among the youth globally.

A study conducted by Wok et al., (2011) reveals that most youth view the Internet as their first and main source for news and information consumption. Kalogeropoulos, Cherubini and Newman (2016) assert that smartphones and tables with high-definition screens have enabled youth to consume news anywhere and anytime of the day. Urban and Bodoky (2013) assert that most youth are not only consumers of news and current events on the Internet but also send news content links via email and social media such as Facebook and Twitter. Moreover, Wok et al., (2011) state that in Malaysia television news consumption is higher than online media and that television is also the most credible media for most youth.

Furthermore, globally, youth have access to a greater number of multi-media choices than ever before, from television channels, radio stations, newspapers, magazines and the Internet which permit them to access social media (Gigli, 2004). A study conducted by Freeman (2013) titled '*News consumption behaviour of young adults in Malaysia*' reveals that 68 per cent of respondents do not read any daily newspaper regularly, 70.6 per cent do not consume magazines news, 55.6 per cent do not watch any television news programme regularly and 58 per cent do not listen to radio

news. Nevertheless, 62.4 per cent of respondents state that they read online news regularly. Meanwhile, data display that 67.2 per cent do not follow the news closely most of the time and 5.4 per cent choose not to follow the news closely most of the time, however, 77.2 per cent will follow the news closely only when something important or interesting is happening. Gigli (2004) asserts that globally most youth regard television as one of the major sources of information and news with access ranges between 1.5 hours to more than four hours, while, the use of computers and the Internet has been gaining popularity and rising faster among youth to consume news. On the contrary, Urban and Bodoky (2013) indicate that in various nations print media have experienced a set-back from the role they once played. Recent developments have served to further decrease the numbers of print media readers especially, among the youth. Abdullah (2008) asserts that Malaysian youth use the Internet as a significant tool of communication, news consumption and for gathering political information.

Similarly, Soon and Kluver (2007) indicate that the use of online news media is also common in the political arena in Singapore for distributing political news and information to communities. The type of media used in gathering political information and other information seem to have switched from newspaper and television to the Internet as a source of information. Gigli (2004) asserts that in Albania newspaper readership levels declined sharply throughout the region due to the rise of online news and digital media. Wei, Lo, Xu, Chen and Zhang (2014) state that most youth in Asian cities use new media and the Internet to read news and follow news posts on mobile accessible microblogs which is rapidly on the rise. In the same manner, Thadeshwar and Joglekar (2016) assert that in India news consumption patterns among most youth is oriented towards digital media, especially social media, whereas newspaper readership like in other nations among youth is in decline. As a result, newspapers are no longer the primary source of information in this digital era but new media (Soon & Kluver, 2007). Moreover, Wonneberger and Kim (2017) posit that most youth in Korea showed lower levels of television news exposure compared to youth in the Netherlands.

A study conducted by Moeller, Vreese, Esser and Kunz (2014) in Netherlands indicates that newspaper consumption is still coming first as the source of information with regard to the development of internal political efficacy, compared to

television and the Internet; whereas an Australian study conducted by Lancaster, Hughes and Spicer (2012) highlights that television news still remains the major source of news for youth 53.3 per cent however, online news 47.9 per cent ranked second. Youth in the 21st century are less inclined than their parents or grandparents to read newspapers and less interested in public affairs or to participate politically (Bachmann et al., 2010). Moreover, youth consumers in China pay more attention to entertainment-based media programmes and neglect the information-based media programs such as news programmes (Dou, Wang & Zhou, 2006); while newspaper readership is on a decline among youth. Freeman (2013) indicates that Malaysian youth's news consumption is oriented towards the new media, especially Internet web sites and social media. This demonstrates that youth preferences for news has not diminished, quite the contrary, interest in news and information is fairly high. Furthermore, news consumption and interest in news among youth in Malaysia increases with age and maturity.

2.3.2. South African Youth Perspective on News Media Consumption

The subsection describes news consumption patterns among youth from a South African perspective. The emergences of new media offered the youth a new platform to access and consume news; this has made news consumption to undergo massive changes due to advancements of digitalisation (Ripolles, 2012). Kurth-Schai (1988) carefully ascertains that youth are viewed as victims of adult society and in need of protection from their parents. Youth are also viewed as “dangerous and in need of guidance or as a threat to adult society” (Finn & Checkoway, 1998:335). Furthermore, Kurth-Schai (1988) posits that within various societies youth are marginalised and are not expected to contribute to the welfare of the family not community based on the types of tasks given to them. Baym (2008) further suggests that “society’s project onto youth qualities opposite of those prized in youth therefore are perceived in terms of incapacities and inabilities, and it is assumed that adult intervention is required”. As a result, youth are confronted with “confusing and contradictory patterns of protection and pressure, with conflicting perceptions of their abilities and inadequacies, rendering their social presence inconsequential and their social power invisible” (Kurth-Schai, 1988:116). Against the background, youth are essential in this study because they are the main respondents and are perceived as a primary engine for the growth of global media interaction and active users of mass

media globally and in South Africa. Duncan et al., (2013:45) indicate that in “South Africa, different, sometimes contradictory, terms have been used to describe its youth. The ‘*Young Lions*’ and ‘*Lost Generation*’ refer to Black African youth of the 1970s and 1980s”. Statistics South Africa (2015) report displays that there were about 19 million youth ages 17-34 in South Africa in 2015. Ruggenberg (2007) asserts that after all, youth represent the future generation that would form opinions and should partly decide what could happen to South Africa. Scott and Tewksbury (2000) assert that youth have become an independent group which is determined to acquire power and this is because each new generation of adults was socialised in a self-conscious youthful culture.

Ndlovu (2015) asserts that globally, including South Africa, news media consumption patterns occur in particular cultural lifestyle contexts. He further expresses that if the milieus that encourage heavy consumption of news do not exist, and then it is incredible to expect any technological advancement to cause youth to develop news media consumption habits. However globally, news media consumption has been investigated intensively in relation to youth but in South Africa not much research has been conducted on this subject. Malila, Oelofsen, Garman and Wasserman (2013) indicate that many South African youth feel the media can be trusted as source of information, but do not feel strongly represented in the news media, and find the information and news broadcasted largely irrelevant to their lives. Malila et al., (2013) further indicate that the high level of news consumption from television channels is the positive indicator for the potential of the media to shape perceptions of civic identity among youth. Ndlovu (2015) further states that news media consumption patterns from mainstream newspapers are declining among the youth in South Africa. Similarly, a study conducted by Ruggenberg (2007) indicates that 77 per cent of the youth do follow television news in a daily basis compared to newspapers. Most research in news consumption is more related to print media; while this research examines print, electronic and new media. Ndlovu (2015) indicates that the main contributing factor for the mainstream newspapers to be rejected by youth is because their content is not local, relevant and has to do with immediate community issues.

Ndlovu (2015) further stipulates that most youth who are already motivated to consume news provided by new media technology, as a precise practice, consume it

from new or digital media. Duncan et al., (2013) indicate that few youth use either local online news websites 40.5 per cent or international news websites 39.2 per cent to consume news and timely information. In the same manner, this is significantly lower than the figures for Google and other search engines across all respondents 62.8 per cent, but still significantly higher than the average for Internet use across South Africa (Duncan et al., 2013). This may point to the fact that most youth use the Internet to search for specific information such as news and entertainment, using search engines to find relevant information rather than relying on generic local or international news websites (Ruggenberg, 2007). Moreover, Pepler (2003:22) indicates the low consumption of political news on the part of South African youth, observing that “while the average marks for current news item questions came to 35 per cent, while, the section on popular culture returned an average mark of 85 per cent”. Most significantly, scholarly research on the relationship between South African youth and news media, although already focused on social media, is inconclusive regarding the former’s interest in (television and newspaper) news.

Furthermore, Ndlovu (2014) asserts that almost 70 per cent of youth nationwide claimed to consume news from television compared to other media such as the Internet and newspaper. Likewise, the South African local broadcasting industry continues to launch new news platforms, despite conclusions in Western literature that television is a dying news source, particularly among youth (Patterson, 2007), additionally, E.tv’s launched three news channels: e.News Channel Africa (eNCA), Zulu News and e.Nuus. The South African Broadcasting Corporation (SABC) launched SABC News and ANN7 has also just been established. Duncan et al., (2013) posit that media usage among South African youth is surprisingly comparable with that of young people in the Netherlands who also still favour traditional broadcasting media rather than printed newspapers. Moreover, studies indicate that South African youth favour radio more than television as opposed to Dutch youth who favour television over radio as their most important news source. Young people in the Netherlands also use online news proportionately more as sources of news than printed newspapers. While, South African youth use online resources to access news, Dutch youth use search engines rather than news websites to gather news (Duncan et al., 2013).

A study conducted by Peter (2007) titled “*where do young people get their news?*” reveals that consuming news through new media is increasingly taking up time youth would have spent with traditional media. Mehrabi, Hassan and Ali (2009) state that the youth consume more of online news because it is abundant, easily accessible and readily available than the traditional media. Ndlovu (2008) posits that among youth, television is a dominant source of political news and information. In addition, a study conducted by Duncan et al., (2013) indicates that 70.8 per cent of South African youth use radio news for getting information, with South African television news 67.3 per cent as the second highest source of information. Google or other search engines were the third most stated source of news media by 62.8 per cent and tabloid newspapers by 38.5 per cent were the least used to consume news by the youth. The western literature by Hao, Wen and George (2014) reveals that for college youth students, the Internet has surpassed the traditional media as a major source for news even though more than half of the respondents still use the traditional media for news. Moreover, Hao and friends further indicate that most youth use the Internet as a source of political and sports news; in this case the Internet beats the traditional media by a wide margin.

Additionally, when youth are being well-informed about what is happening in their nation and also globally it could contribute to build an informed society (Mehrabi, Hassan & Ali, 2009). Given that youth are the leading gauges of a nation who will lead the world for decades to come, hence, keeping themselves informed and abreast of news and information is vigorous in making informed and intelligent decisions (Patterson, 2007). Ultimately, this study advances an understanding of South African youth preference for online news and in particular entertainment news. This gives rise to the need for online media to address the complexity of online news being entertaining while keeping youth informed.

2.4. MEDIA CREDIBILITY

This section explains youth perceived media credibility and the extent to which individual audiences believe and receive news they consume through both traditional and new media. The discussion is premised on the international and national scholarly views. In addition, youth perceptions towards the trust and credibility of online news compared to traditional media news are discussed.

2.4.1. News Media Credibility and Believability from the International View

From the international perspective, Kiouisis (2013) assert that due to the changing of times and the development of technology and the Internet, most researchers now question the credibility and believability of new media compared to traditional media. Media credibility is the degree of believability of the source of information as perceived by youth (Syed, Arabi & Saodah, 2004). Due to the production of information and news on the Internet, the issue of credibility, trustworthiness and believability is especially critical (Mitchell & Holcomb, 2016). Unlike mainstream news, which undergoes various checks and editorial gatekeeping, most news and information on the Internet come from diverse sources (Johnson & Kaye, 2004). Anyone with access to the Internet can post all kinds of information without having to go through the necessary process of verifying the data. Rumours may end up as news online and this affects the latter's credibility and believability (Mitchell and Holcomb, 2016). In the past, people considered online news to be a supplementary medium to traditional print news, which was their primary source of information (Newman & Levy, 2014). Online newspapers, websites and blogs were just alternative sources. In fact, at one point in time, blogs were seen as unreliable and not credible (Johnson & Kaye, 2004). Today, however, the alternative media have become the new media, and Internet news sites are far more popular with readers than print media, which is suffering a decline in readership globally (Newman & Levy, 2014). Traditional media are not only losing their audiences but also their credibility while, getting lower trust ratings from consumers (Newman & Levy, 2014; Tandoc & Johnson, 2016). A survey conducted by Pew Research Centre found that 52 per cent of Twitter (new media) users in the US consume news from the site (Mitchell & Holcomb, 2016).

According to Bucy (2003) the youth perceptions of news channel believability is distinct from the believability of journalists, media organisations, or the content of the news itself. Johnson and Kaye (2004) assert that a number of factors contribute to making a source or channel credible, namely, objectivity, accessibility, freedom to report, currency of the report, and relative expertise. Gunther (1992) states that youth involvement in an issue is a good predictor of perceived credibility. Youth depend on the media to get news and information to make decisions and judgments. Information from the media is also used to augment information obtained from interpersonal sources (Johnson & Kaye, 2004). Furthermore, Newman and Levy

(2014) indicate that 44.2 per cent believed in the television news while 36.5 per cent somewhat believed television news and only 11.3 per cent totally believed on television news. The mean for television news credibility is 3.56, indicating some degree of believability for the news among the respondents. In general, youth were found to rely primarily on television as their main source of news (Walma van der Molen & Van der Voort, 2000). Even with television, however, older viewers were more likely than youth viewers to consume television news. Nevertheless, interest in news was observed to increase across university years among youth students (O'Keefe & Spetnagel, 1973). Considering all this, it is reasonable to examine the patterns of news media consumption and user preferences of media in South Africa.

A Malaysian study by Mitchell and Holcomb, (2016) posit that youth still rely on traditional media to obtain news. However, traditional media fail to provide sufficient information for youth so they resort to getting additional information from alternative news websites. Nevertheless, their level of trust in alternative news web sites is based on how accurately these sites reflect the current information and news (Johnson & Kaye, 2004). What is interesting is the fact that the trust extends to alternative online news sources but excludes blogs and the findings clearly show that youth are not weaned off of traditional media. Samsuddin (2010) asserts that most of the information which is spread on the Internet is raw materials which need to be given a meaning unlike information through the mass media, which at most times is edited by writers and analysts according to their own ideologies and personal views. Today, an abundance of news is available in digital format in the form of online news portals and e-newspapers (Johnson & Kaye, 2004). With the advent of the Internet, news is also no longer the domain of large news media conglomerates (Patterson, 2007). Similarly, Gezduci and d'Haenens (2010) state that most Dutch youth mainly consume news from new or online media because they are interesting and quick to inform.

Several researches conducted by Bucy (2003); Stavrositu and Sundar (2006); Seo and Lim (2008) discovered that increase in media use are usually accompanied by enhanced credibility perception, regardless of media type. That means that media use (or media exposure) is always related to media credibility (Seo & Lim, 2008). Previous research on media credibility compared news credibility among media channels like comparing television to newspapers (Kioussis, 2001; Yuan & Kosicki,

2003; Schafer, 2010). Furthermore, television is the most credible medium, followed by newspapers, and radio (Ibelema & Powell, 2011). Flanagan and Metzger (2014); Kiouisis (2013) provide evidence that newspapers have surpassed television in credibility rating, whereas the Internet credibility ranks alongside television (Kiouisis, 2012) and newspapers (Schafer, 2010). Additionally, a study by the Pew Research Centre and Online News Association in (2012) ascertains that new media are perceived to be more credible than traditional media. Wilson, Leong, Nge and Hong (2011) assert that believability as part of credibility and reliability becomes an important aspect for content selection at a time of information overload and youth go for new media because traditional media fails to provide sufficient information.

2.4.2. South African Perspective on News Media Credibility and Believability

The subsection deals with youth perceptions towards the trust and credibility of online and traditional media news from the South African perception. When the Internet was introduced, there were comparatively few websites, especially news websites. Today, new media technology's drastic developments in the communications field have had a big impact on society at large (Johnson & Kaye, 2004). The development and larger availability of information and activities seem to offer youth the opportunity of quick access, and systematically providing, in seconds, what would have previously taken months of perusing newspaper stacks of microfilm rolls (Malila et al., 2013). These features overtake the more traditional print medium in terms of delivering news with immediacy and impact, and act as a powerful lure that continually draws readers. Ruggenberg (2007) indicates that the majority of youth follow news on the traditional media because they are trustworthy and could be verified. It is interesting that South African youth regard newspapers as more trustworthy, believable and credible than social media. Duncan et al., (2013) indicate that youth use newspapers much less than social media although their social media usage is generally not for news gathering purposes. Johnson and Kaye (2004) assert that also interesting is the fact that youth use radio to gather news and information more than television news and yet trust television news more than radio news. This is perhaps linked youth access to television, as well as preference for television because it allows youth to see what was being discussed in the news broadcast.

Furthermore, Friend and Singer (2007) suggest that journalists are committed to the truth as a way of maintaining credibility in Journalism and media industry. Jones and Pitcher (2015) indicate that to achieve this, however, journalists must make a distinction between reporting gossip and reporting rumour, especially when utilising an application such as digital or online media. Jones and Pitcher (2015) further assert that society regard rumour as unverified information, while gossip can be considered as private information which is circulated within the public domain. Rumour could be defined as general talk or hearsay of doubtful accuracy or an unverified assertion (Jones & Pitcher, 2015). Gossip is unconstrained talk or writing, particularly with regard to individuals, social incidents or current events. Some may argue that traditional journalists and bloggers have different notions of how to verify information (Friend & Singer, 2007), but people believe they have a fundamental likeness—both consider verifying information through the accounts of others. Journalists tend to understand truth as something that can be seen or heard, either by themselves or a reliable source, and which must then be verified by other independent sources, resulting in verification (Jones & Pitcher, 2015), while members of the public with blogs see truth as emerging from shared, collective knowledge (Friend & Singer, 2007). Thus, it is significant to examine youth perceptions towards credibility and trustworthiness of online news, and to investigate their believability of online and traditional media news. The study focuses on youth as are the most avid users of the Internet and also tend to consume online news more than the traditional print and television media.

2.5. NEWS MEDIA PREFERENCES

The section discusses news media preferences among audiences of different gender and age. The type of media audiences could prefer to consume news and kind of news stories they could normally opt to consume are discussed.

2.5.1. International Perspective on News Media Preferences

This subsection provides an extent of news media preferences by media consumers at the international level. Wok et al., (2011:6) assert that “media consumption is a measure of audience exposure and measures attention given to the mass media, encompassing television, newspaper, and the Internet”. Audience exposure to media is calculated as the time spent in minutes per day for television and newspapers whereas, for the Internet, it is the time spent in minutes per week (Jones & Pitcher,

2015). Similarly, the attention to the mass media is deemed the focus given while, watching television, reading newspapers, and surfing the Internet (Wok et al., 2011). A study conducted by Austin, Barnard and Hutcheon (2015) predicted that the amount of time spent consuming media around the world could expand by an average 1.4 per cent a year, reaching 506.0 minutes in the year 2017. Meanwhile, Internet consumption could grow by 9.8 per cent a year to reach 144.8 minutes a day. The Internet's share of overall media consumption could rise from 22.6 per cent in 2014 to 28.6 per cent in 2017. Scientific investigation of youth consumption patterns and preferences has for years focused mainly on the analysis of print media which include newspaper (Kovach & Rosenstiel, 2001). As explained in Chapter 1, Brites (2010); Lipani (2008); Raeymaeckers' (2004) studies confirm a decline consumption and preferences of newspaper news content among youth, a tendency that began in the mid-1990s (Lauf, 2001) and which affects most European and African nations, including South Africa. Gezduci and d'Haenens (2010) assert that online news is mainly consulted by youth for social learning and newspapers are primarily consumed to guide the youth to the world around them. Raeymaeckers (2004) states that the result of youth exposure to each medium with attention given to a particular medium is labelled as media consumption and preferences specifically, television, newspaper, and Internet news consumption. This study primarily sought to distinguish which media youth prefer to consume news and information and what type of news youth consume through newspaper, television and the Internet respectively.

News media consumption is measured by multiplying the product of the exposure to news by attention given to the news (Wok et al., 2011). The main purpose of news media is however, to provide the public with information that helps them make informed decisions about important public or civic affairs of their national affairs or community (Kovach & Rosenstiel, 2001). Youth mostly consume social or new media news more than television and newspaper (Dimmick, Chen & Li, 2004; Schafer, 2010) as a source of information. The availability of both online television and digital newspapers made youth to consume multiple media for news and information (Jeong, Fishbein & Jordan, 2006). Youth who consume news from different sources become knowledgeable about political issues and more active participants in their political system (Wonneberger & Kim, 2017). On the contrary, a study conducted by Wok et al., (2011) in Malaysia outlines that numerous youth consume news from

television by 59.1 per cent, followed by newspapers 47.6 per cent and the Internet 43.5 per cent, but 27.4 per cent did not consume news on the Internet. Other studies by Lauf (2001); Poulus (2010) reveal that youth read newspapers and watch television news less than the older generations; while, older people are more likely to use newspapers, television news, and magazines for information than youth (Lauf, 2001). According to Urban and Bodoky (2013) most youth prefer to consume news from social media and the Internet because they are effective tools for sharing news, enabling media content to reach many users fast and cheap than traditional media. As a result, media companies lose control over the distribution channels: it is the youth who decide what to share, or consume because the news is readily available.

Furthermore, the Internet has become an influential news medium more than the newspapers and television channels. The World Association of Newspapers (2007) reveals that youth considered Internet as their first choice for news and information. Tandoc and Johnson (2016) mention that new media are still a significant source of timely news for the largest group of people in the United States of America and interpersonal communication came in later. Most youth have become more dependent on the Internet for all purposes, including news gathering and consumption (Lee, 2006; Vissers & Quintelier, 2009). Jung, Qiu and Kim, (2001) indicate that this could be the fact that most youth often seek online news sources which are more readily and intensively than older people do.

2.5.2. South African Youth' News Media Preferences

This subsection provides an extent of news media preferences by various audiences at the national level. Duncan et al., (2013) reveal that most South African youth use radio news most for getting information 70.8 per cent, with South African television news 67.3 per cent as the second highest source of information. Internet was the third most-stated source of news media 62.8 per cent. However, tabloid newspapers are least used by youth to consume information. Hao, Wen and George (2014) indicate that news consumption and preferences through different platforms related to the respondents political and civic participation in different ways. News consumption through the traditional media was significantly associated with either offline or online political participation. In addition, newspaper, television and Internet news consumption were also significantly associated with political knowledge.

A study by Ruggenberg (2007) indicates that most youth follow news because they find it important to be updated but 41 per cent showed that they follow news in international news channels like BBC, CNN and Al-Jazeera. This means that the youth have more of a global taste in media and are more focused on what is happening outside of South Africa. Ndlovu (2014) ascertains that youth are generally losing interest in South African television news because it's not relevant and focus on their daily interests. On the contrary, Ruggenberg (2007) indicates that most youth, at 87 per cent, prefer to follow the news via television channels, followed by the Internet and lastly newspapers. Ndlovu (2015) indicates that South African youth need newspapers that are relevant, adding that traditional newspapers are being rejected because they lack these essential qualities. Wonneberger and Kim (2017) assert that despite the general consensus regarding the importance of news media use among youth, there is only limited knowledge about the development of news consumption by youth over a longer period of time.

Against the study conducted by Duncan et al., (2013), Hao, Wen and George (2014) indicate that the majority of youth use the Internet as a source for news, with 85.2 per cent spending less than one hour and 8.3 per cent more than one hour on Internet news per day. Newspapers and television are functional alternatives to the Internet as news sources for the respondents, of whom 68.9 per cent spend less than one hour reading print news and 71.3 per cent less than one hour watching television news per day. In comparison, radio is used much less for news, with 63.6 per cent of the respondents not listening to radio news at all and 35 per cent spending less than one hour per day on radio news (Hao et al., 2014).

A ZenithOptimedia (2015) study reveals that people around the world including the youth spend more than eight hours a day consuming media news. The report further indicates that people spent an average of 492 minutes a day consuming media news in 2015, which is up to 1, 4 per cent from 485 minutes a day in 2014. The increase is driven by the rapid growth of the Internet use among the youth. Hao, Wen and George (2014) indicate that the youth use other channels such as mobile smartphones, emails, and social media to consume news and information. The study further indicates that 59.5 per cent have used the mobile phone and 91.9 per cent have used social media to access and consume news and information. E-mail is used much less as a source for news, with only 41.2 per cent reporting to have used

email as a means to consume news (Hao et al., 2014). What makes this study essential is that it seeks to establish the patterns of news media consumption, preferences and news discussion among South African youth.

2.6. INTERPERSONAL NEWS DISCOURSE

This section explains the importance of actively participating in interpersonal discussion or discourse about the news with family and friends. The section further discusses various views of media users and their involvement on interpersonal news discourse from the international to national perspective.

2.6.1. Interpersonal News Discourse from the International Perspective

The subsection highlights the youth' interpersonal news discourse with friends and family. Interpersonal news discourse refers to the communication that takes place between two individuals or persons about news reports (Sherr, 2005). However, for the purpose of this study interpersonal news discourse is about communication that takes place between the youth and family, relatives or friends, which the study investigates. Wok et al., (2011) indicate that most of the youth did not engage in any interpersonal news discussions, either with their family 34.6 per cent or with their friends 32.1 per cent. However, some youth by 22.1 per cent did report to have interpersonal news discussions with their family once in a month and only 1.8 per cent discussed news with their family members on a daily basis (Hao et al., 2014). Regarding interpersonal news discourse with friends, 21.5 per cent of the youth had news discussion with their friends once in a week. Youth discuss more with friends than with family members. Those who discuss more with friends tend to discuss more with their family members too (Wok et al., 2011). This is because there is a strong positive relationship between news discussion with family members and news discussion with friends.

Scheufele (2002) highlights that there was a positive relationship between mass media use, including newspapers and television hard news with interpersonal discourses on politics. Wok et al., (2011:24) further assert that "there is no difference between males and females in terms of their interpersonal discussion either with family or with friends. Whereas, the older youth are reported to tend to discuss news more with family rather than with friends in comparison to the younger youth". Furthermore, Wok et al., (2011) indicate that Chinese youth have less news

discussions with family members and friends compared to Indian and the Malay youth. From the international perspective through a survey administered to a randomly selected sample of residents in Austin and Texas, Kiouisis (2001) discovered a moderate negative link between interpersonal communication and credibility perception for television news but not for newspapers. While, the study conducted in America by Edgerly, Thorson, Thorson, Vraga and Bode (2017) indicate that most participants discussed news with their peers and parents, 14.7 per cent discussed news with peers, 11.5 per cent discussed with parents and 15.6 per cent discussed news with friends. Talking with friends about news, however, is only significant for using a tablet for news.

The WAN Young Readership Development Project (2007) reveals that youth listed news discussion with friends as the top source for timely news and information, and this was ranked higher than television and newspapers. In particular, social media accessed through the Internet such as Facebook, MySpace, and Twitter appear to be key newsfeeds for most youth worldwide including South Africa (Duncan et al., 2013). Active participation of interpersonal news discussion is important because through news discourse youth develop and validate their own thoughts and opinions on various issues (Edgerly et al., 2017). Similarly, Scheufele (2002) states that talking about certain issues with other citizens is a necessary condition in order to fully understand those issues. Wonneberger and Kim (2017) posit that not only is the mass media a significant source of political, business and sport information, it has been considered a major agent in youth political socialisation process, along with family, peer groups and school mates. However, the national and international level news discourse with peers or family helps not only to reinforce pre-existing information, but also help makes youth aware of most new and timely information.

2.6.2. South African Perception on Interpersonal News Discourse

News media consumption is not only about basically watching a programme, reading a newspaper or surfing the Internet. It could also take part in a certain form of interaction (Wood, 2009). For instance, when something extreme happened that had an effect on many people, it can often become a topic of discussion. A news topic youth talk about a lot often gets more attention in the media (Ruggenberg, 2007). Interesting in the study of news and media consumption patterns is to what extent youth discuss the news with friends and family. It is essential to know that not much

has been researched on this topic in South Africa. As Ruggenberg (2007) indicates, 14 per cent of South African youth frequently discuss the news with their family, and they mostly talk about crime, murder rape, politics and the currency news. However, in the South African context much has not been researched on the discussed topic, but the current study sought to examine the issue and add more knowledge about interpersonal discourse with family, relatives and friends in South Africa.

2.7. SOUTH AFRICAN MEDIA CULTURE AND YOUTH

The section highlights on the South African media culture and youth behaviour. Globally, culture is one of the most essential spheres and structures within which communication takes place (Wood, 2009). Communication, although, occurs through various forms of expression from verbal, non-verbal, graffiti on the walls, popular music and mass media which comprises both traditional and new media outlets (Pitout, 2007). Additionally, Ezema (2010) defines mass media as the vehicle through which culture and cultural meanings are conveyed from one group to another, while, Tomlinson (1991) states that media have become the new form in which national and local cultures are disseminated from one place to another with an increased speed. On the contrary, Pitout (2007) mentions to the media as platforms which contain a debate of high, mass and popular culture.

Marais (2001); Strelitz (2004) assert that South Africa is a nation known for cultural diversity. Given the deep social divisions in South African both historical and current enhancements, many prominent people in South Africa including former heads of state such as Nelson Mandela, Thabo Mbeki and current president Jacob Zuma also used these expressions when referring to the 'diversified' South African population (Ruggenberg, 2007). The South African culture is a rich mixture of locals from different continents and cultural traditions (Marais, 2001). South Africa is a best example of a complex multicultural society (Pitout, 2007). These various groups form an important part of this study, since the thesis examines the news consumption patterns by the South African youth from different cultures and gender.

Tomlinson (1991) asserts that modern forms of global media and globalisation have posed a major threat to the 'south African national culture' and have profoundly swayed national media policies in a number of countries including South Africa. The developments of the different racial groups in South Africa are best to be explained

according to important and influential historical events. Today, the influence of the apartheid system is still present in all fields of the media including the social media platform (Hao et al., 2014). Based on decades of strictly separating people according to their racial and cultural background, South African media are often judged to be an institution of racism (Berger, 2005). The way the media report and mention racial contextual is an extremely sensitive and often criticised subject. eNCA (2016) reported that “a social media storm has erupted over two separate racist twitter posts. Penny Sparrow and Justin Van Vuuren separately insulted black people who were on the Durban beaches over the Christmas period. Van Vuuren called them animals who must go back to where they came from”.

Furthermore, Hiebert (1999); Pitout (2007) are in agreement that the technological advancement as means of communication have drastically changed our traditional frames of reference, values, experiences, belief structures and social relations. They further assume that the world today is living in a constant circulation of social and cultural forms which play a fundamental role in defining and redefining our cultures. Pitout (2007) further indicates that since the inception of communication and media, South African popular culture has been under an attack, and this media popular culture has been against popular organic folk culture where the society and the artist work so closely together that we cannot clearly distinguish between them. Tomlinson (1991) asserts that it is a difficult thing to define ‘national cultures’ and relate these in any unproblematic way to the nation-state. It is clear that the South African culture and media landscape are characterised by various differences and transformations. Given the deep social divisions in South Africa both historical and current such as race, class, tradition and modernity scholars such as Steenveld and Strelitz (1998) state that South Africa has no ‘national culture’.

Strelitz (2004) asserts that these social divisions are still recently lived by youth in South Africa. A study conducted by Strelitz at Rhodes University confirmed that 72 per cent of youth agreed with the statement that ‘On Rhodes campus Black and White on the Grahamstown campus of Rhodes University learners’ lead separate lives’ (Strelitz & Coetzee, 1998). One of the main reasons scholars think that South Africa does not have a national culture is the influence of the apartheid ideologies and discrimination in the past that stagnated the development of a shared culture (Wood, 2009). Furthermore, Pitout (2007) is of the view that a dynamic society which

includes South Africa usually consists of different conflicting ideologies. Presently various actions are being taken to arouse the development of a national culture. This process is often called nation building (De Beer, 2008).

Turner (2000) states that mass media culture are products produced to be sold to passive audiences who cannot think for themselves and are therefore prone to manipulation by the mass media. It is important to know that there are various conflicting definitions of culture. For instance, Barker (2000) defines culture as everything that occurs in a society which includes beliefs, norms, values, ideas and practices as well as materials artefacts and instruments handed down from one generation to another. However, Thompson (1990) asserts that culture is too complex to be defined as fixed, unchanging aspects of the complexity of human existence. With this in mind preference is given to the following definition of culture, a definition that stresses the human interaction and community characteristics of culture: "The pattern of meanings embodied in symbolic forms, including actions, utterances and meaningful objects of various kinds, by virtue of which individuals communicate with one another and share their experiences, conceptions and beliefs" (Geertz in de Beer, 1998:44). Culture is in actual sense not static or homogenous because it changes continuously as the history, economics, and social beliefs, values of groups and individuals change.

2.8. NEW MEDIA TECHNOLOGY

The section explains the rise of new media technology. The rise of new media has increased communication between people all over the world. Individuals might interact through the Internet, Facebook and Twitter (Mittal & Mittal, 2013). The growth of these new media technology ushered in the era of globalisation.

2.8.1. Youth Perception on Consuming News from New Media

The subsection deals with youth perception towards news consumption through new media platforms. New media technology are a group of comparatively mass media applications based on new information technology which include the Internet, smart cellphones, tablets, laptops, video games, social networking sites, and multimedia applications just to mention but few (Albarran, 2010). New media are web-based or digital computer technology which can be interactive and networkable such as, the

Internet and website (Adegbilero-Iwari & Ikenwe, 2014). New media have become pervasive in the lives of youth worldwide including South Africa. Social media sites, online games, video-sharing sites, and gadgets such as iPods and smartphones with Internet connections are now fixtures of youth philosophy. They have so saturated young lives that it is hard to believe that less than a decade ago these technologies had barely registered in the lives of South African young people (Wood, 2009). Today's youth may be coming of age and struggling for autonomy and identity as did their predecessors, but they are doing so amid reconfigured contexts for communication, friendship, play, and self-expression (Ito, Horst, Bittanti, Boyd, Herr-Stephenson, Lange, Pascoe and Robinson, 2008). But, the media can help youth to learn the norms and values of the political system; shape their own political views and develop a sense of civic responsibility (Wonneberger & Kim, 2017).

Ikpe and Olise (2010) perceive the new media as encompassing all modern media and communication devices that have startlingly redefined, reshaped and restated geographical distances in innovative ways. Salau (2012:25) states that new media are "interactive forms of communication that use the Internet". Included as examples are podcasts, RSS leads, social networks, text messaging, blogs, Wikis, and virtual worlds. McQuail (2010) indicates that new media are Internet-based activities especially the public use of the Internet which includes online news, advertising, broadcasting, the World Wide Web, forums. The Internet has actually accompanied in a new age for media practitioners and youth to disseminate and consume news (Ikpe & Olise, 2010). The most recent international opinion on youth and new media is that they are the defining users of the Internet (Hao et al., 2014). This is particularly evident in South Africa where youth not only chat and spend more time online surfing for news than adults do, but also use social media sites, such as Instagram, WhatsApp, Twitter and Facebook, more often than adults (Lenhart & Madden, 2005). Whereas, Buckingham (2000:34) indicates that "what these technologies seem clearly to provide is access to young adults, an increased ability for organized interests to more effectively reach young adults, and new or easier opportunities for already engaged (and perhaps interested but not yet engaged) young adults to participate and do so more effectively". Wonneberger and Kim (2017) confirm that in Korea, the Internet has become a significant source of information, given its rapid and widespread adoption, but traditional television is reported as the second most important source of information among youth.

This study emphasises new media as it examines the impact of media technology in the lives of South African youth and their patterns of news media consumption. Daud (2008) asserts that current media ecologies often rely on a convergence of online media with print, analog, and non-interactive media types. It is the development of new media that has made the processes of news consumption easier, cheaper and faster to a large extent (Ikpe & Olise, 2010). News releases could be disseminated to the prospective consumers through new media technology, and the process could be very fast, easier and cheaper with the aid of the new media than the traditional means of communication system (Rodney, 2005). A study conducted by Scott and Tewksbury (2000) in the United States of America discovered that 92 per cent of the youth use multiple platforms such as newspapers, television and radio to consume news while 59 per cent combine online and offline sources available to them. In addition, Tandoc and Johnson (2016) assert that the majority of youth consume news through Twitter, but Twitter also leads the youth to get more information from web sites of traditional news organisations. The study classified the Internet as the third used news source, after local television stations and national cable television. However, for the purpose of this study new media refers to the Internet and newly invented search engines youth use to consume news and online information.

In South Africa news media consumption patterns among youth transformed with the digital media marketplace (Ruggenberg, 2007). Nevertheless, Webster (2010) posits that recently social media have developed to challenge the audiences' notions of what media are, how they operate, and how they impact society. New media are invented with the ability to enhance and advance the world of the South African youth. New media are the kind of platforms used by youth to access searching sites such as Facebook, Short Messages Services (SMS), WhatsApp, Twitter, and news search engines like News24 (Balancing Act, 2014b). New media technology unlike traditional media have put the information world in the hands of society in this case the youth. Duncan et al., (2013) postulate that news consumption through new media has become a norm amongst South African youth because digital media have offered an unlimited opportunity to interact and even to become the consumers of online news.

A study by Balancing Act (2014a) reports that continentally the use of the Internet for news and information consumption on a daily basis differs from country to country, with 7 per cent in Tanzania and 20 per cent in Ghana. In Northern Nigeria, 13 per cent used the Internet to consume news and information on a daily basis. Balancing Act (2014a) further suggests that the use of the Internet to consume news is basically higher in African countries such as Ethiopia, South Africa, Ghana, Kenya and Nigeria respectively. On the contrary, Ruggenberg (2007) asserts that most of South Africa has a very low percentage of the Internet users; the majority of the Internet users and consume news through new media are relatively well-educated and affluent. A study by World Wide Worx (2014) reports that the Internet access and usage figures in South Africa are difficult to determine but some research estimates them at 20 per cent, which makes it one of the least used means of communication and information consumption in the country, heavily outweighed by radio, 77 per cent and television, 69 per cent. Duncan et al., (2013) indicate that 84 per cent of these users in South Africa access the Internet through mobile phone, with only 18 per cent accessing through a computer. While fixed Internet may not hold out much hope as a means of mobilising young South Africans to engage in political action, perhaps holding greater potential is the mobile phone, which has high penetration, and usage rates. Balancing Act (2014a) indicates that most youth use the Internet for news and information on a daily basis than its counterparts such as broadcast and print media, and the level of the Internet for news and information is likely to increase. Duncan et al., (2013) posit that the Internet is an alternative means to engage and connect with young people because young people are not engaging in traditional political activity as a result of not consuming traditional mass media. Basson (2006) cites research that found 70 per cent of youth between 18 and 25 years regarded the Internet as a source of valuable political information.

2.9. TRADITIONAL MEDIA OUTLETS

The section deals with the youth perspective towards news media consumption patterns through traditional media platform. A study conducted by Casero-Ripolles (2012) shows that the emergence of new media technology as a news medium influenced the youth consumption of news through traditional media.

2.9.1. Youth Perceptions on Consuming News from Traditional Media

The historical development of traditional mass media in South Africa has been dominated by the state controlled South African Broadcasting Corporation (SABC) since 1936 while the press has been dominated by commercial enterprises which has resulted in a sometimes rough and rocky relationship with the government, both past and presents. The emergence of the television receiver among the South African population can be considered as among the highest in the continent (Fourie, 2007). Wigston (2007) asserts that South Africa has the best and advanced traditional media sector in Sub-Saharan Africa.

In South Africa, the history of traditional media goes as back as 18th century and in the 21st century, driven by a highly skilled and professional work force, advanced technology and a well-established regulatory system. After the coming of democracy in 1994, traditional media in South Africa underwent a radical change. The country's broadcasting became an independent regulator (Fourie, 2001). Today, the television environment is made up of a three-tier system, consisting of public, commercial and community channels. To accommodate this challenging position, the SABC has been required to undergo an on-going restructuring process (Fourie, 2007). Regarding the number of considerable changes that have taken place, it can be said that the monopoly of the SABC has been broken. But, looking at the number of television stations that the SABC continues to own and operate, then it is clear that the SABC is still the dominant operator (Fourie, 2001). A study conducted by Ruggenberg (2007) indicate that majority of youth consume news through television followed by newspapers and the Internet. Newspaper reading among South African young adults is equally low (Duncan et al., 2013), while due to high competition, most traditional media organisations are forced to adapt to rapid changes in consumer behaviour including a greater dependence on mobile and social media as a source of news (Kalogeropoulos, Cherubini & Newman, 2016; Newman, Fletcher, Levy & Nielsen, 2016).

A study conducted by Agboola (2014) indicates that traditional media are the means of communication and sending information such as cable television, yellow pages, outdoor advertisings, radio, newspapers and magazines. Print media are all printed forms of communication such as magazines, newspapers, flyers, newsletters, scholarly journals and other materials that are printed on paper (Patil, 2011). In this

study print media only refers to offline newspaper publications. Traditional mass media involve 'one-to-many' kind of communication, based on a one-way process of producers creating information that is transmitted to large numbers of consumers (Albarran & Goff, 2000). Mass media refer to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives (Agboola, 2014). Entertainment and media always go hand in hand, but in addition to entertainment, mass media also remains to be an effective means of communication, spreading information, advertising, marketing, and in general, of expressing and sharing views, opinions, and ideas (Hao, Wen & George, 2014). For years newspapers enjoyed the position of the most preferred medium to reach a wider audience until electronic communication emerged on the media scene (Daud, 2008). A strategy to revive the interest of youth to read news on the newspaper is to distribute free newspapers them (Agboola, 2014).

During the early days, newspapers were the only medium that masses at large depended on, for daily news (Agboola, 2014). A newspaper carries all kinds of communication related to a variety of topics like politics, current affairs, entertainment, finance and stocks (Daud, 2008). This captivates the imagination and interests of many readers from all age groups. Moreover, for the purpose of this study conventional or mainstream media denote newspaper and television (Adegbilero-Iwari & Ikenwe, 2014). Traditional mass media play a crucial role in connecting the world of individuals. They have the ability to reach wide audiences with strong and influential messages which impact the society (Patil, 2011). Traditional mass media play three important roles in communities: which are to inform, educate and influence opinion (Adegbilero-Iwari & Ikenwe, 2014). While, Edogor, Jonah and Ojo (2014) reveal that with the use of new media, youth access traditional mass media online. In a nutshell, a study conducted in South Africa by Duncan et al., (2013) indicate that most young people 62.8 per cent are using the Internet to find specific information, using search engines to find relevant information rather than relying on generic local or international news websites. While, breaking news by 70.6 per cent is one of the topics of moderate interest to young South Africans survey respondents felt strongly that every newspaper should have a youth page. This is an indication that young people are not able to relate to some content

in newspapers. In recent years, most South African youth from different institutions of higher learning were able to participate in political activation during the Fees Must Fall and Rhodes Must Fall Protests campaigns through using smartphones and social media for mobilisation and related activist activities.

2.10. GRATIFICATIONS OBTAINED FROM MEDIA

The section explains gratifications youth obtain from different media. Gratification obtained from the media is the pleasurable and delightful emotional reaction of contentment in response to a fulfilment of a certain desire, need and goal (Ling, 2012). While, Blumer and Katz (1974) state that most individuals in communities use media that best gratify or fulfil their various needs. The uses and gratifications theory demonstrates that users have alternative choices to satisfy their needs (Blumer & Katz in de Beer, 1998:21). Furthermore, Blumer and Katz (1974) assert that audiences engage actively with the media to satisfy their needs when the media content they are exposed to or the social situation in which media–audience interaction takes place is conducive. Rubin (1994) posits that the interaction between the media and audiences becomes significant when the media manages to fulfil the audience’s needs.

Furthermore, De Beer (1998) states that audiences are mostly occupied with media that satisfy their specific goals and to gain fulfilment. Lancaster, Hughes and Spicer (2012) indicate that media use is usually goal-orientated and the media compete with other sources of information and entertainment in order to satisfy the needs of the audiences. In actuality, audiences could use any kind of media platform to gratify their intended needs. Active audiences are also aware of their needs and can therefore offer specific and different reasons for using a particular medium at a given time. When consuming the news, South African youth are expected to satisfy the fourth need discussed above, which is ‘*surveillance*’ (Ling, 2012). Some of the questions in the study are: What is the main reason for youth to follow news? And why do youth follow the news? What types of media youth use to consume news, which type of news stories satisfy their needs? The answers to these questions offer insight into the gratifications that youth gain from using news media outlets. The answers to these questions will be provided in chapters 5 and 6 where the results are discussed. Currently, we have an idea what can make youth to consume news media and what kind of gratifications they can acquire from media consumption.

Nevertheless, for the purpose of this study gratification means the satisfaction youth obtain from consuming news and timely information from new and traditional media.

2.11. YOUTH DEPENDENCY ON MEDIA

The section describes the youth level of dependency on the media. Dependency on media refers to the level of addiction individuals could have on the Internet, newspaper and television to fulfil certain needs (Ball-Rokeach & DeFleur, 1976). New media have become a platform where people especially youth meet and discuss diverse topics from international issues to daily responsibilities of politicians (Ha, 2002). A large number of youth consumes news and discusses gossips, and talk about their daily welfares. The arrival of online media has capacities to improve the quality of life (Cho, 2009). An online community is a group of individuals with common interests who use and depend on new media technologies to communicate, consume news and work together (Preece, 2000). Narasimhamurthy (2014) believes that new media dependency comprises individuals, groups, community and mass depending on the media to fulfil their needs. Loges and Jung (2001) posit that usually the media have much more influence, effects and power over the individuals, and communities. Narasimhamurthy (2014) asserts that this dependency predicts a correlation between media dependence and effects and influence of the media. Each individual youth consume media content in different ways and it affects them in a different way.

In the twentieth century new media have become an integral part of daily life for many individuals and youth nationally (Narasimhamurthy, 2014). The transformation is expecting the effects and sway of new media on these youth, and the youth are however depending on new media for fulfilling their specific needs (Hargittai, 2008). New media dependency relation is one in which to fulfil the satisfaction of needs or goals by individuals is depending upon the resources of the other (Rokeach & DeFleur, 1976). The main assumption of the media dependency is to explain that individuals in society have to rely on media information resources in order to attain their various goals (Ball-Rokeach, 1985). The intensity of media dependency relations depends on the perceived helpfulness of the media in fulfil and achieve the goals. The central notion of the theory is that youth in modern society depend on the media to comprehend and understand the world around them (Ha, 2002). Moreover, Narasimhamurthy (2014) states that the basic assumption of media dependency

theory states that a mutual relationship exists between the audience, media and society in which society and the audience depend on the media to provide them with information, entertainment and culture.

Furthermore, youth are mostly exposed to an array of media messages both promotional and otherwise on a daily basis (Cho, 2009). In this information age most people turn to their laptops or personal computers to check mail and read the news headlines or to connect with others through Internet (Boyd & Ellison, 2007). The current youth are referred as digital native have grown up on the Internet and are plugged in and connected to the new media for information and entertainment (Preece, 2000). Most youth depend on iPods and smartphones which are plugged into their ears, and constantly use them to check social media and update their status, and they demand entertainment instantly, they are produce and consume media content such as news regularly (Ha, 2002). Most young people are dependent on new media to explore interest, exchange ideas, engage in commercial transactions, socialize or engage in recreational activities (Cho, 2009). This dependency indicates that linkages between the communities depend on new media to fulfil their needs (Narasimhamurthy, 2014). For the purpose of this study, dependency indicates the dependence most youth could have on newspapers, television and digital media to satisfy their news and information needs.

2.12. SUMMARY OF THE CHAPTER

The chapter presented and explained the main operational concepts that strengthen the central problem of the study. It highlighted the news media, new media, traditional media, news media consumption, South African youth and media culture, news media discussion, South African youth, perceived news media credibility and youth dependency on media to gratify their news and timely information needs. New media as a source of news and from which news content is increasingly being consumed are oriented towards youth consumers.

CHAPTER THREE

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

3.1. INTRODUCTION

The previous chapter deliberated on the main concepts that strengthen the problem of the study. This chapter reviews literature related to the current study from national and international perspectives. The chapter further explains the theoretical structure upon which the study is essentially strengthened. In this study, theories are employed to provide a theoretical structure that underpins the research. The key reason for the discourse on these theories is to elucidate their use in the South African context and relevance to the research. The study therefore, draws from the uses and gratifications and media systems dependency theories which are deemed to be relevant to the issues investigated and discussed in the study. The theories could further assist in exploring the relationship between traditional, new media and youth, which Ruggenberg (2007) believes it to be complicated in a way that one has to focus on it very closely.

3.2. LITERATURE REVIEW

The section reviews literature related to the research with a focus on their similarities and differences. The purpose of literature review is to attain information that is relevant to the research problem and subject. Literature review provides essential background knowledge about similarities and differences between the present study and prior research studies which are relevant to the current topic (Baym, 2008). This section reviews news consumption patterns among the international and South Africa youth, the types of news youth consume on a daily and weekly basis. The section further discusses news consumption according to gender and age and news consumption in the digital era. Access to media and news consumption from selected nations and other African nations will also be discussed. The section also explains the operation of South African news media; social media as a new platform for news consumption and reasons for the decline in news media consumption among youth will be reviewed and discussed in the chapter.

3.2.1. News Consumption among Employed and Unemployed Youth

This subsection discusses news consumption patterns and news consumption between employed and unemployed youth. A study conducted by Duncan et al., (2013) indicates that unemployed youth use tabloid newspapers significantly more than those in the employment category 58.8 per cent, but are at the same time the highest users of South African television news by 82.5 per cent. Duncan and his fellow researchers further reveal that there is equally high use amongst unemployed youth of radio news as a source of news at 82.5 per cent, while, employed youth use television to consume news 71.9 per cent. On the contrary, Ndlovu (2014) highlights that most youth are losing interest in television news consumption due to the development of new media where news is readily available to be consumed. Moreover, a study conducted by Thadeshwar and Joglekar (2016) in India indicates that 56.5 per cent of the respondents read news for less than fifteen minutes in a day, whereas 33.3 per cent read news for at least half an hour in a day, while, 53.6 per cent preferred to read online news using Internet news app. Duncan et al., (2013) further state that employed youth also use mainstream newspapers significantly more than other occupation categories 61.7 per cent. Most employed youth use tabloid newspapers least to obtain news by 36.1 per cent; while, radio news is the most significant source of news for youth attending school 73.4 per cent with Google or other search engines the second most preferred source at 68.9 per cent. The most preferred way for young people in college or university to access the news is through Google or other search engines, 68.4 per cent. Six out of 10 young people, 61.3 per cent, in this category said they use social media as a news source – the highest amongst all the occupation categories. These distinctions of news media consumption among the youth clearly indicate newspaper reading among south African youth is equally low as a study by (Moodie, 2013) states that in the near future there is a possibility of close down of historical local newspapers. Duncan et al., (2013) further assert that educated, employed young people, or youth in an educational institution are more likely to use online resources for gathering news. This is significant because the study focuses on news consumption patterns among the school going youth such as university students in Limpopo Province of South Africa.

3.2.2. Types of News Consumed by different Youth

The subsection reviews results of previous studies conducted to examine different types of news consumed by youth. What seems to be developing very strongly and mutually among youth in the worldwide scope are types of news content youth consume or reject in a daily basis (Ndlovu, 2015). A study conducted by Freeman (2013) reveals that 39 per cent of Malaysian youth follow entertainment news very closely regardless of the media and 48.2 per cent are interested in news about people and events in their own community. The majority by 66.2 per cent are not interested in news about business and finance. Freeman's study indicates that 40.7 per cent of 18-year-old youth follow entertainment news very closely followed by crime news. These results are similar to a survey of the youth in United Kingdom (Ofcom, 2007). Meanwhile, 37.9 per cent of the 19-year-olds follow entertainment news very closely followed by health and science and technology news. Those from 20-24 years follow entertainment news very closely followed by crime news. The study further shows that 61.6 per cent choose the Internet as the most often used source of news, while 42.2 per cent selected magazines as their least used source of news (Freeman, 2013). Moreover, a study conducted by Huang (2009) indicates that the youth read a newspaper once a week or less 61 per cent. They are mostly interested in reading about sports 46 per cent, world 43 per cent, and local 43 per cent and entertainment 34 per cent news. This is essential to give a clear indication on the types of news both employed and unemployed youth in South Africa consume in a daily basis.

A study conducted by Huang (2009) indicates that youth consume soft news stories less than once a week and only when they are interested in the topic. And 93 per cent of youth consume news from television sets and 90 per cent spend most time watching entertainment programmes. Up to 65 per cent like to watch sport programmes, edutainment programmes on television and so on 60 per cent, news 55 per cent and weather 47 per cent. Baym (2008) asserts that youth have a broadband Internet connection go online on a daily basis to do school work, access email, and social media, get entertained and read both national and international news. Huang (2009) asserts that when youth listen to radio, they listen to music or news. They access and consume news mostly from the Internet 82 per cent and then from television 54 per cent, newspaper 7 per cent and radio 4 per cent. Moreover, this shows that the Internet is leading in terms of disseminating news to society.

Edgerly et al., (2017) state that as the media environment expands to include diverse new ways individuals can choose to consume news, there is an expectation to see changes to the processes of news socialisation. In their study, Edgerly and friends explored how diverse spheres of influence come together to predict youth news use across media devices.

3.2.3. News Media Consumption by Youth of different Age groups

The subsection describes consumption of news media by youth of different age groups. Age is one of the most important factors that influence the news preferences and consumption patterns among the youth. Anderson, Brossard and Scheufele (2010) revealed that news consumers who are 55 years and older prefer newspapers, 37-55 years prefer television and those below 36 years go online for news and information. A study conducted by Duncan et al., (2013) indicates that younger survey participants between the age 15-20 years old use radio news most to access news and Google or other search engines almost as much. Google and other search engines saw significant disparities amongst different age categories. Youth aged 31 years and older use this technology the least of those surveyed. Although 60.3 per cent of youth aged between 21–30 years old also use Google and other search engines for news access, this medium was the third most used within this age group after radio news and television news. From the international perspective, a study conducted by Freeman (2013) indicates that overall young adults in Malaysia are fairly intensive users of online news sites as more than half of the respondents read online news regularly. The age group that regularly reads more online news is the 21-24 year old young adults, while, those between 18-20 years utilize less online news. The study by Freeman further reveals that the older young adult age group consumes more news from almost all media regularly compared to the younger group. Wonneberger and Kim (2017) assert that in both Netherlands and Korea age was positively related to news exposure; therefore, the youth aged between 20-24 years old watched, on average, more news than those 15 to 19 years old.

Furthermore, a study conducted by Casero-Ripolles (2012); Wok et al., (2011); Lancaster et al., (2012) demonstrate that with age people consume more news and show more interest in news. Casero-Ripollés (2012) reinforced the importance of the age effect on newspaper consumption because as readers get older and mature,

their interest in the press rises, hence the increase by 31.3 per cent between youth aged 16-17 years old and those 23 or older in Spain. Austin, Barnard and Hutcheon (2015) assert that both youth and old consumers are expanding their online consumption; however, the contrasts between the age gatherings is expanding as more youth consumers embrace new innovation prior and quicker. Nkomo (2016) asserts that in most African nations daily news consumption varies greatly based on the location and access to technology while, consuming news through newspapers in most regions had experienced a decline due to increased levels of television and radio penetration. But using social media to consume news is on the rise (Wok et al., 2011). Moreover, Wonneberger and Kim (2017) assert that in Netherlands, the average level of news consumption among the young viewers between the ages 15-24 years old decreased as well in Korea.

Additionally, Wok et al., (2011) state that older youth which are 21 and above tend to consume more news on all of the media compared to the younger respondents who are 20 years old and less. Wok and his co-researchers specifically illustrate that older youth watched news on television, read newspapers and utilised the Internet to obtain news more than younger youth. Duncan et al., (2013) assert that older youth with tertiary education use Google or other search engines as their most preferred source for news most often by 71.8 per cent and significantly more than respondents with lower education levels. Among the youth South African television news is also a predominant source of news. While youth with Grade 12 education mostly use radio news most to access news, with Google and other search engines as the second most used medium for news access. A study conducted by Levy, Newman, Fletcher and Nielsen (2016) in different selected nations highlights that most consumers continue to access news via television, radio, or print but the extent of this is significantly affected by age, which means every group under 45, online news is now more important than television news. For 18–24s social media 28 per cent comes out ahead of television 24 per cent for the first time with print lagging behind at just 6 per cent. The study conducted by Nkomo (2016) indicates that 62 per cent of surveyed Africans had access to different news sources every day. While, this is a good sign that the majority of people on the African continent know what is going on in their nations and regions, these levels do lag behind the rest of the world. Edgerly et al., (2017) assert that age remains a significant factor in how youth consume news, younger youth consume more television news and older youth consume more

mobile news, while, younger parents tend to have youth who consume both more mobile and tablet news.

Furthermore, an international survey conducted by Benkoil (2010) discovered that online news consumption has dropped among youth aged 18-24 years, but has risen among older consumers over 55 years. Huang (2009) asserts that older consumers of news typically subscribe to a local newspaper 61 per cent yet, the youth normally reads a local newspaper or school newspaper at school 71 per cent and occasionally at home 54 per cent. Casero-Ripollés (2012) highlights that 56.6 per cent of young people increasingly turn to mass media websites to access news, compared to 33.2 per cent to paid-for newspapers and 36.4 per cent to the cost-free press. The survey further indicates that 28.4 per cent of youth respondents use mobile phone as a window for news consumption. Freeman (2013) states that cost free access has become a powerful factor conditioning youth consumption of information on the Internet, with 17.1 per cent of the sample stating that they would stop consuming news altogether if they could not find a free news outlet online. Austin, Barnard and Hutcheon (2015) indicate that most Australians aged between 25 and 49s are still spending more time-consuming television versus online; while, around 38 per cent of their media consumption time is with television. Austin, Barnard and Hutcheon (2015) further assert that women spent slightly more time consuming television news and men spent slightly more time with radio, online and newspapers. A study conducted by Wonneberger and Kim (2017) highlights that watching national news programmes on television was positively related to political awareness, knowledge acquisition and civic engagement.

Community Agency for Social Enquiry (CASE) Youth Survey 2014 reports that 56 per cent of South African population are between the ages of 16 and 34, which was accounted approximately 16.4 million individuals. Youth in South Africa are defined as the segment of the population that falls within the 16-34 age brackets (Smith, 2012). The youth therefore, is a considerably big group of people in the country that forms an important part of the population (Ruggenberg, 2007). The Print Media Association in South Africa (PMASA) rightfully indicated that youth are the key to rising newspaper circulation, with most youth reading sports news on newspapers like *Laduma* (Fourie 2001). This concern of a shift towards entertainment as main news for the youth turns out to be very relevant for South Africa (Ruggenberg, 2007).

Furthermore, Agboola (2014) states that most youth are attracted to the easy means of getting information with the Internet based terminals or hand phones which provide them information of their choice anytime and anywhere. Actually, they do not have to wait for another publication or broadcasting schedule to consume the news (Smith, 2012). Casero-Ripollés (2012) demonstrates that in Spain age turns out to be a decisive factor with regard to the plurality of news sources used by young people. The highest proportion of young people who use just one media outlet to check the news date are aged between 16 and 17 year.

3.2.4. Relationship between News Consumption and Media Preferences

The subsection explains the relationship that exists between news media consumption and media preferences among the youth consumers. In South Africa the relationship between news media consumption patterns, youth and media is complex (Strelitz, 2004) and needs to be explored, especially with the rise of social and new media platforms. Ndlovu (2008) asserts that several research have been conducted to explore the relationship between South African youth and news media in the global and local level. This makes this research imperative to explore this relationship further, focusing on the youth consumption patterns of news media. This relationship between the youth and news media consumption patterns has previously been studied in other nations (Sherr, 2005; Shah, Cho, Eveland & Kwak, 2005; Bachmann, Kaufhold, Lewis & Zuniga, 2010; Casero-Ripollés, 2012) but not much has been investigated on this topic from the South African perspective (Ruggenberg, 2007, Ndlovu, 2008; Malila, Oelofsen, Garman & Wasserman, 2013; Ndlovu, 2015).

What makes the issue of youth news media consumption patterns in South Africa interesting is also the tension within the diverse racial and cultural groups in the country that causes divergences in knowledge and differences in media consumption (Ruggenberg, 2007). Primarily as a result of apartheid, the media industry in South Africa developed separately to meet the needs for each racial, language and cultural group (Fourie, 2007). In practise this means that Afrikaans speaking people could preference to reading Afrikaans-written and owned newspapers, whilst African people rather read English or vernacular-written newspapers (Ruggenberg, 2007). Their choice of media is not only influenced by the language they speak, but also depends on accessibility and acquaintance with the media (Agboola, 2014). In the

same manner, Wok et al., (2011) highlighted that Malays youth are the highest consumers of news on television as compared to Chinese and Indian youth. In addition, Wok et al., (2011) further assert that majority of Indian youth are the highest consumers of news in newspapers compared to Malay and the Chinese youth. While, in terms of consuming news on the Internet the study does not show any difference among the races. Edgerly et al., (2017) assert that 29.3 per cent of respondents watched television news, 24 per cent consumed news through compute, followed by 21.6 per cent who used mobile phone to access news and 26.1 per cent used tablet to consume news in America. As indicated by Wok et al., (2011) Malays youth are the highest viewers of television news compared to both Chinese and the Indian, while Indian youth on the other side are heavy readers of newspapers compared to the Malays and the Chinese youth. The study further examines if this kind of media division is viable among the youth and affects their news consumption pattern.

Furthermore, in reference to news media consumption patterns, this means that in South Africa access to information and news has not always been taken for granted and sometimes is still not (Roelofse, 1996). South Africa's different racial groups fight an on-going struggle for racial harmony (Ruggenberg, 2007). Besides, race issue another important factor, which forms part of this study is the role that language plays in news consumption. Not all South African youth are able to consume the news in their native language (Fourie, 2007). In most African nations, access to news is not the same even though technologies such as cellphones are widely available (Nkomo, 2016). The scope that underpins this study is about the news media consumption patterns, preferences and news discourses among the youth, it is also about how new media together with social media have reshaped news media consumption patterns and habits among the youth, especially South Africans (Ruggenberg, 2007). It also determines what could happen if the Internet becomes the significant source of news and information than television and newspapers as traditional disseminators of news (Urban & Bodoky, 2013). The current study significantly questions the impact of the Internet and social media news on the professionalism of producing, disseminating and consuming news. Furthermore, the issue of language becomes crucial as well because media content is written and produced in different languages.

Additionally, Ahlers (2006) asserts that globally traditional media houses have initiated to question the future of their industries as new media technology have penetrated into their industry as new players. This is problem this study sought to investigate as most South African youth start to be more reliant on new media for news consumption than traditional media (Han, 2008). The youth do not want to depend on the morning newspapers for their up-to-date news and information. Alternatively, they want control over the media and the Internet as an industry is growing after more than a decade of development (Huang, 2009). Since 2002, online media has become the top choice for local news and information for Internet users worldwide, especially among the youth between the ages 18 and 34 years old (Han, 2008), though it is not a total replacement of traditional media (Ndlovu, 2015). Furthermore, Thadeshwar and Joglekar (2016) affirm that 78.3 per cent of respondents consumed news from offline News used newspapers, whereas 93.8 per cent of participants who consumed news from online news used online news applications.

On the contrary, Brites (2014:1) states that “news media consumption among the youth is still a problem that needs further attention, because it contributes to their socialisation, understanding of the world they live in and to the vitality of the media organisations”. Huang (2009) posits that new and traditional media are currently striving and contending for the same target audience and this has created problems for the operation of traditional media industry, especially in South Africa. Broddason (2006:105) gives credence to the above view by mentioning that, “there is general agreement among media and communication scholars that a monumental shift is occurring in the media and communication habits of young people.” The rate at which they adhere to the use of new and social media is quite alarming, this leaves people in doubt whether the new channels of communication would utterly displace or at least reduce the youths’ patronage of the mainstream media. Austin, Barnard and Hutcheon (2015) assert that in Spain, newspapers have their highest penetration among men aged over 45 years and the higher social classes. Internet use is most common among the under 45s, but use is increasing in every age group. Television is viewed with family and friends while eating meals, so the highest audiences are found during lunch and dinner.

3.2.5. Gender differences and News Preferences among Youth

The subsection highlights how youth of different gender prefer and consume news. Gender is another important factor that determines the level of news media consumption among the youth. Blekasaune, Elvestad and Aaiberg (2012) indicate that in European nations, males consume more news than females, regardless of the format. At the same time, males are more likely to be online news readers compared to females, while in the United States of America; males are more likely to access science technology news online, whereas females concentrate much on newspapers and television (Anderson, Brossard & Scheufele, 2010). This demonstrates that in most nations males dominate in the news media consumption (Chyi & Lee, 2012). In addition, Casero-Ripollés (2012) reveals that young men read newspapers more than women. The survey further indicates that 40.6 per cent of men read the press every day, while women register 19 per cent, revealing a clear genre gap in newspaper consumption. Newman et al., (2016) indicate that television news in most nations still remains the most important source of news among the older consumers both females and males but continues to decline amongst younger generations.

Likewise, a study conducted by Freeman (2013) on gender preferences indicate that 32.3 per cent of males are more interested in following sport news and 31 per cent entertainment news. Males follow somewhat closely local government news 49.2 per cent and news regarding people and events in their community 46 per cent. However, they are not interested in religious news, consumer news as well as culture and the arts. They are also not at all interested in following news about the weather and business and finance (Freeman, 2013). Furthermore, female youth are very interested in entertainment news 46.8 per cent and crime news 31.3 per cent, and they follow somewhat closely news about people and events in their community 50.4 per cent and crime news 46 per cent (Levy et al., 2016). However, youth are not interested in political news as well as business and finance news (Newman et al., 2016). Furthermore, Levy, Newman, Fletcher and Nielsen (2016) indicate that 28 per cent of female consumers prefer social media as their main sources of news and 24 per cent consumed news from television. In this sense, most young people associate newspaper consumption to professional activity and their incorporation into the labour market (Lipani, 2008).

Similarly, studies conducted by Blekasaune, Elvestad and Aaiberg (2012); Freeman (2013) indicate that more males read newspapers, watch television news, listen to radio news and go online for news than females. However, females consume more magazine news. In fact, 82.7 per cent of males and 76.6 per cent of females agree that they are interested in reading news. In comparison to males 73.4 per cent, more females 81 per cent reveal that they follow the news closely only when something important or interesting is happening (Blekasaune, Elvestad & Aaiberg, 2012). Furthermore, Freeman (2013) establishes that males are more interested in consuming news than females and more females consume magazine news compared to males. The study outcomes indicate that males are more likely to follow the news closely most of the time, while more females follow the news only when something important is happening. While, the number of males following sports news, political news, business and finance news as well as science and technology news is approximately double the number of females. Females consume more news about people and events in their community, entertainment, crime, culture and the arts, as well as weather news (Freeman, 2013). These results are somewhat similar to findings of a survey in United Kingdom. These similarities indicate that the types of news that young adult males and females are interested in are relatively the same (Ofcom, 2007). The study conducted by Wok et al., (2011) indicates that the majority of male youth tend to watch more news on television than female youth do. Unlike other prior studies Wok and colleagues further indicate that in terms of newspapers and Internet news consumption, there is no difference between male and female youth, which means their news consumption pattern is similar.

3.2.6. News Consumption in the Digital Era by International Communities

The sub-section examines news media consumption and access by audience from different nations. A study conducted by Newman et al., (2016) indicates that in most nations television and online media remain the most popular ways of accessing and consuming news on a daily and weekly basis (see Table 1).

Table 1: Platforms for news access from selected nations

Country	Television	Print	Online
United States	66%	26%	73%
United Kingdom	70%	35%	73%
Germany	78%	38%	59%
France	74%	27%	71%
Spain	79%	56%	86%
Italy	83%	43%	83%
Finland	75%	53%	89%
Norway	72%	41%	86%
Sweden	72%	43%	89%
Denmark	73%	29%	84%
Belgium	75%	45%	82%
Netherland	76%	43%	81%
Austria	76%	67%	73%
Hungary	72%	27%	88%
Poland	80%	32%	82%
Turkey	80%	54%	90%
Greece	66%	31%	96%
Japan	69%	44%	72%
Australia	65%	38%	78%
Canada	71%	36%	76%
Brazil	79%	40%	91%
South Korea	71%	28%	86%
Czech Republic	81%	34%	91%
Switzerland	69%	63%	82%
Ireland	82%	47%	88%

Source: Reuters, 2016

Table 1 indicates diverse media platforms most audiences from different nations were likely to use for news access and consumption. Austin, Barnard and Hutcheon (2015) highlight that news media consumption is highest in Latin America, where

people spent an average of 744 minutes consuming media in 2014, and lowest in Asia Pacific, where consumption averaged just 301 minutes that year. However, media consumption in Asia expanded by 6.7 per cent in 2014, and estimated average annual growth of 2.9 per cent in 2017. In Germany television news is being viewed by the majority of youth than other nations (Hasebrink & Holig cited in Newman et al., 2016). This indicates that worldwide news consumption patterns expand every year.

3.2.6.1. News media consumption through different media platforms

News media consumption by consumers through different media platforms is outlined. Newman et al., (2016) indicate that television is still ahead in Italy by 83 per cent and in Ireland 82 per cent, with online media ahead in many other nations. Print media are still accessed in a higher degree in Austria by 67 per cent and Switzerland by 63 per cent. However, the data highlight that traditional offline media like television still remain critically significant even for online consumers in many countries. On average, three-quarters of online consumers, by 74 per cent, access television news every week and over a third read a printed newspaper by 36 per cent (see Table 1). Austin, Barnard and Hutcheon (2015) discovered that most people around the world spent an average of 492 minutes a day consuming media news in 2015, a figure which will increase by 11.8 per cent due to rapid growth in Internet use. Newman et al., (2016) state that social media are just one way of accessing online or digital news among the youth. In addition, the study indicates that most consumers also continue to use television, radio and print media to access news and information. This remains a multiplatform world where audiences pick and mix from a range of media platforms at their own convenience and at different times of day (Newman et al., 2016). Furthermore, Austin, Barnard and Hutcheon (2015) assert that in Argentina news consumption through digital and mobile media have been increasing, but levels of television and print consumption have drastically declined while, online media continue to grow at the expense of newspapers and television (Newman et al., 2016).

Likewise, in Italy, television viewing ranks among the highest and its news bulletins remain the main source of information because overall Internet penetration is much lower than in other developed nations (Cornia cited in Newman et al., 2016). The

study further suggests that newspaper readership has always been low in Italy, while social media has grown rapidly as a source of news. Similarly, Austin, Barnard and Hutcheon (2015) state that in Italy television, social media and radio are the most prevalent media among Italian population. In the same manner, Cardoso and Martinho cited in Newman et al., (2016) state that the news media environment in Portugal is characterised by a high dependence on television, a weakening print media sector and radio that still struggles to remain relevant. The study further indicates that the high number of Portugal people access news every week through online media by 88 per cent, television news is second by 82 per cent, social media 66 per cent, print media by 47 per cent and the last is radio by 37 per cent. On the contrary, Austin, Barnard and Hutcheon (2015) state that in Portugal Internet consumption has increased steadily, and is likely to continue doing so while radio consumption has been declining very slowly since 2011 and television consumption grew 42 per cent between 2010 and 2013, before falling back 0.6 per cent in 2014. A study conducted by Suiter and Kirk cited in Newman et al., (2016) highlights that in Ireland news consumption and access to the media is more similar to Portugal. Suiter and Kirk further indicate that a high number of people depend on online media to access news by 84 per cent, while, 73 per cent depended on television news, which is a little lower than Portugal case. 52 per cent of respondents consumed news through social media followed by 48 per cent from radio and lastly print media by 47 per cent.

3.2.6.2. News media preferences through digital platforms

News media preferences by consumers through diverse digital platforms are discussed in this subsection. A study conducted in Norway indicates that news media preferences are increasing, and consumers are becoming more likely to prefer the Internet to consume news (Newman et al., 2016). Digital media use continue to expand at the expense of print as newspaper and magazine readers migrate from printed products to their digital equivalents (Austin, Barnard & Hutcheon, 2015). Another study conducted in Norway by Hofseth (2016) indicates that 86 per cent of respondents' preferred to access news and information through online media, while, 72 per cent preferred television, followed by 54 per cent who used social media and 47 per cent of radio and lastly 41 through print media (Hofseth cited in Newman et al., 2016). On the contrary, in Sweden, new innovations such as cell phones and the tablets are the main impetus behind

changes in media preferences among the consumers. Swedish consumers are investing less energy with conventional media and additional time with the Internet, testing customary media proprietors to grow new advanced items (Austin, Barnard & Hutcheon, 2015). Moreover, Westlund cited in Newman et al., (2016) indicates that in Sweden 89 per cent of respondents consumed news and information through online media, 72 per cent used television and followed by print media by 43 per cent.

Additionally, Austin, Barnard and Hutcheon (2015) posit that the normal number of preferred minutes of television viewed every day has remained generally stable in the course of recent years, while radio listening has tumbled off a bit. Television comes to over a large portion of the gathering of people amid the 20.00-23.00 availability. Similarly, a study conducted in Belgium by Picone cited in Newman et al., (2016) indicates that the majority of Belgians by 82 per cent preferred social media as their main source of news and information, followed by 75 per cent of television and lastly 45 per cent of print media. Wonneberger and Kim (2017) assert that most youth prefer the Internet more often than to consume news from traditional media.

Furthermore, a study conducted in Netherlands by Swart and Broersma cited in Newman et al., (2016) emphasises that 81 per cent of respondents preferred to consume news and access information through online media, followed by 76 per cent of television, 47 per cent of social media and 43 per cent of those who consumed news through print media outlets. On the contrary, Austin, Barnard and Hutcheon (2015) state that television and radio are the main media for which developments of recorded consumption figures are accessible, television viewing has risen marginally in the course of the most recent couple of years. Radio listening has been in decrease since 2011, and is anticipated for the decay to proceed.

Likewise, a study conducted in Austria by Sparviero and Trappel cited in Newman et al., (2016) discovered that news companies started to prefer using Twitter and WhatsApp to promote news content to their target audiences and consumers. The study further provided that 73 per cent of Austrian respondents preferred to consume and access news through online media, followed by 76 per cent from television, 67 per cent through print and 48 per cent social media. However, Austin, Barnard and Hutcheon (2015) indicate that there has been a move from consuming conventional

media news to digital media news in Austria. Clearly, preferences of news consumption through traditional media have declined across the board, although the decline is more significant in newspapers and magazines (Newman et al., 2016). Similarly, a study conducted by Newman cited in Newman et al., (2016) in Hungary indicates that 88 per cent of respondents preferred to consume news and information through online media, 72 per cent used television, followed by 64 per cent who used social media and lastly 27 per cent who consumed news through print media. Austin, Barnard and Hutcheon (2015) assert that in Hungary digital media has been the main preferred source of news during the daytime. However, during the day radio remains the strongest source of news and television takes the lead only after six.

According to Makarenko cited in Newman et al., (2016) in Poland 82 per cent of respondents preferred to consume news and information through online media, while, 80 per cent used television, followed by 58 per cent who used social media and lowest by 32 per cent consumed news through print media weekly. While, Austin, Barnard and Hutcheon (2015) state that in Poland television is the most preferred for news consumption than newspapers and the Internet but radio remains the true driver of change. A study conducted in Greece indicates that 96 per cent of most people prefer social media for news consumption, with 74 per cent using social media, followed by 66 per cent preferred television news and 31 per cent preferred using print media (Kalogeropoulos cited in Newman et al., 2016). A similar study conducted by Austin, Barnard and Hutcheon (2015) indicates that in Greece digital media are most preferred because they are the fastest and main source of news consumption, even though television remains top for time consumed and then radio.

A study conducted in Turkey highlights that 90 per cent of consumers preferred to use online media to consume news, followed by 80 per cent of television news, 73 per cent of social media and 54 per cent of print media news consumption on a weekly basis (Yanatma cited in Newman et al., 2016). Furthermore, in Singapore the rise of digital media use such as Internet and social media are the most driving force for change and source of news media consumption, and most youth are consuming less of traditional media than older people (Austin, Barnard & Hutcheon, 2015). Moreover, a study conducted by Kim cited in Newman et al., (2016) highlights that 86 per cent of South Korea respondents preferred to use online media as their main

source of news and information, followed by 71 per cent of those who used television, while, 32 per cent consumed news from social media and lastly the lowest number, by 28 per cent consumed news from print media. Notably, Austin, Barnard and Hutcheon (2015) posit that in India news consumption through traditional media by women is 20 per cent higher than men. On the contrary, a study conducted by Sawa cited in Newman et al., (2016) indicates that Japanese newspapers remain some of the most read and preferred in the world, reaching around eight in ten households in 2015, while television remains a key source of news in Japan.

Fisher and Watkins cited in Newman et al., (2016) postulates that in Australia 78 per cent of respondents preferred to access and consume news through online media, 65 per cent preferred television, followed by 52 per cent of social media and lastly 38 per cent of print media on a weekly basis. The study further indicates that despite the figures television still remains the dominant source of news in Australian households. Furthermore, Austin, Barnard and Hutcheon (2015) confirmed that in Australia, there is no significant transformation in news consumption trends between men and women; they both equally contribute to the swing from traditional to digital media consumption. While, in Canada, Brin cited in Newman et al., (2016) posits that Canadian media companies are faced with changing preferences and consumption habits. However, 75 per cent of Canadian respondents preferred to consume news and information through online media, 71 per cent preferred television, followed by 48 per cent who used social media and 36 per cent preferred print media. This reveals that in Australia and Canada media consumers mostly prefer to consume news through online digital media than television and newspapers.

A study conducted by Austin, Barnard and Hutcheon (2015) highlights that Canadians also prefer to consume more news from digital media at the cost of traditional media. Within digital platforms, Canadians are expected to significantly grow their consumption of mobile Internet at the expense of desktop Internet access. Nevertheless, newspaper consumption continues to decrease yearly. While in Brazil television news remains the most important source of news, though online news is ahead with social media growing rapidly with over 70 per cent of using it as a source of news each week (Newman et al., 2016). Moreover, this analysis demonstrates that in most nations across the world, online media remain the main source of news and information but television still remains the most crucial source of news in most

households. However, print media is declining as the source of information and news in most of nations (see Table 1 above). Austin et al., (2015) indicate that the decrease in print consumption indicates that readers are more likely to consume digital editions of the same content rather than reading the hardcopy of a newspaper.

3.2.7. Media Access and News Consumption in Selected Nations

The subsection explains media access and news consumption by audience from different nations. The recent great access to enormous information is due to the variety platforms of distributing information and news to consumers, which includes but not limited to television, radio, newspapers, and magazines, the Internet, social and new media (Austin et al., 2015). Furthermore, Newman et al., (2016) assert that youth have a wide range of media to choose from to access and consume news; moreover, different research indicate that youth indeed use several platforms to read the news. Bell and Khorana cited in Newman et al., (2016) state that in the United States of America, print newspapers have been hit hard by falling circulation and advertising, while Facebook is by far the most crucial platform for news compared to Twitter and Instagram.

3.2.7.1. Media preferences by youth of different gender and age in Spain

Table 2: Preferred news media in Spain

Access to various media	Total	16-17 years	18-20 years	21-22 years	23 and older	Men	Women
Paid-for print media (newspaper)	33.2	28.6	33.9	32.8	34.1	33.7	32.7
Cost-free print media (newspaper)	36.4	32.1	40.1	33.6	31.8	31.7	40.3
Radio	26.6	17.9	24.2	27.3	38.6	28.9	24.7
Television	72.1	80.4	74	71.1	62.5	71.5	72.7
Website (mass media)	56.6	44.6	51.3	60.2	76.1	65.5	49.3
Blog	3.3	0	3.2	3.9	4.5	3.6	3
Social media (Facebook)	77.4	75	76.2	75	86.4	82.3	73.3
Twitter	17.1	5.4	18.8	18	18.2	19.3	15.3
Mobile Telephone	28.4	10.7	24.9	35.2	40.9	30.9	26.3
Digital tablet	0.7	1.8	0	2.3	0	0.4	1

Source: Andreu Casero-Ripollés, 2012

Table 2 illustrates the respondents' preferred news media platforms for news consumption in Spain. A study conducted by Casero-Ripollés (2012) in Spain indicates that social media like Facebook by 77.4 per cent was the leading platform for news consumption, followed by television with 72.1 per cent. This transformation highlights by 56.6 per cent that Spain youth have gradually turn to mass media websites to access news, as compared to paid-for newspapers by 33.2 per cent and the cost-free press by 36.4 per cent. In addition, the study conducted by Austin, Barnard and Hutcheon (2015) highlights that in Spain newspaper readership is declining while, consuming news from digital media is increasing. News consumption through the Internet is growing very quickly, as its penetration increases.

3.2.7.2. News consumption in South Africa, United Kingdom and Singapore

In this subsection, news consumption by audiences from nations such as South Africa, United Kingdom and Singapore, depicting their differences and similarities are explained. All Media and Products Survey discovered that youth between the ages 16-19 years are heavy consumers of television and radio, with 72 per cent and 88 per cent having used either one on the previous day (AMPS, 2007). The study further indicates that newspapers and magazine readership were significantly lower, with 41 per cent and 45 per cent of this age group having read at least one in either category on the previous day (AMPS, 2007). According to Kaiser Family Foundation and South African Broadcasting Corporation (2006) about 66 per cent of audience watched television while 68 per cent listened to the radio. Figures for newspapers and magazines were 20 per cent and 13 per cent, respectively. Austin, Barnard and Hutcheon (2015) confirm that in Singapore television consumption is higher during the evening for most working adults on weekdays.

Additionally, in France accessing news using online platforms keeps on growing, but television news remains the most important source of news, although audiences are dripping, especially among the youth (Lechenet cited in Newman et al., 2016). Likewise, a survey conducted by Kreutzer (2009) revealed considerable use of both traditional and online media, including the news media by most South African youth. The study further established that 68 per cent of respondents used the Internet on a mobile phone on a typical day, including 49 per cent who do so to access the Web. According to Newman cited in Newman et al., (2016) in the United Kingdom 66 per cent of respondents consumed news through television and radio and 70 per cent

used online news as their main source of news. Levy et al., (2016) indicate that the apparent dedication for mobile phones and computers with regard to Web usage: mobile phones are used for almost all information and entertainment seeking purposes. Nonetheless, computers only have a slight advantage in a small number of Web categories, most notably school research and retrieval of health information (Kreutzer, 2009). This reveals that news consumption and preferences among audiences varies from one nation to another.

3.2.7.3. News media consumption in South Africa

Table 3: News media consumption in South Africa

Devices for news consumption	Percentages
Watch television news	54%
Newspaper	23%
Magazine news	23%
Radio news	48%
Online news (mobile)	13%
Online news (computer)	9%

Source: Kreutzer, 2009

Table 3 highlights the patterns of news media consumption by media consumers based in Cape Town-South Africa. A study conducted by Kreutzer (2009) indicates that television, radio, newspapers, and magazines were the primary sources of students to access information about current events and news, with television as the main source of news by 54 per cent, followed by radio by 48 per cent. Even so, 13 per cent of youth were found to access the news on a mobile phone once a day or more frequently; while, 9 per cent used a computer. These online news channels added to an overall complex picture of news consumption among students, who reported accessing an average of more than two news sources several times daily (Kreutzer, 2009). The results concur with that of a study conducted by Brites (2010) who perceived that most young Portuguese aged between 15-17 years used an average of three different news sources. So, the researcher can assume that most youth' news consumption is not constrained to a single medium. Casero-Ripollés (2012) also confirmed that youth use more than five different sources of news, this indicates that there is no longer a cognitive preference of or dependence on a single news source.

3.2.7.4. News media consumption in Malaysia

Table 4: News consumption in Malaysia

Media devices for news consumption	Frequency	percentage
Television	806	59.1%
Newspapers	648	47.6%
Internet	589	43.5%

Source: Wok et al., 2011

Table 4 indicates the news consumption patterns through different media platforms among the audience in Malaysia. The study conducted by Wok et al., (2011) in Malaysia revealed that 59.1 per cent of respondents consumed news from television, 47.6 per cent used newspapers, while 43.5 per cent consumed news from the Internet. Most essentially, television news was the most consumed among Malaysian youth than newspapers and Internet news.

3.2.8. Media Access and News Consumption in selected African nations

The sub-section deals with news consumption and access to media from different African nations. Ruggenberg (2007) states that news consumption has been influenced by the individual access to the specific media. Balancing Act (2014a) reported that in most African nations the majority of people in rural areas do not have any or have little access to television and can listen to far fewer radio stations than their urban counterparts; because of geographic distances and lack of decent roads. This makes newspapers to either arrive late or mainly not at all. Until recently, access to the Internet was an almost entirely urban phenomenon, although a small number of rural people now have access (Balancing Act, 2014b). But even in a fast developing nation like South Africa, only 24 per cent of Internet users are in rural areas (Ruggenberg, 2007). Furthermore, the speed of Internet connection has accelerated faster in urban areas allowing access to video material than in rural areas (Lanerolle, 2012).

3.2.8.1. Media access and news consumption in Ghana

Table 5: Media access and ownership in Ghana

Device access/ownership	2006	2009	2013	2016 estimates
Television	50%	59%	76%	77%
Radio	89%	86%	84%	85%
Mobile phone	28%	81%	88%	90%
Smartphones	n/a	n/a	6%	20%
Internet access	1%	4%	21%	25%

Source: *Balancing Act, 2014a*

Table 6: Daily and weekly use of media in Ghana

Daily/Weekly use	2006 (Daily)	2009 (Weekly)	2013 (Daily)	2016 (Daily)
Television	37%	59%	79%	80%
Radio	69%	90%	84%	85%
Newspapers	13%	18%	21%	15%
Internet access	1%	7%	20%	25%

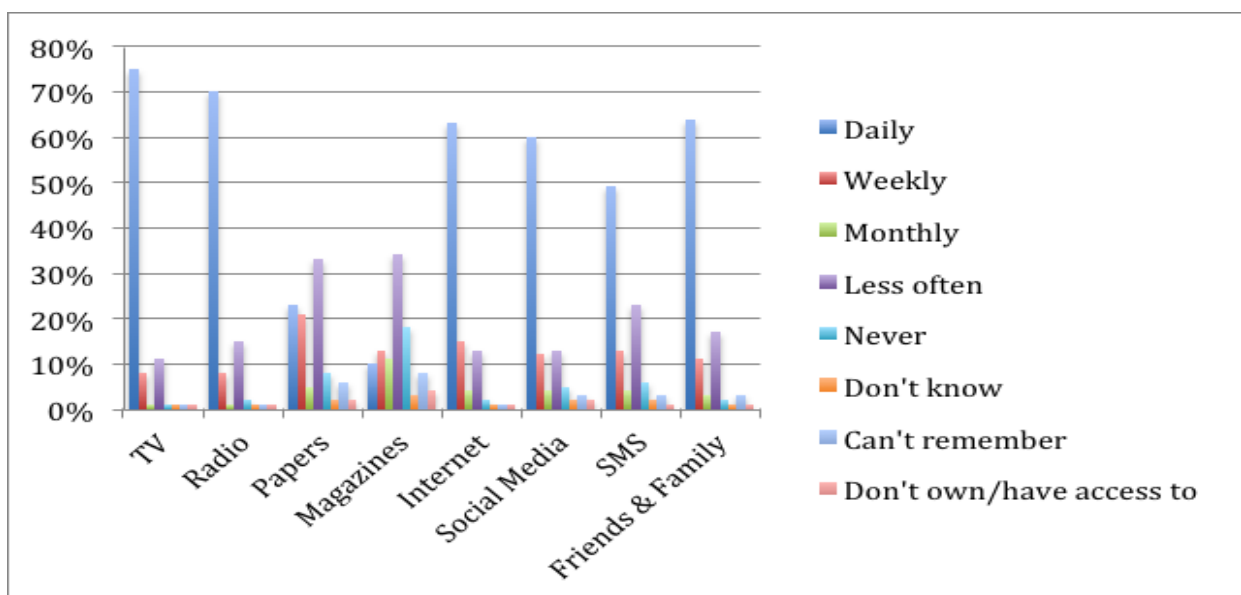
Source: *Balancing Act, 2014b*

Tables 5 and 6 illustrate media access, ownership and use in Ghana. The study conducted by Balancing Act (2014a) indicates that in 2006 the majority of people in Ghana by 89 per cent had access to radio with 69 per cent using it on a daily basis, followed television by 50 per cent, with 37 per cent using it to consume news on a daily basis, and Internet by 1 per cent access and consumption of news. The study further highlights that in 2009 Ghana showed an increase in accessing and consuming news from television by 59 per cent, while, experiencing a decrease in radio by 86 per cent, with news consumption increasing by 90 per cent weekly and access to the Internet by 4 per cent and 7 per cent of news consumption weekly (Balancing Act, 2014b). As highlighted in tables above, in 2013, 76 per cent of Ghanaian population had access to television and 79 per cent of them consumed news using television daily. Balancing Act (2014a) indicates that in Ghana consuming news from newspaper has been ever increasing and it was expected to reach 15 per cent, consuming news from television is also predicted to reach 80 per cent by 2016 while Internet access is also growing with 25 per cent. However, the

findings above highlight that access to news consumption through the Internet, radio, television and newspaper in Ghana has grown significantly in Ghana.

A study conducted by Balancing Act (2014b) highlights that on a daily basis, Ghanaian respondents were most likely to get news and information via television by 75 per cent, radio by 70 per cent, friends and family by 64 per cent, the Internet by 63 per cent, social media by 60 per cent and short messages service by 49 per cent. Balancing Act (2014a) asserts that the most popular weekly sources of news and information were newspapers by 21 per cent, Internet by 15 per cent, magazines and short messages service by 13 per cent, social media by 12 per cent and friends & family by 11 per cent. Balancing Act (2014b) states that the only monthly source of news and information that rated over 10 per cent were magazines by 11 per cent, whereas, on a less than monthly basis, respondents were most likely to get news and information from magazines by 34 per cent and newspapers by 33 per cent and short message services by 23 per cent. Balancing Act (2014a) highlights that the incidence of not knowingly using or having access to various sources for news and information was generally low. This applied to 33 per cent of respondents' use of magazines, 18 per cent of respondents' use of newspapers and 12 per cent social media and SMS to get news and information.

Figure 1: Frequency of access to news media in Ghana



Source: Balancing Act, 2014b

Figure 1 indicates frequency of access to news media in Ghana nation. Balancing Act (2014b) highlights that most respondents by 70 per cent consumed news

through the Internet while 69 per cent used social media to consume news and timely information. Moreover, news consumption through television was higher by 76 per cent. Thus, this indicates that in Ghana television was the most consumed medium followed by the Internet and social media daily.

3.2.8.2. Media access and news consumption in Kenya

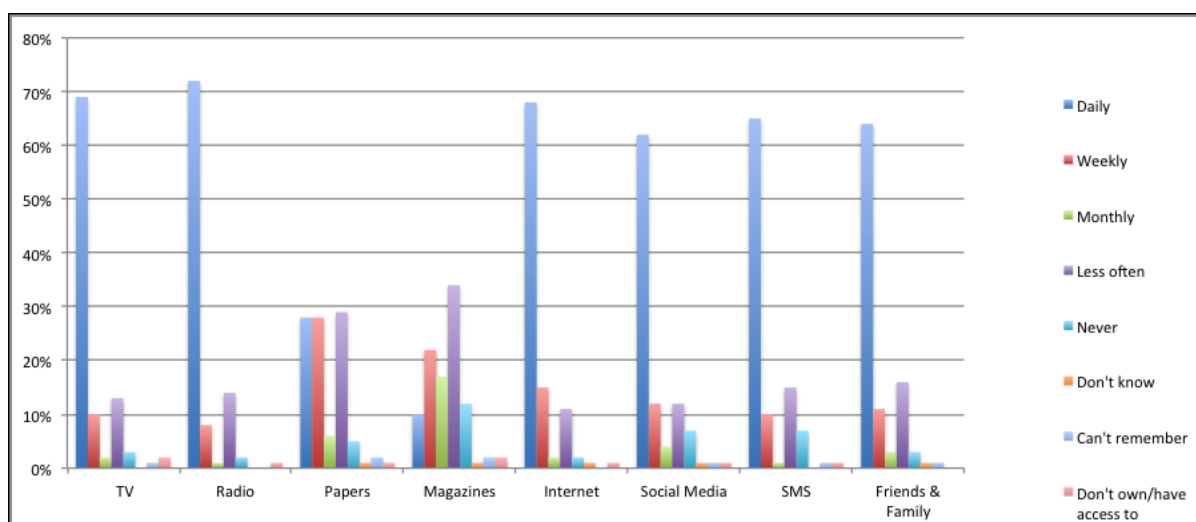
Table 7: Media access and ownership in Kenya

Device access/ownership	2007	2009	2013	2016 estimated
Television	33%	41%	30%	65%
Radio	92%	87%	89%	90%
Mobile phone	42%	71%	76%	85%
Smartphones	n/a	n/a	8%	20%
Internet access	1%	11%	17%	20%

Source: *Balancing Act, 2014a*

Table 7 indicates the results of media access and ownership in Kenya. Balancing Act (2014b) depicts that in 2007, 33 per cent of participants owned and accessed news through television, while 92 per cent of population owned and used radio to access news, 42 per cent were owners of mobile phones and 1 per cent had access to the Internet. The study further indicates that in 2009 ownership and access to television in Kenya increased by 41 per cent but in 2013 experienced some decrease to 30 per cent. Access to news and information through the Internet is showing an increase from 1 per cent in 2007 to an estimated increase to 20 per cent in 2016. However, on the contrary to Ghana and Kenya exhibited a slow growth in Internet and television use as sources of consuming news and information daily.

Figure 2: Frequency of access to news media in Kenya



Source: *Balancing Act, 2014b*

Figure 2 illustrates the findings of the frequency of media access and ownership in Kenya. *Balancing Act (2014b)* states that 72 per cent of Kenyan participants were most likely to consume news and information on the radio, 69 per cent on television, 68 per cent on the Internet, 65 per cent through SMS, 64 per cent through friends and family and 62 per cent consumed news through social media daily. *Balancing Act (2014b)* further indicates that in a weekly basis 28 per cent of respondents used newspapers and 22 per cent used magazines as sources of timely information and news. However, on a monthly basis respondents were most likely to get news and information from magazines by 34 per cent and newspapers by 29 per cent; whereas, the occurrence of never knowingly using various sources to get news and information was generally low. However, this applied to 17 per cent respondents' use of magazines and 10 per cent of used social media.

3.2.8.3. Media access and news consumption in Nigeria

Table 8: Media access and ownership in Nigeria

Device access/ownership	2006	2011	2013	2016 estimated
Television	54%	45%	65%	65%
Radio	90%	83%	90%	90%
Mobile phone	25%	64%	96%	90%
Smartphones	n/a	n/a	5%	20%
Internet access	1%	5%	20%	25%

Source: *Balancing Act, 2014a*

Table 8 depicts the results of media access and ownership by participants in Nigeria. According to Balancing Act (2014a) in Nigeria like other nations, radio access remains more or less stable across the period with television access growing and news consumption through the same medium has grown by 40 per cent in the northern part of the country. Nigeria like Kenya and Ghana displays a tremendous growth of Internet access and the use of it to consume news and information by 13 per cent in the northern part of the country and estimated to reach 25 per cent by 2016 (Balancing Act, 2014b).

Furthermore, Table 9 indicates that in 2013 the majority of people in Nigeria accessed news through radio by 76 per cent, followed by television by 40 per cent, newspapers by 35 per cent and then the internet by 13 per cent. In Nigeria like other nations the use of mobile phones and smartphones to consume news through the Internet have grown along each other over the past three years (Balancing Act, 2014a).

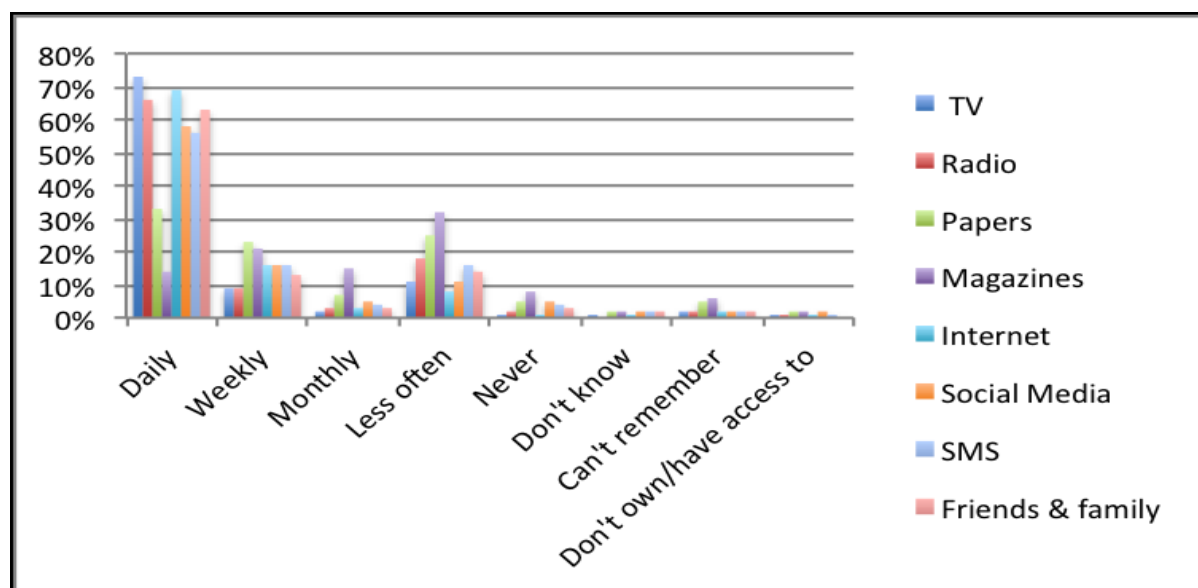
Table 9: Daily use of news media in Nigeria

Daily use	2006- All Nigeria	2013 Northern Nigeria only
Television	25%	40%
Radio	48%	76%
Newspapers	20%	35%
Internet access	1%	13%

Source: Balancing Act, 2014b

Figure 3 illustrates frequency of access to news media in Nigeria. Balancing Act (2014b) reports that 73 per cent of participants were likely to use television, 69 per cent the Internet, 66 per cent used radio, 63 per cent used friends & family, and 58 per cent used social media while, 56 per cent used SMS to consume timely information and news in a daily basis. The study further indicates that participants were likely to use newspapers by 23 per cent and magazines by 21 per cent to consume news and information on a weekly basis. Nonetheless, 32 per cent of respondents were most likely to consume news and information from magazines and 25 per cent consumed news from newspapers on a less than monthly basis.

Figure 3: Frequency of access to news media in Nigeria



Source: *Balancing Act, 2014*

3.2.8.4. Media access and news consumption in Senegal

Table 10: Media access and ownership in Senegal

Device access/ownership	2006	2013	2016
Television	88%	75%	80%
Radio	89%	87%	90%
Mobile phone	55%	90%	90%
Smartphones	n/a	3%	10%
Internet access	2%	17%	25%

Source: *Balancing Act, 2014a*

Table 11: Daily use of media in Senegal

Daily use	2006	2013
Television	83%	56%
Radio	74%	76%
Internet access	4%	13%

Source: *Balancing Act, 2014a*

Tables 10 and 11 illustrate media ownership, access and daily use of media in Senegal respectively. Balancing Act (2014a) indicates that radio ownership remains the same but television dropped to 80 per cent in 2016. The study further highlights a

huge increase in consuming news and timely information through the Internet by 13 per cent while, radio was the most used medium by 76 per cent to consume news. Television exhibited an intense inclines in news consumption by 56 per cent in Senegal (Balancing Act, 2014a).

3.2.8.5. Media access and news consumption in Tanzania

Table 12: Media access and ownership in Tanzania

Device access/ownership	2006	2011	2013	2016 estimates
Television	20%	27%	75%	50%
Radio	94%	85%	87%	90%
Mobile phone	22%	62%	90%	92%
Smartphones	n/a	n/a	10%	15%
Internet access	n/a	4%	17%	25%

Source: Balancing ACT, 2014a

Table 13: Daily use of news media in Tanzania

Yesterday Daily/Weekly use	2006	2010	2013
Television	19%	41%	55%
Radio	71%	91%	86%
Internet access	0,3%	3%	7%

Source: Balancing ACT, 2014a

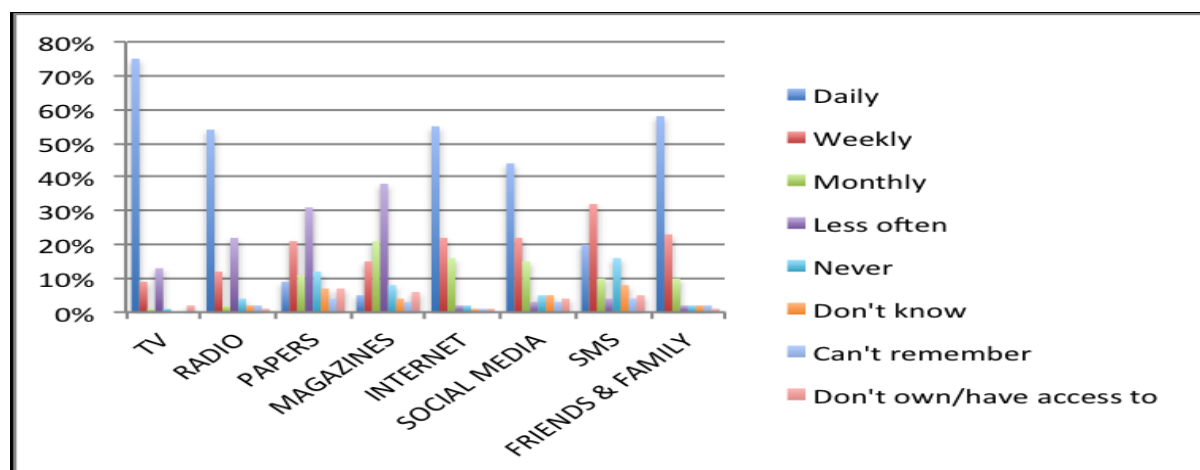
Table 12 and 13 present media ownership, access and daily use of media by participants in Tanzania. The study conducted by Balancing Act (2014b) indicates that in Tanzania like other several nations, radio penetration stays broadly similar across the time period but access to television and news consumption and timely information increases with time and years. The results further indicate that in Tanzania 55 per cent of participants used television to consume news while, 86 per cent used radio and 7 per cent used the Internet (Balancing Act, 2014a). Essentially, in most selected nations there has been considerable change in media use, both in terms of the Internet and television. Most people are using radio in a daily and weekly basis, followed by television and Internet news consumption (Newman et al., 2016). The study conducted by Balancing Act (2014a) reports on several selected nations but does not have much information on the ownership and use of media to

consume news by South African population. Moreover, a study conducted by Duncan et al., (2013) states that 71 per cent of South African people used radio most for getting information, with 67, 3 per cent using television to consume and as the second highest source of information. Google or other search engines was the third most stated source of news media by 62.8 per cent; while, the medium used the least by survey respondents to gather news were tabloid newspapers by 38.5 per cent.

3.2.8.6. Media access and news consumption in Ethiopia

Figure 4 indicates frequency of news media access and news consumption by participants in Ethiopia. The study conducted by Balancing Act (2014b) illustrates that in Ethiopia 76 per cent of participants owned and accessed mobile phones, 46 per cent accessed Internet, 52 per cent accessed television set and 42 per cent accessed radio. Balancing Act further reported that in Ethiopia most participants accessed a computer, 23 per cent used someone else’s laptop and 16 per cent someone else’s desktop computer. The study further highlights that most respondents were likely to consume news and information through television, friends and family, the Internet, radio, social media and SMS daily. However, social media and the Internet were also means of consuming news and information.

Figure 4: Frequency of access to news media in Ethiopia



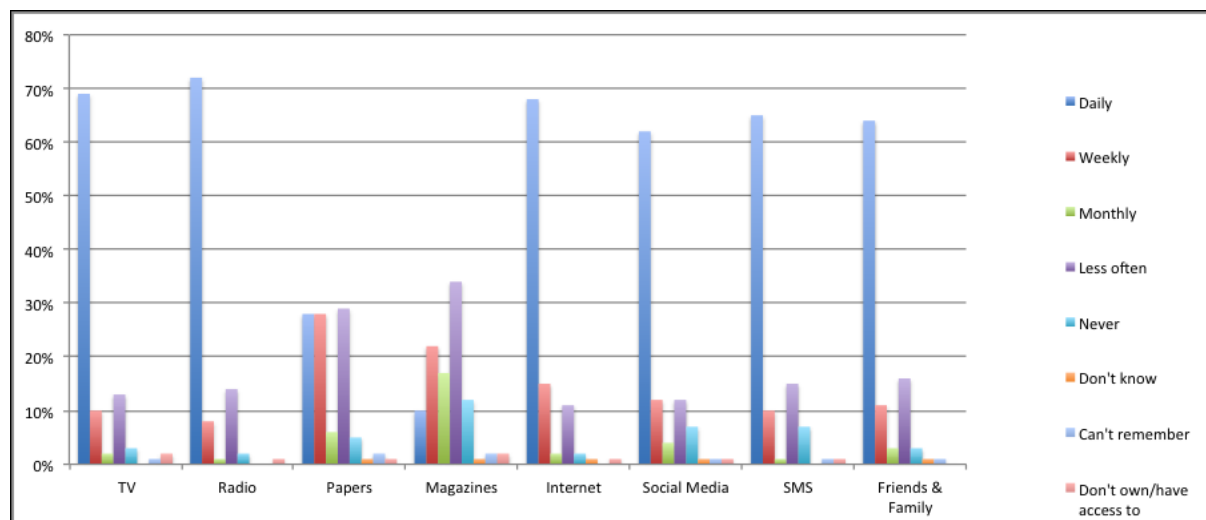
Source: Balancing Act, 2014b

Figure 4 indicates frequency of access to news media in Ethiopia. Balancing Act (2014b) further highlights that the most frequently used media on a daily basis for Ethiopian respondents were television by 75 per cent, friends & family by 58 per

cent, Internet by 55 per cent, radio by 54 per cent, social media by 44 per cent and lastly SMS by 20 per cent. Moreover, the respondents' most frequent weekly sources were SMS by 32 per cent, friends and family by 23 per cent, social media and the Internet by 22 per cent, newspapers by 21 per cent, magazines by 15 per cent and radio by 12 per cent. The study further indicates that 21 per cent of respondents were most likely to get news and information from magazines, 16 per cent from Internet, 15 per cent from social media and lastly newspapers by 11 per cent; whereas, 39 per cent of respondents accessed news and information through magazines, 31 per cent through newspapers, 22 per cent through radio and 13 per cent through television monthly. Yet, 16 per cent of respondents never use SMS to receive news and information while, 12 per cent never used newspapers. The study further reports that incidence of never using, not knowing, not remembering or not having access to various sources in order to consume news and information was generally low. However, this applied to 33 per cent respondents' use of SMS, 30 per cent's use of newspapers, 21 per cent's magazines.

3.2.8.7. Media access and news consumption in South Africa

Figure 5 Frequency of access to news in South Africa



Source: *Balancing Act, 2014b*

Figure 5 highlights findings based on the participants' frequency of access to media and news media consumption in South Africa. A Balancing Act (2014b) study discovered that 64 per cent of South African participants owned mobile phone, 47 per cent owned television set, 39 per cent owned radio and 21 per cent had Internet

connection. However, In terms of access to a computer and Internet connection, 23 per cent used someone else's Internet connection, 22 per cent used someone else's laptop and 13 per cent someone else's desktop computer. The study further indicated that 77 per cent of participants consumed news and information from television, 72 per cent from radio, 67 per cent from friends and family, 62 per cent from the Internet, 57 per cent from social media and 35 per cent from newspapers. However, these results are no different from a study conducted by Duncan et al., (2013) which stated that 71 per cent of South Africans used radio most for consuming information, with 67, 3 per cent using television to consume news and lastly tabloid newspapers by 38.5 per cent to consume news and timely information. Balancing Act (2014b) further indicated that most participants, by 33 per cent, used newspapers to consume news and 22 per cent used magazines to consume news on a weekly basis, while 23 per cent of participants consumed news and information from magazines on a monthly basis only.

3.2.9. News Consumption from different media platforms

The subsection highlights news consumption patterns from different media platforms by various media audiences. Most importantly, news consumption today is not the same as pre-satellite news when people have to wait for their morning newspapers or sat down at an appointed time for the evening news on television (Alejandro, 2010). Currently, news consumption is not the same as pre-internet news when people tune in to events happening around the world through 24hour television news channels. Most recently, a growing number of readers, viewers and listeners are going online for their news (Kotilainen, 2009). Television, newspapers and radio are still here but there is a growing competition from interactive online media (Newman et al., 2016). The study conducted by Balancing Act (2014a) further asserts that most people who consume online news are likely to be more active online than on traditional media. In South Africa, Ethiopia, Kenya, Tanzania, Nigeria and Senegal consumers of online news are more than twice more likely to go online daily by 75 per cent than 35 per cent of other Internet users. Other more local social media platforms have claimed significant numbers of users but were only used by a limited number of respondents in the countries where face-to-face surveys were carried out (Balancing Act, 2014b).

Ndlovu (2008) states that news media consumption by South African youth has traditionally received little academic analysis; though this absence is particularly clear with regard to online news media access. A study conducted by Kreutzer (2009) states that 80 per cent of youth used television as the main source of news about once a day per several times daily and 69 per cent consumed and accessed their daily news from radio. Kreutzer's study further reported that online news sources are consumed by a lower magnitude as compared to other sources of news, 28 per cent of respondents use their mobile phone to check the news on an almost daily basis, while only 18 per cent use a computer (Kreutzer, 2009). However, regardless of the technology used to access online news, 23 per cent access an online news source 'several times daily', which equals the level of newspaper readership on the same frequency level of 24 per cent. A significant number of people are now using the Internet as a source of current information and news (Ruggenberg, 2007). On the contrary, a study conducted by Hargreaves and Thomas (2002) indicates that that 10.6 million people per month accessing sites that were either news sites, or which contained news. Given that these figures are for home use only, this understates the level of Internet news consumption. The reasons behind this varied capability among youth to seek out news are numerous: the Internet makes access to information easy, the increase in information on offer by the news media system and its sheer diversity (Hargreaves & Thomas, 2002). This diversity of news providing media directly affects the forming of public opinion and its very richness (Kotilainen, 2009).

Furthermore, the main argument is that most youth are not limited to only a single source of information since social and new media alongside traditional media serve as a source of news and information (Sambe, 2005). Moreover, Casero-Ripollés (2012) established that 4.9 per cent of Spain youth consulted more than five different media for news consumption while. Newman et al., (2016) mention that most people like news media such as newspapers, radio and television stations on Facebook to get information and receive similar news or research alerts from friends and colleagues. Balancing Act (2014a) indicates that most news media organisations in South Africa and Nigeria have the majority of followers than other nations. For instance, South Africa' Metro FM had 301,208 likes and the Daily Sun 275, 82 likes, while in Nigeria, Information Nigeria had 1.4 million likes and Naija.com 1.25 million likes (Balancing Act, 2014a). Furthermore, in most nations like Japan, South Korea,

UK and Canada, television news still remains the most important for older groups but overall usage has continued to decline, particularly amongst younger groups (Newman et al., 2016). Additionally, Newman (2017) asserts that in France a news 24-hour channel has been created to import formats from social media such as 'draw my news'. The average age of the channel is about half that of France television's news bulletins. This indicates that globally, youth are inundated by different types of media for news consumption and information seeking purposes. These youth are not mostly confined to a single source of news and information.

3.2.10. Traditional versus New Media

The subsection deals with the similarities and differences between traditional and new media operations and further outlines the impact of new media on the operation of traditional media. New media are completely diverse from the old media in many different ways (Sambe, 2005). Discrepancies between the two classes of media can be viewed from the perspectives of their operations, uses, ownership, regulations and audiences (Benneth & Iyengar, 2008). There is a massive change from the old media as individuals are migrating to the use of smartphones and social media for news consumption purposes. This has been powered by the increasing use of mobile devices such as smartphones to access social media services (Adegbilero-Iwari & Ikenwe, 2014). The primary concern of these dominant media is mere production and distribution of media contents to their prospective consumers. New media are instilled with all those functions in addition to processing, exchanging and storing of information or media contents (Sambe, 2005). For instance, television programmes are packaged and transmitted to television audiences. A scene captured with a smartphone can be posted to the Internet, shared among friends on a social media, stored up in the mobile device and can be retrieved for future use (Benneth & Iyengar, 2008).

Lipani (2008) states that worldwide most companies these days promote their products and services on the Internet. They are in actuality taking advantage of the opportunities presented by the new media through the Internet. Mittal and Mittal (2013) indicate that the Internet is the most utilised new media by everyone worldwide including the South African youth to communicate and socialise; to find information, to learn new things and be entertained, generate income and run businesses. However, "this began with the visibility of online newspapers and

magazines which formed part of the new media and were made possible by the Internet” (Salman, Ibrahim, Abdullah, Mustaffa & Mahbob, 2011:7). Moreover, the arrival of the new media made traditional media owners worry about losing their influence, profitability and consumers such as youth (Daud, 2008). According to Tom, Hyland, Partner and Chair (2013) new media sequential growth demonstrates that the industry has left behind the large revenue spikes that characterised the early years, adding that, “We’re now looking at a maturing, stable industry that inspires further investment by large, traditional marketer”. Salman, Ibrahim, Abdullah, Mustaffa and Mahbob (2011:8) state that “online newspapers and magazines not only have gained popularity, but have also managed to attract advertisements and this is also a challenge to the mainstream newspapers and magazines to maintain their advertisement revenue. The mainstream media are challenged in many aspects but against all odds they continue to stay and remain as the first important reading material for South Africans in the morning”. The study further explores the youth news platform preferences of new media versus traditional media.

According to Ruggenberg (2007) only 25.7 per cent of youth aged between 18 and 25 are likely to consume traditional mainstream media. Costera (2007); Huang (2009); Raeymaeckers (2002) explain the decline and low consumption and preference of traditional news content amongst youth, which are lack of time, preference for other media, and little interest in the content. The near irrelevance of news items in their daily lives and the lack of a connection to their personal experiences and interests are key factors (Patterson, 2007; Vanderbosch, Dhoets & Van der Bulck, 2009; Qayyum et al., 2010). More on the decline is discussed in detail in sub-section 3.1.7 of this chapter. Nkomo (2016) asserts that in most African households television and radio are highly used for news consumption, with 75 per cent of households in Southern Africa having television sets. Nonetheless, radio is still the best source of news and is most available in Mauritius, South Africa and Swaziland; but newspapers are not doing too well in the region.

As alluded to by Patil (2011), with the emergence of new media (the Internet), traditional mainstream media especially newspapers are becoming inappropriate in terms of providing the latest news to the media consumers. The way forward for print media, particularly in South Africa would be first of all, to improve their credibility (Sambe, 2005). As a result of the development of new media, the traditional media

industry is facing crises stemming from the decline in newspapers' circulation and advertising revenues and the rise of widely available and free online news content in South Africa. Adegbilero-Iwari and Ikenwe (2014:4) support that new and mainstream media such as newspapers, television and the Internet "play crucial roles in connecting the world of individuals. It has the ability to reach wide audiences with strong and influential messages which impact upon society".

This research focuses on the examination of news media consumption patterns in a specific age group: youth. They are pioneers in assimilating technological innovations related to digitisation, and for this they are known as digital natives (Prensky, 2001; Palfrey & Gasser, 2008) or members of the interactive generation (Bingué & Sádaba, 2009). Their condition as early users (Livingstone & Bovill, 1999) makes them a privileged case study for exploring the changes that have resulted from the emergence of the new media.

3.2.10.1. A perspective on the impact of new on traditional media

This part of literature explains the impact of new on traditional media. According to Salman et al., (2011) the layout of a newspaper could change, but the content remains the same form of news. Most importantly, some conventional media have developed online versions; but have not fully embraced the new technology. Currently, youth have come of age with computers, the Internet, and other new media technologies. The arrival of new media has challenged the operation of conventional media (Salman et al., 2011). A White paper (2010) has contended that new media technology are the most recent development of digital, electronic, or information and communication technology in the later part of the 20th century. Austin, Barnard and Hutcheon (2015) assert that the growth of Internet has driven growth in overall media consumption; but in the meantime also eroded the consumption of traditional media.

On the contrary, Cho (2009) states that most new media technology or digital media could be easily manipulated and are interactive in nature. Furthermore, Shapiro (1999) maintains that the emergence of new and digital technology signals a potentially radical shift of putting media consumers control of information production and distribution (Croteau & Hoynes, 2003), unlike traditional media. Moreover, Newman et al., (2016) discovered that in the UK and France news bulletins have lost

around 20 per cent of their under-35s viewers in just two years. Additionally, 24-hour news channels are also under pressure from social media, which is often much faster to deliver critical footage on breaking stories. Austin, Barnard and Hutcheon (2015) posit that the consumption of every traditional medium like newspapers, magazines, television, radio and cinema fell between 2010 and 2014, directly because of competition from the Internet, and the decline is expected to continue in 2017. Newman (2017) confirms that in the USA flagship news bulletins are struggling to remain relevant to a generation becoming used to bite-sized coverage online.

3.2.11. Relating the use of Online with Traditional Media

This subsection explains the relationship between the use of digital and traditional media by youth. The range of media used by most youth to access news is related to drastic changes in the way they process information (Qayyum et al., 2010). The habit of channel-surfing acquired from television watching is applied to news consumption in order to get a general impression of current affairs (Costera, 2007). That means an alteration in the traditional order of reading the news, from a linear, progressive reading to a non-sequential, diagonal, and interrupted and hypertext reading (Bringué & Sádaba, 2009). The fact that young people use different news sources is connected to the transformation in their information consumption habits (Qayyum et al., 2010). According to Casero-Ripollés (2012) age turns out to be a decisive factor with regard to the plurality of news sources used by young people. The highest proportion of young people who use just one media outlet to check the news date is the 16 and 17 year old age group. Moreover, none in this group uses five or more platforms for information consumption, the total opposite to the group of 23 year olds or older. Men are more diverse in the use of media than women.

A study conducted in India by Thadeshwar and Joglekar (2016) indicates that most youth, by 94.5 per cent, prefer newspapers to consume news because they trust the accuracy of the news and information, whereas, 93.1 per cent prefer news apps because they trust the accuracy of the news and information. On the contrary, Freeman (2013) states that adults in Malaysia, by 68 per cent, do not read any daily newspaper regularly, while, 55.6 per cent do not watch any television news programme regularly and 58 per cent do not listen to radio news. Nevertheless, 62.4 per cent of youth respondents state that they read online news regularly. In addition, this study discovered that most Malaysian young adults choose the Internet as their

main source of news. On the contrary, Wok et al., (2011) found that television news consumption is highest among youth in Malaysia. Similarly, the majority of young adults in Hong Kong watch television for news and current affairs (Chan & Fang, 2007) and as indicated in the 2007 Roy Morgan poll showing that television is the main source of news and information for Australian youth (Lancaster, Hughes & Spicer, 2012). However, a study from the World Association of Newspapers reveals that youth today view the Internet as their first choice for news and information.

Furthermore, Freeman (2013) states that while newspaper readership is on a decline among young people, the data of this study show that Malaysian young adult's news consumption is oriented towards the digital media, especially Internet websites and social networks. This demonstrates that youth appetite for news has not diminished, quite the contrary, interest in news and information is fairly high. Additionally, the same study found that news consumption and interest in news among young adults in Malaysia increases with age and maturity. Ultimately, this study advances an understanding of Malaysian young adults' preference for online news and in particular entertainment news. This raises the need for online media to address the complexity of online news being entertaining while keeping most youth well informed.

3.2.12. Challenges Facing Traditional Media in African Context

The subsection emphasizes the challenges facing South African media due to the advancement of new media technology. McLeod, Scheufele and Moy (1999); Pinkleton and Austin (2001); Nisbet (2008); de Zuniga, Veenstra Vraga and Shah (2010) state that the emergence of new media technology has caused newspapers and other forms of media to stay relevant as youth could decide to be informed and entertained by blogs and the Internet (Silicon Republic Knowledge & Events Management Ltd, 2009). The development of online news videos which are shared through social media is eating to the time spent with traditional media (Newman, 2017). The use of new media such as digital computers has challenged the operating of print media as suggested by the advent of online publications (Agboola, 2014). Even traditional media have been transformed through the application of technology such as image manipulation software like adobe Photoshop and desktop publishing tools (Jensen, 2000).

In addition, Agboola (2014:109) posits that “across the world, amidst a major economic recession, print media are being hit by declining adverts revenues, with some organisations blaming this on the rise of the new media technology”. In this regard, some newspapers are viewing the move to Internet-only publishing as their key to survival, as it cuts out overheads such as printing costs (Salman et al., 2011). On the contrary, Agboola (2014) dismisses the talk of the Internet contributing to newspapers’ decline and says the wider economic issues, such as the collapse of banking and property industries, are taking the toll”. Agboola (2014:110) further states that in terms of the media’s ability to make money from promotion, Raeymaeckers (2002) states that the history of publicity is studded by shifts. Previously, it was on the street posters because that is where people were, followed by newsprint, then television and radio, and logically, because it shifts, there’s a decrease in one or other media (Jensen, 2000). However, the real question is what do people want to consume from the media and how.

Furthermore, Nworah (2005) postulates that new media technology are providing media houses with a wider range of audiences, a result of reduced cover price revenues and commercials. Raeymaeckers (2004); Lipani (2008); Brites (2010) studies have confirmed a huge decline on news media consumption and preferences of newspaper news content among youth, a tendency that began in the mid-1990s (Lauf, 2001) and which affects most European, African countries including South Africa. Newman (2017) asserts that most traditional media in response to the pressure and challenge from digital media are creating one minute documentaries for Facebook, while the BBC is pushing 15 and 30 seconds videos to Instagram. The study is concerned with the kind of media South African youth use and prefer most to consume news and the types of stories they mostly consume.

Lastly, Fourie (2007) maintains that for years new media have been used for the purpose of seeking information, entertainment, products, transactions, games or surfing emails. Lauf (2001) posits that most media users are not confined to a single space (building, organisation, country); but could be from anywhere in the world where the user has access to a computer, a modem and the Internet. The Internet is also used to access e-mails; Information; e-Shopping; e-marketing; Online Chat; downloading software and many more, whereas, it also has disadvantages too (Cho, 2009). The disadvantages of the new media are to lose personal information;

pornography and spamming (Sharma, Chawla & Madaan, 2011:24). New media tools replicate the biases, contradictions, and prejudices of society. On the contrary, media could be crucial in educating and mobilizing people to challenge social biases and prejudices detrimental to youth audiences.

3.2.13. New Media Technology: Integration with Traditional Media

This subsection highlights the integration of new media technology within the operation of traditional media. McQuail (2005:38) asserts that the established forms of mass media are often differentiated in media studies from the so-called new media – a term that has been used on various occasions in the past whenever new technology appeared to threaten conventional formats. With the rise of Internet access since the invention of the Web in 1993, *new media* may often refer in broad terms to these technologies, but it is increasingly hard to differentiate them from traditional media due to the hybridity or convergence that is commonplace in much of the Web today (Jenkins, 2006). Media content could be accessed online, increasingly via mobile devices, making the distinction between traditional and new more difficult to maintain due to the ambiguous nature of the term new or digital media (Ito et al., 2008:8). Moreover, Balancing Act (2014a) reports that in South Africa the number of Internet users grew rapidly from 8, 9 million in 2011 to 12, 8 million in 2012. The total number of Internet users was forecasted to increase at 27, 3 per cent compounded to 29, 8 million in 2016, mainly led by the explosion of mobile broadband via smartphones, which could positively affect news consumption among South African youth.

According to Hughes (2001) traditional media can be defined in a number of ways, especially against the background of the latest growths in the new media technology. Most importantly, new media have increased the number of media involved in transmitting messages to bigger and increasingly mixed global audiences (Sharma, Chawla & Madaan, 2011). Print in new media apply when society in their private and individual capacity communicates through intermediate media such as newspapers to large, relatively heterogeneous and anonymous individuals and groups (Beer, 1992). For many years, traditional media have been considered a common and platform of communication in several societies. However, in recent years there has been an increasing link between the institutional traditional media and the private

networks of communication facilitated through the new media technology (Lauf, 2001).

Additionally, nowadays several web masters promote companies' brands on new media. Media consumers are being targeted through new media technology, where they could consume news and express their thoughts, opinions, recommendations and complaints (Lauf, 2001). The major difference between new and traditional media is that their users have a large amount of control over the content disseminated and received when participating in new media technology (Lauf, 2001). However, Sharma, Chawla and Madaan (2011) mention that youth might not be in total control as marketers participate and facilitate in their conversations processes. Fourie (2007) asserts that new media technology comprise virtual communities which play a significant role in the online behaviour of users. Similarly, online communities have the same advantage as offline communities, to discuss issues and influence societal opinions, and by utilising new media; it is also becoming much easier for media outlets to reach the public faster (Sharma, Chawla & Madaan, 2011).

Ohiagu (2010) posits that from the phonetic age, through the print media, down to the electronic and now the digital age, there has been an enormous development of media in high speed. Moreover, Adegbilero-Iwari (2014) states that satellite, the G.S.M, digital computers and cameras and the Internet are the latest developments of media platforms. These media enhance the process of information production, collation, storage, distribution, reception and utilisation of such news by audiences (Webster, 2010). However, Newman (2017) maintains that in recent years, the world has witnessed the evolution of a universal interconnected network of audio, video, and electronic text communications that will blur the distinction between interpersonal and mass communication and between public and private communication.

Newman (2017) advances the argument by stating that new media technology alter the geographic distance, which allow for an increase, interactive and speed of communication than before. Croteau and Hoynes (2003) affirm that new media radically break the connection between physical place and social place, making physical location much less significant for our social relationships. Webster (2010)

adds that new media are web-based or digital computer technology which can be interactive and networkable such as; the Internet, website, e-mail and mobile computing.

3.2.13.1. Youth' motivation to use and access new and traditional media

This ration of literature discusses youth motivation for consuming new and traditional media in the South African context. It further focuses on how new media is shaping South African youth consumption patterns, preferences and news discussion with family and relatives. Webster (2010) asserts that media consumption patterns progress with changes in the digital media environment. In recent years, new media appeared to challenge our notions of what media are, how they operate, and how they impact society (Hughes, 2001). Some researches reflect that the consumptions patterns of traditional media are similar to the newer media as Althaus and Tewksbury (2000) confirm that traditional and new media fulfil successfully gratifications sought and obtained from using the Internet as well as social media networks. According to Ferguson and Perse (2000) people use both new and traditional media for keeping them busy and to pass time. Additionally, Maphiri (2014) asserts that most media consumers use new media to communicate, chat, for entertainment, knowing friends better, sharing ideas with friends and family and news consumption purposes.

3.2.14. The Operation of South African News Media Industry

This subsection highlights the operation of South African news media industry. Sambe (2005) asserts that due to the tremendous growth in sources of disseminating news, there is seemed to be a ground change happening in the media industry, not just in news, because of the spreading reach of social media networks. Today, it is all about personal media (Donner, 2008). The availability of other mobile phone features, such as Bluetooth or an internal camera define a handset's predefined support for a range of other applications, including certain development and health projects (Seo et al., 2008), or citizen journalism (Gilmore, 2004). Furthermore, Alejandro (2010:9) states that "in the old days, a reporter was given a lead or went out to find a story, while, today, many stories are received third hand (sometimes even fourth or fifth hand) through Facebook posts or Tweets so that by the time a story is assigned to the reporter, the story in some form or another is

already out there in the social media universe". Kreutzer (2009) states that recent ventures by news organisations have shown that CNN, Al Jazeera, The New York Times and mobile phones could be used to both provide more interactive means of telling the news from various angles, but also to enlarge the range of potential readers and viewers.

Although, most South African newspapers and television news channels occasionally encourage consumers to send in pictures taken with mobile phones (often to be published only in the print edition), there are many more interactive ways for citizens to become more involved with the news stories they access through the media (Baym, 2008). The considerable popularity of downloading (free) media content, coupled with the high interest in the news by a majority of urban low-income youth, should encourage the print media to engage this important demographic group (Pepler, 2003). At the same time, the findings do not confirm studies showing low interest in the news by South African youth (Claasen, 1996), but resonate somewhat with Strelitz (2004) who found that newspaper readership was particularly popular among African working class students.

Ruggenberg (2007) mentions that low income urban youth were found to be ardent consumers of daily news from a variety of channels, especially public television and local radio stations, these established media institutions have so far not been able to connect with the online world of urban low-income South Africans. Understanding the enormous demand students have expressed in the survey for media content, may be crucial to future success in engaging this audience: Currently, not one of the major online newspapers (MG, IOL, News24) offer such free downloadable mobile phone content (Kreutzer, 2009). But the importance of free or affordable content is crucial as South African news publishers would benefit from providing a moderated portal of their own that provides downloadable materials such as videos or photos accompanying news stories, that will make their sites not only informative, but also more 'infotaining', just as most 'normal' versions of news websites include videos and other features (Kreutzer, 2009). This research explores news preferences among South African youth and how this might relate to their participation in online and mobile media use.

3.2.15. Social Media: A New Platform for News Consumption

The subsection explains the use of social media as a new or digital platform for news consumption among the youth. Sambe (2005) states that social media are the recent developed tools for interaction, news consumption, dissemination of information and current news in a prompt manner among youth globally. The White paper (2010:23) indicates that social media are “the new generation of digital, computerised, or networked new media technology”. They are different from mainstream or traditional media in various ways, which includes “quality, reach, frequency, usability, immediacy and durability”. Adegbilero-Iwari (2014:4), Social Media (2013) posit that social media are the interaction amongst people who create, share and exchange information and ideas in virtual communities and networks such as MySpace, Facebook, YouTube, Flickr, Twitter and BBM and WhatsApp.

Furthermore, this shift in the relationship between communication technology and society manifests not only in the style of mobile communication devices, but also in how they are used and consumed by different audiences (Ha, Yoon & Zhang, 2013). However, the biggest transformation in digital media has been the growth of news accessed via social media sites like Facebook, Twitter, Instagram, and Snapchat (Newman, 2017). In the United States the percentage of people using social media as a source of news has risen to 46 per cent – almost doubling since 2013 (Newman et al., 2016).

Currently, social media are the most engaging and interactive form of communication or public relations in South Africa (Kim, Kim & Kim, 2010). However, social media continue to change and expand their horizons to reach everyone globally (Ling & Yttri, 2002; Ling, 2004). Many people in South Africa use new and social media for communication, sharing information, entertainment, creating conversation, running businesses and news consumption purposes (Maphiri, 2014). The majority of women are much more likely to use social media to find news and less likely to go directly to a website or app (Newman et al., 2016).

In that regard, Cachia (2008:11) notes that “the emergences of new and social media play an important role for understanding developments and economic implications of new technologies”. Most social media have for years now enhanced communication and interaction between people all over the globe and offer

numerous entertaining functions as a tool for social change (Adegbilero-Iwari, 2014:4). A study conducted by Ha, Yoon and Zhang (2013) shows the relationship between new media use and other media use and the importance (manifested by time use) of those media to an individual. Adegbilero-Iwari (2014) asserts that with the use of Internet to access one can manage to create their own blogs and access online news and information every day. Moreover, Maphiri (2014) indicates that most respondents, by 91 per cent, were members of a social media, and had ICT gadgets like smartphones, laptops, iPods, computers. The gadgets enabled them to access the Internet from wherever they were provided they had means of connecting to the Internet. They also could possibly access any social network they were subscribed to. Nkomo (2016) posits that access to news via social media is on the increase in Africa due to the high penetration of mobile phone networks across the continent. Additionally, Newman (2017) notes that in 2017 most television news organisations in the United States of America created Facebook, Twitter and Instagram accounts to share newsfeeds and their short form news videos with their audiences.

Ha, Yoon and Zhang (2013) assert that the youth dependency on non-newspaper web sites and online audio and video news sources will not be too much different from their new media use. This indicates that audiences could share information from these sources with their friends who could have similar background and interest (Ha, Yoon & Zhang, 2013). This imbalance in news consumption diet could have potential impact on the way decisions are taken in any democratic society; therefore, new media use and the news consumption need more attention from researchers (Baym, 2008). Media consumers select the media to consume based on the marginal utility value. Cellphone users who use it for entertainment and information and for personal scheduling (non-interactive purposes) are more likely to spend more time on using new media (Ha, Yoon & Zhang, 2013). On the other hand, heavy users of new media use them to check their social network, Web pages (Baym, 2008). However, Levy, Newman, Fletcher and Nielsen (2016) further indicate that 46 per cent of respondents in United States were using social media for news – even if some countries like the UK by 35 per cent and Germany by 31 per cent have moved less far in this direction. High adoption in countries like Greece, Brazil and Turkey means that usage across all 26 countries averages 51 per cent.

Furthermore, a study conducted by Ha, Yoon and Zhang (2013) discovered that the explanatory power of non-newspaper web sites and online video and audio news was much higher than the one of topic interests (Ha, Yoon & Zhang (2013), the results from the study imply that new social media users are not actively seeking non-traditional news media for their soft news topic preference, but rather new media users' dependency on the Internet reflects their dependency on online media in general. Additionally, Lauf (2001) ascertains that as new media have other social functions for the users other than news; topic interest may not be able to account for time the social networking and companionship use of the media. This study is based on the premise that media use has to be analysed from the entire spectrum of media choices available to individual media consumers. To achieve this goal, this study examines the relationships that exist between the use of traditional and online media to consume news.

3.2.15.1. Facebook and Twitter for news media consumption purposes

Facebook and Twitter have emerged important platforms for news consumption among youth. Thadeshwar and Joglekar (2016) assert that most Internet users are participating news consumers, they willingly contribute to the creation of news, comment on it or disseminate it to other individual consumers. World Wide Worx (2015) reports that 22 per cent 8,8 million access Facebook on their mobile phones, while 3,2 million use android, 2,4 million blackberry, Nokia Asha 1,78 million users and smartphones only just dominate at 5,6 million in South Africa. Notably, Newman (2017) indicates that in 2017 there are around 1 billion people around the world using Facebook Messenger every month and between Messenger and WhatsApp, 60 billion messages are processed daily. World Wide Worx reports of (2014 & 2015) mention that Facebook remained the most popular social network in South Africa with 11,8 million users and identifiable gender of 5,6 million males and 5,6 million females users in 2015, while in 2014 was 9,4 million users. Therefore, the researcher believes that the Internet together with the social media have gained a weight of influence on the worldwide community especially among the youth consumers.

Furthermore, the study conducted by Ruggenberg (2007) indicates that some youth by 17 per cent post links and thoughts about news on social networking sites in a daily basis. Bringué and Sádaba, (2009) reveal that 51 per cent of social media

users mostly access news from people they followed on Twitter and Facebook. The study further discovered that around 23 per cent of youth followed news organisations or individual journalists on social media sites like Facebook and Twitter. Newman (2017) asserts that using social media as source of news is more typical among younger people, suggesting in the long run, the importance of social media in news consumption will certainly grow. On the contrary, Balancing Act (2014a) reported that most of the South African youth use the Internet daily and newspaper circulations in the country is on a downward trend. Meijer (2006) further states that Netherlands youth think of the news as important but boring. Moreover, it is clear that news consumption among youth differ from nation to nation and with different cultural backgrounds.

Additionally, new media technology comprised virtual communities which play a significant role in the online behaviour of new media users (Sambe, 2005). Online communities have the same advantage as offline communities to discuss issues and influence societal opinions and utilising new media, it has also become much easier for advertisers to reach the public through social media (Hughes, 2011). On the contrary, Balancing Act (2014a) indicates that the online readership varies between 2-5 million users a day, averaging around 3.5 million a day. 55 per cent these users are from within the same nation, giving an average daily Internet reach of just over 1.9 million people. In the same manner, on the day social media attract 5 million users, the Internet reach within the country 2.75 million users. In addition, Newman et al., (2016) highlight that news consumption through Twitter and Facebook has become essential over the recent years, to an extent that 10 per cent in the European nations and 14 per cent in the United States at least use social media as their main source of news, with even higher figures in Australia by 18 per cent and Greece 27 per cent. However, Newman (2017) further asserts that live news video are currently being disseminated and consumed through Facebook and Instagram as other sources of news for younger generation.

Likewise, the International Research and Exchanges Board (2006) highlights that there has been a vivid expansion of news provision in South Africa in the last decade and this has been manifested on television, radio, newspapers and recently the Internet. Brites (2014) states that media diversity remains a significant part of today's new and traditional media milieu; so it is crucial to consider both traditional and new

media news consumption patterns. Firstly, both new and traditional media have become the crucial tool of communication and facilitate communication and search information within families and around the globe (Basson, 2006). This study focusses on the relationship between the youth and news consumption patterns from traditional media to new media in South Africa. This study examines the following premise: that South African youth prefer to consume their news from new/social media and are more engaged in public life; and that the youth are still engaged with traditional media.

Secondly, most research indicate that new media are gaining centrality and potential to influence the youth consumption patterns of traditional media in the society (Agboola, 2014). Thirdly, the new media pose challenges on both traditional media and its user's patterns globally (Arnold, 2004). Recently, the advent of the Internet and social media have proven to be an extremely useful sources of news selling products and services and are increasingly being used as forms of public self-expression (Maphiri, 2011; Jones & Pitcher, 2015), but so too has the growth of traditional media (Ndlovu, 2015). On the contrary, Edogor, Jonah and Ojo (2014) asserted that the majority of Nigerian participants had accessed news through social media such as Facebook, Twitter, YouTube; although, minority agreed that that they had access to traditional media like: radio, television, magazine, and newspaper. Twitter was set to launch its own full-scale personalised news alerts service early in 2017. Newman (2017) confirmed most of participants are having access to the social media channels like Facebook and Twitter as the main sources of news than traditional media. Newman et al., (2016) posit that most people recently rely on social media as a source of news than television, radio and printed newspapers. Newman (2017) further asserts that more than one in ten (12%) youth younger than 25 years consider social media as their main source of news.

Furthermore, Duncan et al., (2013) state that South Africa is known as nation populated by media consumers with varied difference of income, preference and lifestyle; but recently transformation has gradually sneaked into the lives of many individuals, especially in rural areas. In agreement, Balancing Act (2014a) asserts that in this modern age South African youth do afford a smartphone that enables them to access the Internet and social media applications as sources of news. Additionally, Albarran (2010) mentions that in African nations "the number of those

who own or have access to smartphones and tablets has grown considerably". These new operators also offer the youth an opportunity to access radio waves, online news, camera, online version of newspapers and magazines. Austin, Barnard and Hutcheon (2015) assert that over the past years digital technology in particular has created new opportunities for people to consume media, by allowing people to access the Internet while out and about shopping, commuting to work, waiting to meet friends, and so on. In addition, Newman (2017) states that 69 per cent of participants considered smartphones as the most important channel for news, thus, most news publishers are recognising the importance of creating a wider range of relevant alerts for smartphone users to attract people back to apps and websites.

Research show that news consumption through social media have either be stable or on the increase (Duncan et al., 2013; Moodie, 2013). Furthermore, Newman (2017) asserts that these new expansions of news consumption also increasing to offer youth a massive opportunity for the creation and dissemination of professional news content. Adegbilero-Iwari and Ikenwe (2013) highlight that these new media technology have restructured the way information is being created, processed, stored, analysed, disseminated and preserved. In this globalised age the society interact, broadcast news and react to events through new media technologies (Moodie, 2013).

Most recently, the whole world experienced an increase in news media consumption from an average of 461.8 minutes a day in 2010 to 485.3 minutes a day in 2014, an increase of 5.1 per cent, or an average of 1.2 per cent a year (Austin, Barnard & Hutcheon, 2015). The study further reveals that over these years, the amount of time people spent using the Internet nearly doubled from an average of 59.6 to 109.5 minutes a day, while time allocated to more traditional media shrank from 402.2 to 375.8 minutes. Newman (2017) asserts that most youth currently spend an average of 19 minutes a day consuming news through smartphones and tablets a figure that is set to double by 2018. It is also interesting that smartphones with 3G and 4G Internet connection have become a wide-spread phenomenon to access and consume news daily among media users.

3.2.16. Decline in News Media Consumption among Youth

This subsection presents literature on the decline of news media consumption among the youth globally. Worldwide, there is a decline in news consumption patterns among the youth (Mindich, 2005). Some previous studies indicate various reasons that explain the decline and low consumption and preference of traditional media news content among the youth, such are: cost, lack of time, preference for other media, and little interest in the content (Raeymaeckers, 2002; Costera, 2007; Huang, 2009). Furthermore, the use of printed media among the youth has drastically declined and the Internet is fast substituting television for all kinds of functions, including keep abreast of the news (Mindich, 2005; Buckingham, 2007). In addition, globally news consumption through newspapers have suffered the most from the Internet competition, followed by magazines; and between 2010 and 2014 the average time spent reading newspapers fell by 25.6 per cent, while time spent reading magazines fell 19.0 per cent (Austin, Barnard & Hutcheon, 2015). In the USA a weekday newspaper circulation experienced a massive decline by seven per cent in 2015 (Mitchell & Holcomb, 2016). While, television consumption fell by just 6.0 per cent with figures expected to continue decreasing between the year 2014 and 2017 (Austin, Barnard & Hutcheon, 2015).

Furthermore, other studies indicate that the cause of decline in news consumption among youth is the lack of inappropriateness of news items to the youth daily lives and the lack of a connection to their personal experiences and interests (Vanderbosch, Dhoets & Van der Bulck, 2009; Patterson, 2007). In most cases the traditional media are indicted for being incapable of catering the needs and wants of their young audience (Qayyum et al., 2010). On the contrary, perceived credibility of a medium, a media company, and media content (Conway, 2001) and the influence from parent's newspaper reading habits are some of the factors (Raeymaeckers, 2002; Zerba, 2004). Moreover, the growing of entertainment industry is one of the influence on news media consumption decline (Pasek, Kenski, Romer & Jamieson, 2006). Furthermore, the youth news consumption is conditioned by two key factors: the age effect, as people get older they consume more and show greater interest in news (Lipani, 2008; Huang, 2009) while, the second factor is related to genre. Qayyum et al., (2010) assert that with the entertainment media one could think of for instance celebrity news or other forms of news media that primarily focus on entertainment instead of information provision news.

Surprisingly, a study conducted by Chyi and Lee (2012) assert that American youth are less likely to engage with news, whether disseminated through traditional or new media. Lewis (2008) indicates that journalists and scholars in the United States have been concerned with the dual troubles of youth declining interest in news and their lack of interest especially in print newspapers. Lewis (2008) further states that in 1972, roughly 50 per cent of all college aged youth read a newspaper every day, but it decreases to 20 per cent in 2008 and keeps dropping among those between 18-29 years. A report from the Kennedy School of Government's Shorenstein Centre on the Press, Politics and Public Policy in (2007) discovered that only one in 20 teens between 12-17 years and one in 12 young adults between 18-30 years read a newspaper on a daily basis.

A study conducted by International Business Machines Corporation's (IBM) established that among youth online news consumption had dropped among those aged 18-24 years, but had risen among older consumers over 55 years (Chyi & Lee, 2012). Furthermore, a survey by IBM's Media and Entertainment group revealed that 64 per cent of youth read a newspaper online in 2008, but in 2009 that figure fell to 54 per cent. In fact, audience ratings for the main evening news programmes on television are declining throughout the United States and Europe, and newspaper readership among youth in Europe is declining (Blekasaune, Elvestad & Aalberg, 2012). Furthermore, Spanish youth do not read newspapers but have preferences for other media (Ripolles, 2012). The reach for German newspapers for all age groups declined from 2006-2010, while, newspaper readership in Italy among young adults was 8.6 per cent in 2010 (Bachmann et al., 2010). In the United Kingdom, news consumption ascended by 20 per cent from 2006-2009, but it comprised online news consumers aged 25-34 years (Kinsey, 2010).

Additionally, Domingo (2008) states that not only youth fail to see themselves reflected in the traditional media, but feel that they are marginal to their agenda setting. In the same manner, the invisibility of the youth in the news has been verified (Kotilainen, 2009; Figueras & Mauri, 2010) and the negativity that frequently attaches to them has also been confirmed (Faucher, 2009; Bernier, 2011). Furthermore, Speckman (2006) asserts that if the newspaper industry does not reach these youth now, it will lose them as readers forever. Some research detect a gap that sees men

consumption become more intense than women news consumption patterns (Lauf, 2001; Raeymaeckers, 2004; Brites, 2010). Moreover, Nkomo (2016) postulates that about 93 per cent of illiterate Africans do not read newspapers, whilst 63 per cent of women do not read newspapers and 72 per cent of those who are over 50 years old also do not read newspapers. However, lack of proper education could be one of reasons for the decline of newspapers as the source of news and information in most African nations.

Moreover, the distance between the youth and traditional media has two distinct consequences. Firstly, the decline of consuming traditional media among youth means the loss of a significant potential market, and therefore, a fall in distribution and revenues (Arnould, 2004). Secondly, the ageing of traditional media consumers does not guarantee a generational shift in news and the youth (Lauf, 2001). On the contrary, Qayyum et al., (2010) assert that news media consumption patterns through the Internet is no longer a preferential activity because the youth rarely search for news in an active way (Ayish, 2001; Rugh, 2004; Miladi, 2006; Zayani & Ayish, 2006), rather they access it if the news story attracts their attention while they surf the Internet (Fandy, 2007). Furthermore, Ndlovu (2015) asserts that new media provide new ways of experiencing news for youth and they are partly responsible for youth reduced attention towards traditional news media. On the contrary, Austin, Barnard and Hutcheon (2015) assert that regardless of television recent and relatively minor decline, it remains by far the most popular of all media globally, attracting 183.9 minutes of consumption a day in 2014. The study conducted by Nkomo (2016) states that everyday consumption of news has gone up from 26 per cent in 2002 to 33 per cent in 2016 using television whilst reading of newspapers declined to 9 per cent. In addition, Austin, Barnard and Hutcheon (2015) posit that Internet consumption came a distant second at 109.5 minutes a day, while television accounted for 42.4 per cent of global media consumption in 2010, and 37.9 per cent in 2014. Moreover, the youth declining consumption of news is remains an issue of technology as it is one that trigger motivation, attitude and commitment of youth to consume news reports.

Furthermore, Patterson (2007) states that instead of a deliberate, conscious, routine search, news consumption has changed and is now based on chance and coincidence. This comes from the way youth use the Internet, like they use it for

social interaction (Carlsson, 2001) and entertainment (Vanderbosch, Dhoets & Van der Bulck, 2009), they also use this technology in a recreational (Sherr, 2005) and utilitarian way (Carlsson, 2001), and so information loses its prominence. Patterson (2005) posits that the manner in which youth use of the Internet has vast consequences for traditional media distributors and the rest of the news media. Agboola (2014) asserts that in this contemporary society these newly inverted media technology allow those with the access to become citizen journalists through disseminating information and reach many people around the globe quickly at a minimal cost. On the contrary, Ndlovu (2015) asserts that the declining level of news consumption is not a national phenomenon limited to youth in the broader South African population; while in the same manner, (Wonneberger & Kim, 2017) indicate that news consumption by young viewers in Korea displayed a linear decline throughout the period of a rapid increase in the number of available channels. On average, Korean young viewers watched news for about 30 minutes during weekdays in 2001, but spent only 18 minutes in 2007. On the contrary, in the Netherlands, levels of news exposure and news consumption for young people dropped from about 50 minutes per week to about 22 minutes in 1990, followed by a gradual decrease to about 17 minutes in 1998. Wonneberger and Kim (2017) further mention that with the expansion of national news programming after 2000, young viewers spent more time watching news. Moreover, a peak was reached in 2004 with an average of 44 minutes per week, followed by a decrease to about 37 minutes in 2006.

Remarkably, news media consumption patterns are undergoing great changes due to the advance of digitisation (Sherr 2005). In this context, to ascertain the deviations in readers' consumption patterns is essential for to measure the scope and effects of digital convergence and the outlook for the future (Casero-Ripollés, 2012). Additionally, computers and the Internet are mostly regarded as the heart of the new communication technology that have important social impacts in the individual lives, the homes, the offices, the schools, and the factory (Huang, 2009). Moreover, researchers and academics must give more attention to the convergence models of communication because of the interactivity of the new and traditional media (Huang, 2009). A study conducted by Wonneberger and Kim (2017) revealed a greater decline in news consumption for younger viewers than for older viewers in Netherlands and Korea.

Most youth use different media not just to access news, but to be engaged with more highly prioritised activities. In other words, they use media to fulfil a wide range of information and news needs (Collins, 2004) and this makes them mostly light readers or even non-readers of news (Huang, 2009). News consumption often times serve as a temporary escape from their prioritized needs mentioned earlier (Shields, 2005). Therefore, youth need short stories, a concise writing style, and multimedia visual presentations to bring them instant satiation while, most youth are not engaged in the political process and are not seeking information needed to make informed decisions (Mindich, 2005). Furthermore, Lesame and Seti (2014) assert that new media could be used specifically for to achieve social and economic development goals for both the state and certain individuals within societies. Youth consume news primarily to monitor the world around them, identify their personal values for truth, and to have basic knowledge to refer to in conversations (Collins, 2004). Additionally, some youth do not want to be passive receivers of news; but also want to contribute to the news content via participatory media, such as blogging and podcast (Huang, 2009).

A study conducted by Casero-Ripollés (2012) reveals that youth view the Internet as their first choice for news and information. The fact is online news is abundant, easily accessible, readily available and people go for online news rather than the traditional media (Mehrabi, Hassan & Ali, 2009). On the contrary, Wok et al., (2011) found that in Malaysia television news consumption is higher than online media and that television is also the most credible media for youth. While, Thadeshwar and Joglekar (2016) assert that the Internet has definitely had an impact on the way most people and youth consume news. Casero-Ripollés (2012) mentions that youth news consumption patterns have gradually, changed with the availability of news “on-the-go” because of the Internet exposure they had.

Additionally, a study conducted by Hargreaves and Thomas (2002) confirms that there has been a significant decline in audiences for television, radio news and current affairs, along with a well logged decline in the use of newspapers. Huang (2009) asserts that television news is less effective than it used to be at reaching young people and has severe difficulties among some sections of Britain’s ethnic minority communities. However, Brites (2010) indicates that television is now the

supreme news medium, in the sense that it is used and respected by almost everyone. Brites further said that television is the only news medium presently capable of reaching everyone with society. In agreement, a study conducted by Thadeshwar and Joglekar (2016) highlights that 91 per cent of people use television for news consumption, compared to 73 per cent for newspapers and 15 per cent for the Internet. While, Wonneberger and Kim (2017) assert that the difference in television news viewing between young adults and their older counterparts increased with an increase of the number of available channels.

Research conducted by Thadeshwar and Joglekar (2016); Wonneberger and Kim (2017) indicate that most people are increasingly consuming news through different sources of media, rather than regularly relying on the same source. Most essentially, new sources of news are major players of news disseminators as more traditional news genres decline. A study of news usage in homes with multichannel television finds that people are making greater use of continuous news channels than previously thought (Huang, 2009). In addition, some of youth alienated from mainstream news media are also exceptionally enthusiastic users of the Internet to consume news (Hargreaves & Thomas, 2002). However, Wonneberger and Kim (2017) assert that gender and income depicted negative relationships to news exposure for the Netherlands but not for Korea. Dutch male youth with higher incomes spent slightly less time watching the news and education was not found influential on how youth consume news.

Additionally, the study conducted by Bentley, Thomas, Han and Okuru (2015) indicates that about six in 10 Africans never read a newspaper and this is tied to poverty, education, gender and age. About 93 per cent of Africans without a formal education do not read newspapers, whilst 63 per cent of women do not read newspapers and 72 per cent of those who are over 50 years old do not. But this does not mean people cannot access news – radio accounts for over 70 per cent of delivery, followed by television (Bentley, Thomas, Han & Okuru, 2015). Notably, Wonneberger and Kim (2017) posit that in the Netherlands and Korea, news viewing among young adults has significantly decreased as the number of available channels has increased. Wonneberger and Kim further assert that the more viewers made use of increasing choice opportunities by watching a larger number of channels, the higher their news consumption. The subsequent section explains the application and

roles of theories in the study, deliberating on their strength and relevance to the current research.

3.3. THEORETICAL FRAMEWORK

This section explains theories which provide a theoretical structure through which the research is strengthened. These theories are employed to provide a theoretical perspective which strengthens the research study. Ognyanova and Ball-Rokeach (2012) posit that the political and economic systems within which media houses operate determine the youth news consumption patterns and their extent to which are willing to dependent on media as the main source of timely news and information. Fourie (2001) asserts that most media theories developed and inverted over the past years sought to clarify the role mass media play within society and audience dependency on media for information and news. Furthermore, research conducted by Hofstetter, Zuniga and Dozier (2001); Hartmann, Berker, Punie and Ward (2006); Hargittai (2007); Livingstone (2008) indicate that media play a significant and influential role in the lives of individual audience globally. Furthermore, this study employs the uses and gratifications and media systems dependency theories based on their strength and relevance to the investigated problem. Moreover, these theories are examined to establish a vantage point through which the study sought to address its aim and specific objectives.

3.3.1. The Uses and Gratifications Theory

This subsection deals with the chronological development and relevance of the uses and gratifications theory to the current study. The uses and gratifications theory is one of the most popular theories that most academics and scholars used to best qualitatively measure media use by audience which has gone without a trustworthy response (Pavlik & McIntosh, 2005). Furthermore, Katz (1959); Klapper (1963); later Blumer and Katz (1974) developed the uses and gratifications theory to examine media consumption by focusing on how individual audience within society use different media platforms to satisfy their specific needs. Pavlik and McIntosh (2005) assert that for years, this framework has been known as 'the uses and gratifications model' which was tested repeatedly by various researchers and demonstrated to be an audience-centred theory. The theory claims to understand why most media consumers with diverse needs use media and for what purpose (McQuail, 1983). The uses and gratifications theory suggests that media users play an active role in

selecting and using both traditional and new media, and these media consumers take an active part in the communication process because they are goal oriented in their media use (Blumer & Katz, 1974).

Furthermore, McQuail (2010) postulates that most audiences use the media to be informed, educated, entertainment, enhance social interaction and escape from the stresses of everyday life. Spring (2002) posits that often times, media users engage with the mass media to gain basic satisfaction such as education, entertainment and information on current events from major media sources such as television, newspaper and the Internet. In addition, most media users have diverse reasons for selecting certain media and intentionally choose a message source that best fits their personal, affective and informative needs (Lancaster, Hughes & Spicer, 2012). Yet, McQuail, Blumer and Brown (1972) reveal that surveillance, diversion, personal identity and personal relationship are some of the main reasons audiences consume media content. McQuail et al., (1972) define surveillance as information about aspects that might affect people or help them accomplish their intended goals while, diversion is an emotional release or escape from routines. Personal identity pertains to self-understanding or value reinforcement, and personal relationship describes the use of media as social utility of information in conversation and as a substitution for companionship.

Additionally, Katz, Gurevitch and Haas (1973) are of the view that uses and gratifications is an audience-centred approach in which audience use a specific media to gratify their needs and desires which are cognitive, affective, personal integrative, social integrative and tension free needs (Lancaster, Hughes & Spicer 2012; Fourie, 2009). Likewise, Lin (1999) asserts that relaxation, companionship, habit, passing time, entertainment, social interaction, information or surveillance, arousal, and escape are some reasons individuals consume media content and states that most uses and gratifications studies explore media use motivations based on some or all of these dimensions. The current study examines reasons why South African youth engage with different media on a daily basis.

Hofstetter, Zuniga and Dozier (2001) further postulate that most individuals within society are not passive consumers of media content, rather, they have power over their media consumption and assume an active role in interpreting and integrating

media into their own lives. LaRose, Mastro and Eastin (2001) assert that unlike other theoretical perspectives, the theory holds those audience responsible for choosing media to meet their desires and needs to achieve certain gratification. Most individuals use the media to keep company and compare themselves with situations and values with those of others. Media use also provides a focus among people for interaction with others (Lancaster, Hughes & Spicer, 2012). The theory was further applied to question what people do with the media and for what purpose they use the media and what they get from using the media (O'Sullivan, Hartley, Saunders, Montgomery & Fiske 1994; McQuail 1994, cited in Fourie 2001:297). The theory then implies that various media compete against other information sources for youth attention and satisfactions.

Furthermore, the uses and gratifications theory is employed in the study to establish types of media most South African youth use to consume news in daily basis. Most of the time audience actively negotiate with media messages and treat media as the main source of influence amid other sources and they have reasons for using media (Blumler & Katz, 1974). In addition, Parker and Plank (2000) ascertain that relaxation and escape anticipated Internet usage with a standardised beta of indicating that approximately nine per cent of the variance was explained. Lin (1999) discovered that most audiences use the media for surveillance; escape, companionship, and identity; and entertainment with a prediction that 47 per cent of the variance in a multi-item measure of the likelihood to adopt online or Internet services to consume news.

3.3.1.1. The application of the uses and gratifications theory in new media

The uses and gratifications theory is perhaps the fundamental model for clarifying media exposure in the field of mass communication and media studies (Parker & Plank, 2000). Previously, the theory has been used to study an engagement between traditional mass media and audiences (Palmgreen, Wenner & Rosengren, 1985) as well as interpersonal communication (Rubin, Perse & Barbato, 1988) and recently the Internet (Perse & Greenberg-Dunn, 1998; Eighmey & McCord, 1998; Kaye, 1998; Korgaonkar & Wolin, 1999; Lin, 1999; Dimmick, Kline & Stafford, 2000; Ferguson & Perse, 2000; Papacharissi & Rubin, 2000; Parker & Plank, 2000; Charney & Greenberg, 2001; Flanagin & Metzger, 2001;). Furthermore, various scholars typically start with descriptions of common media use, obtain ratings of the

frequency or importance of those uses and factor analyse the results to obtain gratification factors that are then correlated with media use (Palmgreen et al., 1985; Charney & Greenberg, 2001). The current study examines the patterns of news media consumption among the South African youth and discusses the audience's engagement with the media to gratify their specific needs.

The influx of new media technology has actually strengthened the significance of the uses and gratifications theory (Oliver & Bartsch, 2010). The theory challenged the older views or ideas about audience being passive in nature. In fact, the uses and gratifications theory has always provided a cutting-edge theoretical approach in the initial stages of each new mass communications medium: newspapers, radio, television, and now the Internet (Amy, Comp, Horovitz, Hovarter, Miki & Bevan, 2012). Although scientists are likely to continue using traditional tools and typologies to answer questions about media use, scholars must also be prepared to expand their current theoretical models of the theory (Parker & Plank, 2000). Contemporary and future models must include concepts such as interactivity, demassification, hypertextuality, and asynchronicity (Ruggiero, 2000). The deregulation of the communications industry and the convergence of mass media and digital technology have altered the exposure patterns of many media consumers (Finn, 1997). As new media present people with diverse media choices, motivation and satisfaction become even more crucial components of audience analysis. Ruggiero (2000) states that the theory has been applied to a wide range of newly popularised video games and new media technologies by different researchers.

Furthermore, Leung and Wei (2000) affirm that most people use new media to gratify their affection, entertainment, instrumentality, psychological reassurance, fashion, mobility, and immediate access needs and desires. Melanie and Punyanunt-Carter (2012) postulate that the gratification of needs differ based on location and audience such as using mobile phones in buses, cars, and trains is related to the satisfaction of mobility and immediate access, talking to business partners is related to the gratifications of instrumentality, talking to family members is related to the gratifications of mobility and affection. Dimmick, Kline and Stafford (2000); Ferguson and Perse (2000); Flanagin and Metzger (2001) agree that concepts of active and audience need to be revised when applied on the Internet because audience have different reasons for using the Internet. Ruggiero (2000); Leung (2001) assert that

some people are goal-directed and may want to complete a task through visiting specific Web sites, while others may only be curious and surf the Web for fun.

Similarly, Singer (1998:10) views “the Internet as the ultimate in individualism, a medium with the capability to empower the individuals in terms of both the information they seek and create”. Inversely, new media are the ultimate in community building and enrichment, in a way that most users can begin relationships online that have never been possible through traditional media (Leung, 2001). Despite this expectant portrayal, Rafaeli (1986) expressed that communication through new media may prime to loneliness and isolation of individuals within families and societies. Young (1996) raises concern that extreme use of new media may leave users exposed to technological dependencies like Internet addiction. In addition, a study conducted by Kaye (1998) indicates that most people use more of new media for entertainment purposes than social interaction, escape and gratifications. Perse and Greenberg-Dunn (1998) assert that the Internet and media gadgets used by many audiences could typically be a habitual way for keeping themselves busy and occupied daily.

Additionally, a study conducted by Donohew, Palmgreen and Rayburn (1987) postulate that individuals with a high need for gratification had lifestyles involving greater exposure to media sources of public affairs information than individuals with a lower need for satisfaction from media. Raacke and Bonds-Raacke (2008) suggest that the concept of active audience is gaining trustworthiness and credibility with emerging media researchers and academics. Ruggiero (2000) asserts that new media continue to offer consumers with an enormous range of sources to select information that better gratify their needs of interest. Ferguson and Perse (2000) attained a significant regression result that explained nine per cent of the variation in Web usage, mostly from a measure of expertise which is based on previous involvement with the Internet. None of the gratifications factors tested was a significant predictor, although substantial but low zero-order correlations with usage were observed.

3.3.1.2. *The analysis of Internet-based media*

Presently, the uses and gratifications theory is considered to be an essential technique to analyst and understand trends in usage of Internet-based media

(Stafford & Schkade, 2004). This is largely due to how well a Web user's usage habits align with the expectations of uses and gratifications studies; specifically, when Web users are actively pursuing gratification through the Internet (Leung, 2013). Moreover, Stafford and Schkade (2004) ascertain that gratification does not occur spontaneously to media users, since they should actively engage with the selected media searching for information that could best gratify their anticipated needs. Stafford and Schkade (2004) further posit that online users need great effort to satisfy their needs as compared to picking up a newspaper or turning on a television, because the Internet could better gratify their needs, and there is typically more of a barrier to access than with conventional media. Ruggiero (2000) states that the uses and gratifications theory has been debated focusing on its accuracy and relevance in evaluating an audience's utilisation of mass media.

Furthermore, many media scholars continue to insist that the uses and gratifications theory is a legitimate vehicle to assess user activity in different media, including modern media (Leung, 2013). New theories have emerged regarding the role of the Internet in the mass media, suggesting that in addition to usage process and derived content gratifications, a new and vital social gratification is critical to evaluating Internet use (Stafford & Schkade 2004). Similarly, Ruggiero (2000); Leung (2013) suggest that it is essential to acknowledge that, the uses and gratifications study has endured the test of time as the best method for approaching a new medium and the rise of the Internet in society has prompted a renaissance in uses and gratifications research.

3.3.1.3. The use of media by men and women to gratify their needs

Men and women use the media differently to gratify their specific needs. Melanie and Punyanunt-Carter (2012) indicate that most women gratify their needs of accessibility/mobility, relaxation and escape, and coordination higher than men do. This could imply social and societal expectations for females around independence but connected to family and friends and a tendency for women to rely more on detailed conversation in text messaging than men (Melanie & Punyanunt-Carter, 2012). Since many females use mobile phones as devices to connect to the Internet and both contribute and retrieve content as Stafford, and Schkade (2004) have investigated the uses and gratifications of smart devices which engage multiple

media. The uses and gratifications theory for contributing mobile content differ from those for retrieving mobile contents.

Additionally, Chua, Hoe-Lian and Lee (2012:34) postulate that the Internet lies at the locus of a new media environment that has “altered the structural relations among traditional media such as print and broadcast and unites them around the defining technologies of computer and satellite”. Audience gratification can be derived from media content, exposure to the media per se, and social context (Katz, Blumer & Gurevitch, 1974). It is however, clear that youth use the media for various reasons and purposes, which is to satisfy various personal needs of information, entertainment and education (Spring, 2002), which could be to pass time or as a social tool, each medium is used for a unique purpose (Melanie & Punyanunt-Carter, 2012). Since the uses and gratifications theory has its origins in psychology (Chua, Hoe-Lian & Lee, 2012) more specifically, in the analyses of human motivation and behaviour of certain media users, the theory is being discussed to offer a theoretical platform on what South African youth do with the media.

3.3.1.4. Gratifications sought and gratifications obtained

This section of research explains the differences between the gratifications sought and obtained. Gratifications sought refers to the expectations individual audiences have before the exposure to the media content and gratifications obtained refers to the satisfaction received after being exposed to the media content (Pitout, 2007). In recent years, the theory has been reformulated to stress comparisons between the gratifications sought (GS) from a medium with gratifications obtained (GO) (Leung, 2013). The underlying process is now conceived as an iterative one in which initial expectations about the outcomes of media exposure (the gratifications sought) are continually modified through observation of the gratifications actually obtained from the media, feeding back into the gratifications sought through future media exposure (Palmgreen, Wenner & Rayburn, 1981). Gratifications sought do not predict media behaviour very well but have a far greater descriptive power when compared with the gratifications obtained (Leung, 2013). Furthermore, Palmgreen (1984); Ruggiero (2000) indicate that the majority of research studies in the uses and gratifications practice have tried to answer the question about the gratifications sought and obtained from the media by evolving typologies of those various gratifications (Leung, 2001), these studies further attempted to codify ideas about why audiences

choose certain media at various times and what they get out of their connection with the media. The uses and gratifications theory is more relevant for this study because its main purpose is to investigate youth's usage patterns of new and traditional media to consume news.

3.3.2. The Media System Dependency Theory

This sub-section highlights media system dependency as one of the theories applied in this study due to its relevance and strength. It also discusses the dependency of media consumers on traditional and new media. Types of media needs by youth, the relationship between media, society and audiences are explained.

3.3.2.1 An overview of media system dependency theory

Media dependency theory postulates that the influence of media is determined by the interrelations between the media, its audiences, and society (DeFleur & Ball-Rokeach, 1982). However, Ball-Rokeach and DeFleur (1976) were the first researchers to develop media system dependency theory. This theory is grounded in conventional sociological literature positing that media and their audiences should be studied in the context of larger social systems (Ognyanova & Ball-Rokeach, 2012). The theory further assumes that the more audience dependent on the media for having their needs met or fulfilled, the more crucial the media will be to that individual youth person (Auter, 1992). Media system dependency theory emerges as an outlet of uses and gratifications theory (Ball-Rokeach 1985), and theory the focuses on the dependency associations between the media and their users (Cho, 2009). Media system dependency theory results from motives, strategies, and the restricted availability of media that fulfill the motives of audiences (Cho, 2009). When this theory is applied at the individual level, it is called theory of individual media dependency (Ball-Rokeach et al., 2003).

Additionally, the theory brings together the interrelations of social systems, mass media, and the individual into a comprehensive enlightenment of media effects (Lowery, 2004). At its essential, the dependency theory states that the more a person depends on media to meet needs, the more important media will be in an individual's life, and therefore the more effects media will have on those people (Wilkin & Ball-Rokeach, 2006; Riffe, Lacy & Varouhakis, 2008). People use media for various motives such as information, entertainment and parasocial relationships just

to mention but a few. The individual's dependency on the media can result on the media having much more influence and power over them (Riffe, Lacy & Varouhakis, 2008). If audiences could be dependent on the media for information, the media could be the only source of information and news (Donohew, Palmgreen & Rayburn, 1987). The theory is applied to convey proper understanding of the interaction between media systems and their consumers, in this case the youth.

Furthermore, media system dependency theory envisages a strong connection between media dependence and their influence on the lives of audiences (Ball-Rokeach, 1985; Morton & Duck, 2000; Patwardhan & Ramaprasad, 2005). The theory views the audience as dependents to any kind of media in order to be informed, entertained and educated and examines the dependency relationship that exist among different media and their consumers (Hindman, 2004). Ball-Rokeach and DeFleur (1976) affirm that both media and audiences depend on each other to satisfy their needs and goals. Miller (2002:247) states that the notion of dependency is understood as a "relationship in which the satisfaction of needs or the attainment of goals by one party is conditional upon the resources of another party". Block, (2008); Pies, (2009); Choliz, (2010) state that recently individuals with the society have become dependent to new technological devices as they become increasingly integrated into their daily lives. Hakoama and Hakoyama (2011) regard the excessive use of and dependency of audiences on new media technologies to be addictive disorder. Ohiagu (2010) affirms that both the media and audiences dependants on each other to satisfy their goals, needs and visions. Additionally, DeFleur and Ball-Rokeach (1989) assert that mass media audience depended on mass media to satisfy their daily information and socialisation needs. Chen (2014) concludes that audiences have power to select different media to fulfil their diverse needs and reach their various goals.

3.3.2.2. Types of media needs among youth

This part of the study discusses various types of needs most media systems could like to fulfill or gratify among their audience. Studies conducted by Ball-Rokeach and DeFleur (1976 & 1979) indicate three diverse types of media needs that determine how crucial media are to a young person at any given moment: The need to understand one's social world (surveillance); the need to act meaningfully and effectively in that world (social utility); and the need to escape from that world when

tensions are high (fantasy-escape). Ball-Rokeach and DeFleur (1976); Ball-Rokeach and DeFleur (1979); Wilkin and Ball-Rokeach (2006) assert that when the above-mentioned needs are high, most audiences would turn to media for their needs to be gratified, and afterwards the media would have a greater opportunity to influence their cognitive, behavioural and affective needs.

Furthermore, Ball-Rokeach, Power, Guthrie and Waring (1990) assert that none of these media needs are constant over long periods of time, because they fluctuate based on aspects of current situation, social environment and information needed at that particular time (Morton & Duck, 2000). In the same context, information refers to the production and distribution of all types of messages and media content that audiences consume to gratify their diverse and specific needs (Ball-Rokeach, Power, Guthrie, & Waring, 1990), which could also result in Internet dependency (Ball-Rokeach, 1998). DeFleur and Ball-Rokeach (1989) posit that mass media audiences utilised information both in news and entertainment forms to make sense of themselves and society, to interact with others, and to understand cultures, values, and norms. The media dependency model attempts to elucidate when, why, and how audiences develop dependency on mass media system to gratify their needs (Ball-Rokeach, 1985). This study investigates the youth dependency on media to fulfil their information needs and types of news they mostly consume to gratify their specific needs.

Likewise, Loges and Ball-Rokeach (1993) believe that media system dependency theory is based on the idea of the uses and gratifications theory, but the two theories are more in the media effects tradition. Loges and Ball-Rokeach (1993) further suggest that there is a connection between newspaper readers and their dependency on newspapers as a social and economic institution. Such a relationship guides people's media selection (Chandler, 1994). Moreover, Loges and Ball-Rokeach (1993) study established that audience demographics alone do not explain who reads newspapers; because research should also describe why people read and what they seek from the media. Swanson (1979) observed how individual audience needs influence their choice of media source and what benefits they receive from those choices. For instance, the same television programme may gratify different needs for different individuals. Those different needs are associated with individual personalities, stages of maturation, backgrounds and social roles

(Chandler, 1994). In addition, Morton and Duck (2000) state that in most cases young children are likely to watch television in search of information and hence more susceptible to influence. However, these developmental factors could be seen as interrelated to some motives for media usage among every audience.

3.3.2.3. The relationship between society, media and youth

This sub-section deals with different levels of relationships that exist and could cause interdependency between media, society and audiences. According to Ball-Rokeach and DeFleur (1976); Rubin and Windahl (1986), dependency on media arises from three interdependent relationships:

- ❖ The relationship between the society and media: Within this relationship, media access and availability are regarded as important backgrounds to an individual experience with various media. The nature of media dependence on societal systems varies across political, economic, and cultural system;
- ❖ The relationship between the media and audience: This relationship is the key variable in this theory because it affects how youth might use a mass medium such as television, newspaper and the Internet. This relationship also varies across media systems. The more salient the information needs, the stronger is the motivation to seek mediated information and the dependency on the medium. In result, the likelihood for the media to affect youth becomes greater;
- ❖ The relationship between the society and audience: societies influence the youth consumers' needs and motives for media use, and provide norms, values, knowledge, and laws for their members. Social system can function as an alternative to the media by offering similar services of the media.

The above discussion indicates that media system dependency theory sets out to explicate power relations among various social entities systems (Ognyanova & Ball-Rokeach, 2012). The theory focuses on *dependency*: a relationship in which "the attainment of goals by one party is contingent upon the resources of another party" (Ball-Rokeach & DeFleur, 1976:45). Furthermore, Pinkleton and Austin (2001); Scheufele and Nisbet (2002) assert that media use and news consumption in

particular enhances effectiveness, public affairs knowledge, and civic engagement among the youth. The emergence of the Internet as a major source of news and an important social platform as Shah, Cho and Eveland (2005) investigated the democratic potential of digital media. Similarly, studies conducted by Scheufele and Nisbet (2002); Lee (2006); Coleman, Morrison and Svennevig (2008) state the different and inconsistent results about the audience' dependency on new media as the main source of information and news. This study addresses the news media consumption patterns among the youth, the divergences that exist in consuming the news from new and traditional media. It further focuses on the use of television, newspapers and the Internet to consume news and how the media maintain dependency on online resources more relevant than exposure measures.

3.3.2.4. Stages of dependency on media system

Media system dependency theory functions at various stages of investigation. Ball-Rokeach (1985) indicates that a media system theory has two-way resource dependency relations with individual (micro-level) groups and organisations (meso-level) and other social systems (macro-level) that exist within different communities. Ball-Rokeach (1979) asserts that every country and nation's media system depend on social systems like economy, organisations and government for resources for them to function effectively and vice versa. At the macro level, the media system dependency theory states these interrelationships impact what kinds of media messages are dispersed and circulated to audiences for consumption purposes (Ball-Rokeach, 2008). These relations are seen as relatively symmetric as each of the three systems relies on the other two for its survival. The political system, for instance, depends on media to reinforce social values and norms, support the maintenance of order and help mobilize citizens. Media, on the other hand, rely on political institutions for legitimation, judicial and legislative protection, as well as a constant supply of relevant story material (Ball-Rokeach, 2008). Macro level application of media system dependency theory explicates the interdependencies among youth audiences, media and society.

Furthermore, Loges (1994); Ball-Rokeach (1998) posit that the intensity of audience' media dependencies is inclined by macro factors such as economic and social aspects. It is also affected by the structural stability within a society and the levels of uncertainty experienced by audience members. As the complexity of navigating a

social environment increases, media assume a broader variety of important functions. Regarding micro or individual level, Ball-Rokeach (1985) postulates that the theory deals with the relationship and interaction between consumers and various media such as traditional and new media. The micro level dependency, better known as individual level media system dependency (IMD) begins with an assessment of the types of motivation that bring about individual youth to use the media daily. In the perspective of IMD, goals are desired to needs to intellectualize the motivations that affect media behaviour. According to Ball-Rokeach and DeFleur (1976) goals are the key dimension of individual youth motivation. While needs imply both rational and irrational motives, goals imply a problem-solving motivation more appropriate to a theory of media behaviour based upon the dependency relation. Micro level applications of media system dependency theory focus on the relationships youth develop with mass media that in turn predict exposure.

3.3.2.5. The power of new media on youth dependency to social media

This sub-section of the literature explains the impact of new media on youth dependency to social media as a source of timely news and information. Ling (2012) states that the advancement in new media provided a taken-for-granted connection to their youth users in public spaces without any boundaries. New media are social mediating devices that anybody could use to connect with social media and to access information at any given time (Chen & Katz, 2009). Media users have developed strong attachments to their devices and felt anxiety when the users were without their devices. It is important to understand the dependency between media users and their devices (Chen & Katz, 2009). This study utilises Sandra Ball-Rokeach's (1976) media dependency theory to understand why media users, in this case youth could develop dependency on various media to access news and timely information.

Additionally, Chen (2014) articulates that youth depend on their various media devices to build their self-identities and group identities. Smith (2012) indicates that their dependency enable them to navigate into unfamiliar places, make decisions, and learn how to interact with other individuals. Additionally, Rainie and Fox (2012) assert that most youth use media devices to block unwanted interactions and coordinate communication with family members and friends. Smith (2012) further posits that the majority of youth depend on new media devices to read books, news,

watch videos, and listen to music, searching for timely information, as well as update their social media status. However, information-seeking is a key motive predicting Internet use among youth (Papacharissi & Rubin, 2000); whereas goals related to information-gathering and understanding one's social environment are also a major factor in media dependency relations (Ball-Rokeach, et al., 1984). In most cases, especially among youth, Internet dependency is absolutely associated with online news consumption (Patwardhan & Yang, 2003). However, research conducted by McLeod, Scheufele and Moy (1999); Pinkleton and Austin (2001); Nisbet (2008); de Zuniga, Veenstra, Vraga and Shah (2010) posit that news media consumption among youth is expected to result in higher levels of political effectiveness, public affairs news increases civic knowledge, which in turn strengthens the belief that one can understand the political system well enough to participate effectively in it.

3.3.2.6. The influence of media dependency on youth' social interaction

This part of the literature explains how dependency on media could influence youth's communication with the family and friends. The content of traditional media serves a range of social functions as it provokes conversation, provides reminders about social norms, and delineates the boundaries of acceptable interpersonal conduct (Ball-Rokeach, et al., 1984; Ball-Rokeach, 1985). The Internet allows for two-way communication, which has direct implications for social interaction (de Zuniga, Veenstra, Vraga & Shah, 2010). In an analysis of online motivations and behaviour Melton and Reynolds (2007) find communication-related goals to be an important aspect of Internet dependency. One social goal that has political consequences is the wish to interact with ideologically similar discussants. Individuals have a well-known preference for associating with like-minded others, as this reduces the discomfort of encountering diversity (Brass, 1995). As a result, personal ties are often homogenous with regard to multiple socio-demographic characteristics (McPherson, Smith-Lovin & Cook, 2001). Furthermore, Melton and Reynolds's (2007) assertion that the overall youth dependency was based on the extent to which Internet serves goals related to information seeking, news, communication and entertainment. Furthermore, Ognyanova and Ball-Rokeach (2012) assert that Internet dependency is best predicted by the subjective information utility of the Web as a source of comprehensive local, national and international news.

Likewise, the audience activity factors from the individual media dependency theory-active selector and casual observer-seem insufficient to grasp the essence of user activity within a new media context (Cho, 2009). The Internet allows most youth to search for any information they desire at any given time (Chang et al., 2006). Unlike traditional mass media dependency, mobile media dependencies were developing because mobile media users utilised information from both mobile media content and the device to reach their goals, such as communication, information, learning, decision making, and networking, in public spaces (Morrell, 2003). Developing from the uses and gratifications theory, the media systems dependency theory argued that if an individual became dependent on mass media to fulfil their certain needs and goals, the mass media would become more important to that individual (Ball-Rokeach, 1998). Ball-Rokeach and DeFleur (1976) state that the individual did not depend on all media equally, and people might be more dependent on certain media for information or sources in times of change or when there was an increase in uncertainty.

3.3.2.7. Technological transformation and youth dependency on new media

This part of the research explains the technological transformation and youth dependency in new media technology. Comparable to every main technological transformation, new media technologies and merging have since their advent become embedded into the daily life of several audiences worldwide (Morrell, 2003). The emergence of new media has resulted in living a day without the Internet an absurd to several young people globally (Ruggiero, 2000). The world is in an ever-evolving new media environment in which youth and the media interact and influence each other in various and philosophical ways (Kubey, 2001). Media consumers are continually adopting and exploiting the newest applications of new media that are becoming ever so embedded into their daily life (Cho, 2009). Over the past few years, technology has truly transformed societies and how people communicate and interact with one another (Kubey, 2001). The study is grounded on the theoretical impression of new media dependency theory, on how youth depend on the media to consume timely or daily news and information.

Furthermore, Larose et al., (2001) assert that over the past years the personality of the Internet has changed, as it is now regarded as the main source of information, news, enjoyable activities and social media. These also include playing games and

downloading music from the Internet through new media gadgets. Kubey (2001) adds that the new media environment is becoming rooted into daily life of most youth than any other mass media. Larose et al., (2001) further posit that the extreme use of the Internet could result in perceived addiction. Narasimhamurthy (2014) asserts that most youth have enjoyed an expanded range, quality and choice of news and information content through new media communication forms. Many youth have turned the Internet into a daily platform to conduct information seeking and communication activities.

A study conducted by Ha, Yoon and Zhang (2013) reveals that most youth consume news from non-traditional news outlets. The Internet is becoming very much important for every one as it is one of the newest and most forward-looking mass medium at present (Cho, 2009). Youth mostly depend on new media to consume information and to know what is going around them in world, nationally and locally (Livingstone, 2008). Youth depend on new media for different purposes including seeking for information (Cho, 2009). To depend on new media some of them are interested in chatting, probably they are members of a community. These communities produce information and consume information which leads to transformation of new culture (Ha, Yoon & Zhang, 2013). New media dependency serves the users into fast-flowing online conversation, helping individuals, friends and colleagues to contribute to online debates or learn new culture from others (Narasimhamurthy, 2014). Furthermore, Chen (2014) asserts that since the Internet breakthrough as a new mass medium, it has become a topic of wider discussion of implications for society. Many of them find that new media has great benefits and consider the Internet a tool for freedom, commerce, connectivity and other social benefits especially the culture. Cho (2009) posits that social and cultural assessments of the new media dependency are very useful because it can guide policies for the design, regulation and dependency of new media.

The above discussion, therefore indicates that both the uses and gratifications and media systems dependency theories are based on the concept of an active audience, which has been widely embraced by researchers of new media (Rubin, 2002). In the Internet era, youth are actively engaged in online communication because of the built-in interactivity features (Ruggiero, 2000). In the early stage of each new mass media the uses and gratifications and media system dependency

theories have always been adopted to provide insight regarding the relationship between youth audience and media (Ruggiero, 2000). Both uses and gratifications and media system dependency theorists view audiences as active consumers of media content (McPherson, Smith-Lovin, & Cook 2001). Ball-Rokeach and DeFleur developed a theory that numerous scholars use to explore social phenomena in relation to the media; studies on VCR (Levy, 1980), videotex (Atwater et al., 1985), cable television (Heeter & Greenberg, 1985), remote control devices (Perse & Ferguson, 1993), and online television broadcasting (Redmond, 1997) all those theories as their theoretical framework. This study has followed the same tradition in an attempt to explain how and why youth use and do not use or have dependency syndrome on certain media in South Africa. However, media system dependency theory is utilised in the study to determine the level of dependency South African youth have on both new and traditional media as sources of information and to satisfy their personal and specific needs.

The discussed theories are relevant to the study for the researcher to examine the patterns of news media consumption among the South African selected youth from the active users' point of view. The level of dependency may be viewed as an association in which the satisfying of needs or goals is dependent on the assets of another party. This implies that the dependency on information by the media is everywhere and constantly prevalent in society. Moreover, the theories address the media effects on the youth. The approaches assist the study with the permissive of the media and its relationship with youth's patterns of news media consumption, behaviour and perceptions. The uses and gratifications, media systems dependency and new media dependency theories examine the youth's responses in the questionnaire interviews of the study.

3.4. SUMMARY OF THE CHAPTER

In a nutshell, the chapter reviewed different literature related to the current research study. It focused on news consumption among employed and unemployed youth, which revealed that there is equally high use amongst unemployed youth of radio news as a source of news while employed youth use television to consume news. The chapter dealt with different types of news consumed by youth and also on gender and age differences factors on news preferences among youth. The causes

of decline in news media consumption among youth are also discussed. The chapter further outlined a theoretical structure upon which the study is essentially reinforced and underpinned. It has explored the theoretical balance which permits better understanding of the patterns of news media consumption among the youth in South Africa.

The chapter further discussed the uses and gratifications and media systems dependency theories that have been employed in the study based on their strength and relevance to the investigated problem of the study. The chapter revealed that news models are indeed in the transition age, moving from old concepts while embracing new models of consuming and transmitting information. Conventionally news media outlets have been very close to official sources, until recently it has changed. The scope was often national or international, but currently youth know much about what is trending internationally than locally due to the development of new media and the Internet.

CHAPTER FOUR

RESEARCH DESIGN AND METHODOLOGY

4.1. INTRODUCTION

The preceding chapter reviewed literature of studies relevant to the study and explained the role of theory in the study. In this chapter the research design and methods are described. The chapter centres on research techniques upon which the entire study is based including the motivation of the research design and methods, a description of the population and sampling procedures of participants. The measuring instruments, research area of the study, quality criteria, ethical considerations, data collection procedures, as well as the methods for data analysis are discussed. The emphasis of this chapter is based on the use of a sequential mixed research method. The research employed a self-administered questionnaire survey and an in-depth personal interview for data collection. This chapter justifies the choice of the methods used. Moreover, the study investigates the patterns of news media consumption by South African youth living at the University of Venda during the period of study.

4.2. RESEARCH DESIGN

This section explains the research design within which the whole study is underpinned. A research design is a careful plan of the operations that have been employed to collect data in an organised and objective way in accordance with the methods and ethics of social research (Du Plooy, 2002). A research design can be thought of as the logic or master plan of a research that throws light on how the study is to be conducted (Creswell, 2003). The design indicates how all of the major parts of the research study such as the samples or groups, measures or programmes, work together in an attempt to address the research questions and objectives (Creswell & Plano-Clark, 2007). The research design can be regarded as actualisation of logic in a set of procedures that optimises the validity of data for a given research problem (Babbie & Mouton, 2001).

Furthermore, Babbie and Mouton (2005) asserted that the research design serves to plan, structure and execute the research to maximise the validity of the findings. The

design provides directions from the underlying philosophical assumptions to research design, and data collection. Bhattacharjee (2012) adds that a research design is an action plan for getting from here to there, where here may be defined as the initial set of questions to be answered and there is some set of (conclusions) answers. However, to explore the news media consumption patterns among youth in the rural areas of Limpopo Province in South Africa, the study is grounded in the interpretative and exploratory research designs.

The designs have been employed to describe, analyse and understand the views of study participants in this case the youth (Creswell & Plano-Clark, 2007). The study is descriptive because data have been collected through a questionnaire. The research study is somewhat exploratory in nature since it explores the relationship between new and traditional media, youth and news media consumption to develop a better insight about the research problem.

4.3. RESEARCH APPROACHES

The section describes the research approaches that have been employed to address the research problem. A methodology can be described as the logical group of procedures that counterpart one another and that have the ability to produce data and findings that reflect the research question and suit the research purpose (Leedy & Omroid, 2001). Furthermore, Bhattacharjee (2012) describes methodology as a cogent way to obtain results using the design, setting, sample, methodological limitations and data collection and analysis techniques in a study. In this study, methodology refers to how the research was conducted in logical sequence to achieve the anticipated results. The study uses both quantitative and qualitative approaches (triangulation). The study explored and described the experiences and perceptions of selected youth in rural areas of Limpopo Province in South Africa towards news media consumption patterns.

4.3.1. Quantitative Research Method

The subsection explains the quantitative research method employed in the study to best address the research problem. The quantitative research methodology was employed in this study with the purpose of developing new knowledge about the participants under the study (Creswell & Plano-Clark, 2007). A quantitative approach was employed because it involves the systematic collection of numeric and

categorical data. A quantitative research makes use of questionnaire and experiments to gather data that are revised and tabulated in numbers, which allows the data to be characterised by the use of statistical analysis (Leedy & Omroid, 2001). The study employed a survey as a strategy of inquiry to collect data on predetermined instruments that yield statistical data (Babbie & Mouton, 2001). This approach was chosen to address the aim of the study which was to quantify types of news consumed by youth residing in rural areas of Limpopo Province – South Africa. Creswell (2003) posits that the quantitative research could be used to evaluate the participants' news media consumption preferences in order to determine their levels of information need satisfaction. Most importantly, quantitative research presents the collected data and results in a statistical way or numerical form.

One advantage of quantitative research is its aptitude to allow a researcher to interpret or investigate the problem or behaviour in a realistic setting (Creswell, 2003). This increases the researcher's depth of the understanding of the phenomenon under the investigation (Babbie & Mouton, 2001). A quantitative research allowed a researcher to examine variables of youth participants such as demographics, news media consumption, preferences, perceived media credibility, interpersonal news discourse, attitudes and perception toward news media. Obviously a large amount of data was collected with from a variety of participants. Hence, the quantitative research method provided the researcher with a first-hand experience with participants of the study and describes variables and their relationships. The researcher had an opportunity to analyse the data which included the description of youth participants (Wimmer & Dominick, 1997; Bhattacharjee, 2012).

Furthermore, a quantitative research has been employed to examine the relationships among different variables and provide concise results. In this study a statistical analysis is conducted to reduce, organise data and determine significant relationships and identify differences and similarities within and between categories of data (Creswell, 2003). The method provided an accurate account of characteristics of youth participants (Bhattacharjee, 2012). These characteristics are relevant or useful to examine the relationships, determine causality among variables and also provide an accurate account of participant demographics. The relevance of

the quantitative approach also resulted from the fact that the study sought to reflect reality.

4.3.2. Qualitative Research Method

The subsection describes the qualitative research method and highlights the main reasons for employing the method in the study. A qualitative research refers to inductive, holistic, and subjective and process-oriented methods employed to comprehend, interpret, describe and develop a theory on a phenomena or setting (Babbie & Mouton, 2005). It is a systematic, subjective approach used to describe life experiences and give them meaning (Bhattacharjee, 2012). The methodology permitted the researcher to raise questions about the prevalent issue, which allowed the youth to express their views to provide a better understanding of a research problem investigated (Mertens, 2005). Qualitative research is mostly associated with words, language and experiences rather than measurements, statistics and numerical figures (Creswell, 2003). In this study, a qualitative approach was used to obtain youth's in-depth views to further strengthen and complete quantitative data with regard to the news media consumption patterns.

The method was used to further investigate the behaviours, perceptions, and news discourses with the aim being to aggregate and understand tendencies of news consumption via interviews (Creswell, 2003). The qualitative research further allowed the researcher to explore issues from the individual's perspective and permitted the evaluator to study selected issues in-depth and in-detail to complete and complement the quantitative study findings.

Furthermore, one of the advantages of qualitative method is that, the method offered the view of authentic accounts of a complex phenomenon (Mertens, 2005). The paradigm further allowed the researcher to access the feelings, behaviours, and experiences of youth participants to gain in-depth information or explanation of news consumption patterns (Denscombe, 2003; Wimmer & Dominick, 2006). However, qualitative method was employed to elicit more in-depth information that completed the youth' news consumption patterns obtained through quantitative data.

4.4. MOTIVATION FOR MIXED METHODS RESEARCH

The section provides the main reasons for employing mixed methods research in the study. The mixed methods research is the synthesis of both qualitative and quantitative research methodologies to collect data for the study (Creswell, 2008). A mixed methods approach employs two strategies of inquiry that involve collecting data either simultaneously or sequentially to best understand a research problem (Creswell, 2009). Furthermore, Creswell and Plano-Clark (2007) assert that there are two types of mixed methods which are “concurrent” and “sequential” mixed method. Concurrent mixed method is mostly used to validate one form of data with the other form, to transform the data or comparison or to address different types of questions (Creswell & Plano-Clark, 2007) and Creswell (2009) further mentions that in most cases the same participants provide data for both methods so that data can be more easily equated.

Additionally, Creswell and Plano-Clark (2007) state that sequential mixed methods are flexible and iterative process whereby the data collected in one phase contribute to the data collected in the next. Data collected using sequential mixed methods could provide more results for analysis by selecting participants who can best provide data to generalise findings by verifying and creating augment (Creswell & Plano-Clark, 2007). However, for the purpose of this study, a sequential mixed method was employed where data collected through qualitative were to complete and complement quantitative findings. Survey study was conducted first to collect data based on respondents’ perceptions, attitudes and exposure to news media consumption and secondly personal interviews were conducted to obtain in-depth knowledge and information to fill the identified gaps from questionnaire survey study.

Furthermore, the sequential mixed method was used to gain qualitative results to complete the quantitative findings (Creswell, 2008). The method was employed to counterbalance the weaknesses inherent within quantitative research method with the strengths of the qualitative research method. The results of the strategy could be integrated during the discussion of findings phase (Creswell, 2003). This interpretation is the convergence of both findings as a way to strengthen the knowledge of the study or explain any lack of convergence that may occur (De Vos et al., 2005). However, the results were presented separately and later integrated during the discussion to strengthen the study results. A quantitative research was conducted by using a questionnaire designed to collect data regarding the patterns

of youth's news media consumption. In-depth interviews were conducted to improve the reliability and validity of the study. Therefore, data collected using sequential design provided more and balanced results for analysis.

4.5. AREA OF THE STUDY

The section describes the area of the study. The University of Venda is situated in the Vhembe District which is one of the five districts that constitute the Limpopo Province. The University is located in Venda, the North part of the Vhembe District, 185km North of Polokwane, the capital city of Limpopo Province. The Limpopo Province is mostly characterised by farming, small scale mining, low cost housing and informal settlements. Moreover, about 80 per cent of the population in the province stay in rural areas (Maphiri, 2014). The study is set to survey the types of news media youth use for news consumption and what kinds of news they prefer to consume frequently.

This area is suitable for the study because it represents rural based communities, populated by students from different backgrounds in South Africa. From the researcher's observation the selection was also grounded on the postulation that provided a meeting site of youth South African youth from different cultural backgrounds and experiences with new and traditional media.

4.6. POPULATION AND SAMPLING PROCEDURES

This section discusses the population of the study and procedures used to select the sample who participated in the field research.

4.6.1. Population

The population in research refers to the entire number of entities or phenomenon that the researcher selects to study (De Vos et al., 2006). A population is the totality of all subjects that conform to a set of specifications, comprising the entire group of persons that is of interest to the researcher and to whom the research results could be possibly generalised (Bhattacharjee, 2012). Population is the universe of units or individuals from which the sample is to be selected and investigated (Wimmer & Dominick, 1997). A population is any group that is the subject of research interest, and which has common characteristics (Babbie, 2004). In this research study, the target population are the university of Venda students. According to the Vice Chancellors State of the Campus June (2017) report the University of Venda

currently has 15 233 registered students. This informed the researcher to select the sample of the target population to participate in the study and explore their views on news media consumption. Wimmer and Dominick (2011) state that population includes all elements that meet certain criteria for inclusion in a study. The University of Venda (Univen) was suitable for the study because most of the youth are from rural areas and active users of digital media and have been exposed to traditional news media. For the purpose of this study, the target population consisted of all the registered students at Univen.

4.6.2. Sampling Techniques

This subsection highlights the sampling technique employed to conduct the study. In massive research, it is highly impossible to study every accessible entity (De Vos et al., 2005). Sampling is the process of selecting a part of the population to represent the entire population (Bhattacharjee, 2012). Sampling involves choosing a group of people, events, behaviours or other elements with which to conduct a study (Babbie, 2004). The sampling theory was developed to determine mathematically the most effective way to acquire a sample that would accurately reflect the population under study. It includes elements, population, sampling criteria, representativeness, randomisation, sampling frames and sampling plans (Wimmer & Dominick, 2011). Sampling procedures are used for selecting the study population and in this study, have been selected and employed based on the nature of the study.

There are various types sampling strategies that are continuously employed to facilitate sample selection (Bhattacharjee, 2012). Non-probability techniques refer to entities that are selected based on the judgment of the researcher and usually generalisations from this method are possible and also impossible depending on the nature of the study (Creswell, 2003). In agreement, Ilker et al., (2016) state that convenience sampling is a type of non-probability sampling where members of the target population that meet certain criteria such as easy accessibility, geographical proximity, availability at a given time or the willingness to participate are selected for the purpose of the study. Convenience sampling was also employed in this study because it is applicable to both qualitative and quantitative studies (De Vos et al., 2005). Moreover, sampling techniques are methods that are used to select a sample from the population by reducing it to a more manageable size (Ilker et al., 2016). The study used the convenience non-probability sampling technique to select participants

of the study. However, given the time constraints, participants were recruited using a convenience sampling procedure. Convenience sampling was employed because participants were easily accessible and available.

4.6.3. Sample Size

The subsection explains the inclusion and exclusion of samples in the study. For any research it may not be possible to study all the available elements of a given population. In a way of simplifying this, a sample has been the best possible representative of the population. Bryman (2004:543) defines a sample “as a segment of the population that is selected for research”. It is therefore, a subset of the actual population selected to participate in a study, representing the research population (Seale, 2004). If the sample is adequate enough it should have the same features of the population (De Vos et al., 2005) and the results are regularly used to reach conclusions about the population (Leedy & Ormrod, 2005). A total sample of 300 students from the University of Venda, took part in quantitative, while, 20 participated in the qualitative study. The study was conducted until the researcher reaches data saturation. The choice of such numbers of samples was based on the study’s time constraints, accessibility and availability of the selected sample because they were students during the time of the study. The sample of the study consisted of Limpopo-based youth. The samples were suitable for the study because most youth are active users of digital media and have been exposed to traditional news genres or reports such as sport, business and political. The criterion for selecting participants was based on the following:

Inclusion

- *All registered media studies students at the University of Venda;*
- *Youth students between the ages 17 to 34, and*
- *Students who interact with media and were exposed to news media reports.*

Exclusion

- *Lecturers and staff members of the University of Venda;*
- *Elderly people above 34 years old, and*
- *Youth based in other provinces.*

4.7. DATA COLLECTION METHODS

This section provides detailed information on the data collection methods used to gather data. Data gathering is the precise, systematic gathering of information relevant to the research sub-problems, using methods such as interviews, questionnaire, participant observation, focus group discussion, narratives and case histories (De Vos et al., 2006). According to Wimmer and Dominick (2011) data are information obtained during the course of an investigation or study. Duffy (1986) states that data collection involves applying the measuring instruments to the sample or cases selected for an investigation.

The main data collection technique used in the study was a self-administered questionnaire (see Appendix C). A self-administered questionnaire is always known to be flexible and applicable to reach many participants (Leedy & Ormrod, 2005). The method ensures uniformity on the data collected from all the participants and objectivity hence reducing bias (Babbie, 2004). Firstly, data were collected using self-administered questionnaire that youth were requested to complete under the supervision of the researcher. The questionnaire was submitted during the data collection sessions (Babbie, 2007). The questionnaires were then collected by the researcher after participants finished completing them. Secondly, data were also collected through personal interviews to better enhance data collected via questionnaires (see Appendix D). Personal interviews are known to provide in-depth information on the problem studied or investigated (Creswell, 2009). However, questions were further clarified to individual participants by the researcher.

4.7.1. Development and Testing Data Collection Instruments

The subsection describes various stages followed to develop and test data collection instruments. The researcher developed the research questionnaire and personal interview schedule to collect data (see Appendices C & D). However, before data were collected the instruments were reviewed by a statistician, professors in the field of Media and Communication studies as well as other fields in the Faculty Higher Degrees Committee (FHDC) and the University of Limpopo research ethics committee (TREC). A pilot study of the questionnaire was conducted with 10

respondents in 2017 with selected youth and their respondents were not included for the analysis of the whole study (see appendix C). The feedback from these experts and youth was applied to refine some of the questions and integrated in the final version of the instrument before conducting the actual study.

4.7.2. Questionnaire Survey

The subsection explains the reasons for employing self-administered questionnaire as the main method of data collection from samples. A questionnaire is a collection of questions administered to respondents; it is the main means of collecting quantitative primary data (Leedy & Ormrod, 2001). The questionnaire was disseminated to youth students at no cost; it was simple and quick for youth to complete and consisted of close-ended questions (see Appendix C) to address the objectives of the study (Creswell & Plano-Clark, 2007). Furthermore, Babbie (2001) states that the use of questionnaires could lead to information that is relatively superficial since the researcher rarely probe deeply into such complexities as contradictions of human behaviour and feelings. However, clarities were given to individual participants by the researcher.

Wimmer and Dominick (2006) stated that all surveys flow better when the initial questions are simple and easy to answer. Preliminary questions also serve as a motivation to create interest in the questionnaire (see Appendix C). Apart from the informed consent section, each of the questions aimed at gathering comprehensive information about the news media consumption patterns amongst the youth. Therefore, the vital purpose of the questionnaire was to provide data that were reliable, valid and to facilitate the smooth analysis of the data.

The advantages of using a questionnaire include factors such as, that it is usually completed anonymously; it has become an ideal instrument for collecting data from a large diverse sample of people in a non-threatening way (Babbie, 2004). But, in the case of a semi-structured self-administered questionnaire, respondents provided more information (Babbie & Mouton, 2005). However, the major challenge of this method is that the responses are usually low and the majority of the people who receive questionnaires do not return them and those who do might not be representative of the originally selected sample (Leedy & Ormrod, 2001). The researcher addressed this challenge by hand-delivering and collecting the

questionnaires. The respondents had to complete the questionnaires within the stipulated timeframe.

Furthermore, the questionnaire was adopted for data collection because it allowed each participant to enter his/her responses on the questionnaire, saving the researcher's time. Furthermore, the method is less expensive; data on a broad range of topics may be collected within a limited period; questionnaire is relatively easy to administer and analyse. A questionnaire enables quantitative data to be collected in a standardised way so that the data are internally consistent and coherent for analysis (Diamantopoulos, Schlegelmilch & Reynolds, 1994; Wimmer & Dominick 2011).

4.7.2.1. Characteristics of a Questionnaire

Instruments are measurement devices that are strategically inverted to attain data on a specific topic of interest from research subjects (Leedy & Ormrod, 2005). For the purpose of the study, a structured questionnaire with close-ended questions in English was developed because the majority of respondents were proficient in the language. The closed ended questions offered the respondents a set of mutually exclusive and jointly exhaustive alternative replies, from which the one that closely approximates the applicable answer must be chosen (Creswell, 2009). Closed-ended questions were used when there were a fixed number of alternative responses presented to the participants. Moreover, the questionnaire was divided into seven sections to match the study variables:

4.7.2.2. Demographic information

Youth respondents completed the demographic set of questions to reveal their characteristics according to gender, age, marital status, ethnic group, residential area, education level, and family socio-economic status.

4.7.2.2.1. Frequency of access to news media

To measure this variable the study adopted the scale to quantify the respondents' frequency of access and use of television, newspapers, Internet, Facebook and Twitter to consume news. The codes for scale were 1=daily, 2=weekly, 3=monthly and 4=not at all. These codes for scale were also used to measure the usage of television news channels, online news and hardcopy newspapers.

4.7.2.2.2. News media preferences

The respondents were also asked to self-report on the level of preferences and time for various news media, where the codes were 1=highly preferred, 2=preferred; 3=little preferred, 4=not preferred at all. To measure the youth amount of time spent daily on their preferred media, the codes scale adopted were 1=1-2 hours, 2=30 minutes, 3=less than 15 minutes and 4=none. Youth were also requested to gauge their level of preferences for political, business, sport news and music; with the codes 1=highly preferred, 2=preferred; 3=little preferred, 4=not preferred at all.

4.7.2.2.3. Attitude and attention towards news media houses

In order to measure the youth attitude towards news delivered by media houses the codes for the scale were 1=highly negative, 2=negative, 3=positive and 4=highly positive; and how much attention they pay reading news with the codes 4=no attention at all, 3=little attention, 2=some attention, 1=much attention being used.

4.7.2.2.4. Perceived media credibility

In order to measure the television, newspapers, online media, Facebook and Twitter credibility a 4-point Likert scale used was 1=not believe at all, 2=somewhat believe, 3=believe, and 4= totally believe. Likewise, to measure the youth perception towards television, newspapers and Internet news a 4-point Likert scale has been used where 1=poor, 2= average, 3=good and 4=excellent.

4.7.2.2.5. Level of dependency and gratification for news media

Similarly, to measure the youth level of dependency on preferred media houses, a 4-point Likert scale was used where 1=highly dependent, 2=dependent, 3=not dependent and 4=highly non-dependent; and to measure which news media gratifies the youth information needs most, a 4- point Likert scale was employed where 1=highly gratified, 2=gratified, 3=not gratified and 4=highly ungratified.

4.7.3.7. Interpersonal news discourse

The respondents were asked to indicate how frequently they discuss political, current affairs, business, sports news, music and documentaries with family and friends, the following 4-point Likert scale was used, 1=daily, 2=weekly, 3=monthly and 4=never.

Furthermore, to validate data from questionnaire, a semi-structured interview was conducted for respondents to describe their consumption behaviour, interaction with the media and attitude towards news media reports. The interview schedule was employed for participants to explain or give reasons why they consume news from the media of their choice. The interview schedule only had open-ended questions and it was also written in English since the participants could read and understand the language. The schedule contained only open-ended questions to validate data collected through the questionnaire (see appendix D). Open-ended questions did not restrict the respondents' answers to pre-established alternatives but had to explain their news media consumption patterns in detail.

4.7.3. Semi-structured Interviews

The subsection explains semi-structured interviews and further provides reasons for employing the instrument to collect the research data. Data were further collected through semi-structured personal interviews schedule with the interviews were conducted with the sampled youth. De Vos et al., (2006) stated that interviewing refers to structured, unstructured or semi-structured verbal communication between the researcher and the participants, in which information is presented to the researcher. Norwood (2010) further mentioned that an interview is a data collection strategy that elicits verbal and in-depth responses from participants. The purpose of using interviews was to elicit the views of participants that could better complete data collected through a questionnaire (Hansen, 2006). A semi-structured interview guide (see Appendix D) was used for collecting data to gain a detailed picture of participants' knowledge with regard to the problem studied (Ilker et al., 2016). Furthermore, a semi-structured interview is a flexible interview during which the interviewer does not follow a formalised list of questions (Denzin & Lincoln, 2000).

This approach acknowledges that not every word has the same meaning to participants and not every participant uses the same vocabulary. The approach enhanced trustworthiness of data because participants provided a detailed response

based on the issues raised with the questionnaire (De Vos et al., 2006). Interviews had been employed to allow the researcher to explore greater depth of meaning than can be obtained with other technique (Creswell, 2003). There was a higher response rate during the interviews than questionnaires; leading to a complete description of the phenomenon under study by the participants (Ilker et al., 2016). During the interview, the researcher used probing in order to prompt more information from the participants and demonstrated to the respondents that he was interested in their knowledge and ideas around their patterns of news media consumption through new and traditional media.

A personal interview was conducted to describe the participants' news media behaviour, interaction with media and attitudes towards news media reports (Tandoc & Johnson, 2016). The interview schedule was employed for the participants to explain and provide reasons why they consume news from media of their choice. The interview schedule only had open-ended questions and was written out in English since the participants could read and understand the language. Open-ended questions did not restrict respondents' answers to pre-established alternatives but they had to explain their news media consumption patterns in detail (see Appendix D). The interviews were completed by youth at the University of Venda and were transcribed by the researcher for analysis. Moreover, during the data analysis process, the researcher listened to the voice recordings and precisely transcribed them.

4.7.4. Additional Data Collection Processes

The subsection describes on the additional processes that have been employed and followed to collect data for the study. Permission to conduct this research was sought and granted by the University of Limpopo TREC (see Appendix F) and the University of Venda research ethics committee in 2017 (see Appendix B); then data were collected by the main investigator and one trained field worker. The target participants were visited in their lecture halls in the morning or in the afternoon depending on their time of availability and arrangement with respective lecturers, the investigation team then explained more details to those eligible and questions were answered appropriately. Self-administered questionnaires and Individual interviews were conducted and completed appropriately.

4.8. DATA ANALYSIS PROCESSES

The section explains processes that have been followed to analyse data collected via instruments described in previous section. Data analysis is the interpretation and coding of the data to address the problem and objectives of the study, which involves discovering and identifying patterns among the collected data (Babbie, 2004; De Vos et al., 2005). Data analysis is a mechanism for reducing and organising data to produce findings that require interpretation by the researcher and is a challenging and a creative process characterised by an intimate relationship of the researcher with the participants and the data generated (Creswell, 2003; De Vos et al., 2005). Data analysis requires that researchers dwell with or become immersed in the data and is done to preserve the uniqueness of each participant's lived experience while permitting an understanding of the phenomenon under study (Wimmer & Dominick, 2011). This process begins with listening to the participants' descriptions followed by reading and rereading the verbatim transcriptions and is the systematic organisation and synthesis of research data, to give meaning to the data (De Vos et al., 2005). The processes of analysing both quantitative and qualitative data are outlined in the subsequent sub-sections.

4.8.1. Quantitative Data Analysis

The subsection enlightens on how quantitative data were interpreted and analysed. Data gathered through self-administered questionnaire were captured and analysed by statistician using the Statistical Programme for Social Sciences (SPSS) software, version 22.0. Inferential and descriptive statistics was also used to analyse the data by statistician (Babbie & Mouton, 2001). The results for quantitative study are presented in the form of tables, graphs, numbers, and charts in Chapter 5.

4.8.2. Qualitative Data Analysis

The subsection explains how qualitative data collected via personal interviews were interpreted and analysed. In this study, qualitative data were collected to further provoke detailed responses (Creswell, 2003), from the youth and explain their news media consumption patterns established in Chapter 5. Data collected through personal interviews were interpreted and thematically analysed considering diverse themes and common statements. Yin (2002) suggests that themes are identified by bringing together components or fragments of ideas or experiences, which often appear meaningless when viewed alone. The researcher listed patterns of

experiences which came from direct quotes and paraphrasing common ideas; the researcher also identified all data that are related to the already classified patterns and combined related patterns into sub-themes to be analysed and interpreted. Moreover, during the data analysis process, the researcher listened to the voice recordings and precisely transcribed them. The researcher summarised and reflected the complexity of the data. However, detailed analysis of qualitative study results prompted from youth is presented in Chapter 6.

4.9. QUALITY CRITERIA

The section deliberates on various criteria that have been employed to ensure quality of the research study. Quality criteria refer to different instruments a researcher should use to validate and assess the eminence of data obtained (Creswell, 2003). Trustworthiness is establishing the validity and reliability of qualitative research (Creswell & Plano-Clark, 2007). In addition, qualitative and quantitative researches are trustworthy when they precisely epitomise the experiences and perceptions of the study participants (Creswell, 2008). Trustworthiness establishes the validity, reliability and credibility of both qualitative and quantitative research (Babbie, 2004).

The section explains the quality criteria of both quantitative and qualitative approaches because the study employed a sequential mixed method approach. Mixed research is concerned with the accuracy and truthfulness of scientific findings (Creswell & Plano-Clark, 2007). To ensure the study findings are worth paying attention, the following criteria of trustworthiness are adhered to throughout the study: validity, reliability, objectivity, credibility, transferability, dependability, and confirmability (Creswell, 2008).

4.9.1. Quality Criteria for Quantitative Research

The sub-section discusses reliability, validity and objectivity as the quality criteria which informed quantitative research method.

4.9.1.1. Reliability

Reliability refers to the ability of a test to be used repeatedly to the same object to yield the same result each time (Creswell, 2003). The desired results are consistent with dependability on a conducted study (Creswell & Plano-Clark, 2007). An

instrument could be affirmed reliable if its measures accurately reflect the true scores of attribute under investigation (Babbie, 2001). Reliability is a test of the amount of consistency between measurements of an individual's response, with the purpose of making sure that these responses are consistent and similar over a period of time and across situations (Creswell & Plano-Clark, 2007). Furthermore, if the same test was conducted under the same circumstances, then the researcher should find a similar result which is usually called the test-retest method (Sigmund & Babin, 2010). Moreover, Pearson Chi-Square, correlational tests and analysis of variance tests were conducted to test the internal consistency, relationship between variables, accuracy and precision of a scale for reliability.

Furthermore, to ensure the reliability of the study, the researcher used a clearly worded structured questionnaire. All participants were asked the same questions and were required to choose among the same alternative answers. The interviewers were well informed about the instrument before the main study was conducted. Uniform wording of items and alternative answers ensured reproducibility of the study findings. The reliability of questionnaire was pre-tested with a group of Univen youth. A pilot study of the questionnaire was conducted youth in 2017 to ensure the precision of the questionnaire. Participants' feedback helped to improve the instrument.

4.9.1.2. Validity

Validity refers to the degree to which an instrument measures what it is supposed to be measuring. It is the extent to which an empirical measure adequately reflects the real meaning of the concept under consideration (Babbie, 2004). Aspects of validity that could be measured are content, construct and criterion-related validity (De Vos et al., 2005). Content validity is an agreement by various experts that the scale measures what it is intended to and seems to be a worthy reflection of the scale (Zikmund & Babin, 2010). For the purpose of this study, content validity has been used to determine whether the items of the research instrument are representative of the content domain that the researcher intends to investigate. The questionnaire was submitted to a statistician and media experts to validate it and their feedback on the instrument was used to make alterations before administering it to the research participants. These experts include media studies lecturers and professors. Moreover, Burns and Grove (2005) asserted that external validity is generalisability

of the research findings to other settings or samples. In that regard, the results of this study could be generalised.

4.9.1.3. Objectivity

To ensure objectivity, the results were based on scientific fact and proof, rather than a researcher's perception, feelings, interpretation or personal prejudices (Zikmund & Babin, 2010). The outcome was based on unbiased facts to remove subjective evaluations by only relying and focusing on data obtained from participants.

4.9.2. Quality Criteria for Qualitative Research

This sub-section discusses credibility, transferability, dependability and confirmability as the quality criteria which informed qualitative research method.

4.9.2.1. Credibility

Credibility is the aspect of research that is achieved when confidence in the truth of data and interpretation is attained (Creswell & Plano-Clark, 2007). Credibility in research can be guaranteed through different aspects such as prolonged engagement, triangulation of data collection methods, and acknowledgement of the sources that are used (Polit & Beck, 2008). To ensure credibility of this study, the following aspects were employed:

Triangulation: to ensure credibility in this study, data were collected by means of a tape recorder for voice recording and field notes were written during the interviews. A literature control was conducted and gets reported in Chapter five. The researcher coded the data separately to further ensure trustworthiness;

Paraphrasing: It is a verbal response or attempt by the researcher to rephrase what the participants has said in a different way, but meaning the same thing to allow the participant to confirm what they meant (Ilker et al., 2016). In this study, the researcher paraphrased to improve meaning and to ensure that the data collected were correct. It prompts the participants to supply more information;

4.9.2.2. Transferability

Transferability is the extent to which findings from the data collected were transferred to other settings and groups (De Vos et al., 2005). The potential user, not the

researcher, determines whether or not the findings are transferable (Creswell, 2008). The researcher provided a dense description of the research context and sufficient descriptive data that the reader can assess and evaluate the applicability or transferability of the data to another context. Finally, the supervisors were responsible for examining the findings, interpretations, and recommendations and attesting that they are supported by the data. To ensure transferability, the researcher could publish the results of this study in journals.

4.9.2.3. Dependability

Dependability refers to the stability of data over time and similar contexts (Creswell, 2003). Dependability involves participants evaluating the findings and the interpretation and recommendations of the study to make sure that they are all supported by the data received from the informants of the study (De Vos et al., 2005). The researcher depended on the supervisors who are experts in the field of media and communication studies and the statistician for guidance, interpretation and evaluation of results.

4.9.2.4. Confirmability

Confirmability is the degree to which the findings of the study are the product of the inquiry and not the biases of the researcher (Babbie & Mouton, 2001). The researcher listened to the voice recordings and read the verbatim transcripts and a literature control was also conducted to ensure confirmability. However, to ensure confirmability, the researcher collected the raw data using tape recorders, analysed the raw data and findings of the study and made sure that the conclusions of the study's findings are supported by the analysed data.

4.10. SIGNIFICANCE OF THE STUDY

The section explains the importance of this research in the media, communication and information studies body of knowledge. This study is significant because that it could yield valuable and relevant information about news media consumption patterns among youth living in rural Venda. This could provide a timely glimpse into the present state of news media consumption among selected rural youth. The recommendations drawn from the research findings could be informative and open into areas for further investigation and study for other Media, Communication and

Journalism scholars and researchers. The study aimed to generate information that could benefit or contribute to the field of Media studies, Journalism, and Communication and policy makers about the news consumption patterns among rural Venda youth in Limpopo Province, South Africa, because the combination of new media, traditional media and youth' news discourse forms a part of contemporary Media studies, Journalism and Communication curriculum.

4.11. ETHICAL CONSIDERATIONS

The section describes the ethical aspects that have been employed in the process of conducting the research. In this study, participants' rights and ethical aspects were major priorities considered during data collection. The principles that protect participants during research from harm or risk were applied. The professional rules in the code of conduct and research guidelines were followed (Burns & Grove, 2005). The ethical aspects which were applied and upheld are: permission to conduct the research, informed consent, confidentiality, privacy, anonymity, harm and risk and voluntary participation.

4.11.1. Informed Consent

For the participants to take part in the study, their written consent was obtained. Clear language that participants could understand was used to explain the purpose and procedure of the study to ensure that the participants could make an informed decision whether to participate or not. The participants were informed that they have a right to participate or refuse to do so. The researcher ensured that all the participants offered and signed a consent form (See Appendix A).

4.11.2. Permission to Conduct Research

Ethical clearance was obtained from TREC (Turfloop Research and Ethics Committee) (See Appendix F) and permission to conduct the study was requested from and granted by the University of Venda Research and Ethical Committee (See Appendix B).

4.11.3. Confidentiality and Anonymity

Bhattacharjee (2012) assert that confidentiality means that no information that the participant divulges is made public or available to others. The anonymity of a person or an institution is protected by making it impossible to link aspects of data to a

specific person or institution. Confidentiality and anonymity are guaranteed by ensuring that data obtained are used in such a way that no one other than the researcher knows the source (Polit & Beck, 2008). The dignity of the participants was maintained with no names attached to the information obtained, instead codes were used.

4.11.4. Privacy

According to De Vos et al., (2006) privacy refers to agreements between individuals that limit the access of others to private information. The researcher ensured that when participants described their experiences of being involved in news media consumption, the information given would not be divulged because it could cause loss of dignity, or feelings of anxiety, guilt, embarrassment, and shame. Privacy refers to the freedom an individual has to determine the time, extent and general circumstances under which private information will be shared with or withheld from others (Bhattacharjee, 2012). The invasion of privacy was avoided by ensuring that no information was asked and shared without the participants' knowledge or against their will. In this study, privacy was also maintained by not attaching participants' names to the questionnaire and personal interview schedule.

4.11.5. The Right to Withdraw from the Study

The participants were informed that they could withdraw from the study at any time if they wished to. This right was explained to them prior to engagement in the study, before the interview (Creswell, 2003). This right is part of the informed consent (see appendix A).

4.11.6. Harm and Risk

In this research study the researcher guaranteed that the participants experience no harm as a result of their participation, whether such were physical or psychological.

4.11.7. Voluntary Participation

Despite all the above mentioned precautions, it was made clear to the participants that the research is for academic purposes only and their participation was absolutely voluntary. No one was forced to participate.

4.12. SUMMARY OF THE CHAPTER

The chapter discussed the research methodologies employed to conduct the study, this includes research design, motivation for using mixed methods, population and sampling, data collection techniques, data analysis, validity, means to ensure trustworthiness, quality criteria for both qualitative and quantitative and ethical considerations. However, Chapter 5 presents quantitative data obtained from selected youth participants via self-administered questionnaires.

CHAPTER FIVE

QUANTITATIVE DATA ANALYSIS

5.1. INTRODUCTION

The previous chapter discussed the research paradigm, methods and methodologies, which are, data collection and analysis techniques applied throughout the study. The purpose of this chapter however, is to present the empirical findings of the research emanating from the questionnaire survey study. The study aimed at investigating the patterns of news media consumption among youth living in Limpopo Province of South Africa.

The results from quantitative field study whose data were collected via a questionnaire are presented in this chapter. Firstly, descriptive data analysis which includes sampled youth demographic characteristics are presented in the next section, data presented in frequencies and cross-tabulations to explain the access to news media, preferences, attitude and attention to news media. Inferential statistical analysis which is meant to derive generalisations between the various respondent categories, for instance age, gender and income level against access or media preference for news consumption are presented in the section after descriptive analysis. Hypothesis testing in the form of Chi-Squared tests and Analysis of Variance (ANOVA) are also computed to test relationship between independent groups like age or gender against dependent variables like gratifications. Lastly, correlational data analysis is also presented to gauge if dependent variables have an influence on each other, for example, if gratification influences perceived credibility of news media.

5.2. DESCRIPTIVE ANALYSIS

Descriptive data presented here are measures of central tendencies and provide a description of the respondents through analysis of, among others mean, mode median and standard deviation. The analysis is meant to give the reader a good idea of the demographic characteristics of the respondents. Cross-tabulations are used to test differences in gender, age, educational level, residential area, ethnic group and income status of respondents.

5.2.1. Gender

The subsection presents the respondents' gender. The findings show that of 300 respondents 54.1 per cent were females and 45.9 per cent males (see Table 15). These findings could be attributed to the fact that at the University of Venda there are more female students than males across the disciplines. As the Vice chancellor's state of campus of June (2017) states, the university of Venda had more female students [N=8 244] than male counterpart [N=6 989] in the 2017 academic year. This implies that there were more female students than males at Univen during the time of the study.

Table 14: Gender and marital status

			Single	Married	Widowed	Total
Gender	Male	Count	134	2	0	136
		% of Total	45.4%	0.7%	0.0%	46.1%
	Female	Count	152	5	2	159
		% of Total	51.5%	1.7%	0.7%	53.9%
Total		Count	286	7	2	295
		% of Total	96.9%	2.4%	0.7%	100.0%

Table 14 indicates that 96.95 per cent of youth in the study were single, 2.4 per cent married and only 0.7 per cent widowed as reflected in Table 14. This clearly indicates that there were more single participants in the study than the married and divorced, this is influenced by respondents' age in (Cf Table 19) which indicates that there were more young participants than youth adults.

Table 15: Gender and educational status

			First year	Second year	Third year	Fourth year-Honours	MA	Total
Gender	Male	Count	43	45	47	1	0	136
		% of Total	14.5%	15.2%	15.9%	0.3%	0.0%	45.9%
	Female	Count	33	62	64	0	1	160
		% of Total	11.1%	20.9%	21.6%	0.0%	0.3%	54.1%
Total		Count	76	107	111	1	1	296
		% of Total	25.7%	36.1%	37.5%	0.3%	0.3%	100.0%

Table 15 illustrates that there is a majority of females at the University from second and third year, while, males are in the majority at the first-year level. Of the 25.7 per cent in the first year, 14.5 per cent were males and 11.1 per cent females, with 36.1 per cent in second year, 20.9 per cent females and 15.2 per cent males. Furthermore, respondents at third year were 37.5 per cent, with 21.6 per cent females and 15.9 per cent males.

Table 16: Gender and income

			None	Less than R500	R600 - R1 000	R1 500 and R2 000	R2 500+	Total
Gender	Male	Count	21	48	43	20	3	135
		% of Total	7.1%	16.3%	14.6%	6.8%	1.0%	45.9%
	Female	Count	21	55	57	22	4	159
		% of Total	7.1%	18.7%	19.4%	7.5%	1.4%	54.1%
Total		Count	42	103	100	42	7	294
		% of Total	14.3%	35.0%	34.0%	14.3%	2.4%	100.0%

Table 16 demonstrates that 35.0 per cent of respondents received less than R500 income and of this number 18.7 per cent were females and 16.3 per cent males. While, 34.0 per cent of respondents had between R600-R1 000 monthly income with 19.4 per cent females and only 14.6 per cent males. Of the respondents 14.3 per cent had no monthly income and others R1 500-R2 000 respectively. The largest proportion of female respondents received less than R500 per month.

5.2.2. Age

The largest number of respondents by [N=239], 80.5 per cent were aged 20-25 years and 9.8 per cent were aged between 17-19 years; while, 5.7 per cent of participants were aged between 26-30 years and only, 4.0 per cent were 31-34 years old. This implies that there were more were single youth aged between 20-25 years.

Table 17: Age and marital status

			Single	Married	Widowed	Total
Age	17-19 years	Count	28	1	0	29
		% of Total	9.5%	0.3%	0.0%	9.8%
	20-25 years	Count	235	3	0	238
		% of Total	79.4%	1.0%	0.0%	80.4%
	26-30 years	Count	14	3	0	17
		% of Total	4.7%	1.0%	0.0%	5.7%
	31-34 years	Count	9	2	1	12
		% of Total	3.0%	0.7%	0.3%	4.1%
Total		Count	286	9	1	296
		% of Total	96.6%	3.0%	0.3%	100.0%

Table 17 illustrates that 96.6 per cent of youth were single, with 79.4 per cent aged 20-25 years, 9.5 per cent aged between 17-19 years, 4.7 per cent aged between 26-30 years. However, this implies that the majority of respondents aged 20-25 were singles.

Table 18: Age and residential area

			Township	Suburb	Rural	Semi-rural	Total	
Age	17-19 years	Count	8	0	20	1	29	
		% of Total	2.7%	0.0%	6.7%	0.3%	9.8%	
	20-25 years	Count	54	6	162	17	239	
		% of Total	18.2%	2.0%	54.5%	5.7%	80.5%	
	26-30 years	Count	5	0	10	2	17	
		% of Total	1.7%	0.0%	3.4%	0.7%	5.7%	
	31-34 years	Count	3	0	9	0	12	
		% of Total	1.0%	0.0%	3.0%	0.0%	4.0%	
	Total		Count	70	6	201	20	297
			% of Total	23.6%	2.0%	67.7%	6.7%	100.0%

Table 18 indicates that more than half of the youth by 67.7 per cent lived in rural area, with 54.5 per cent aged 20-25 years and 6.7 per cent aged between 17-19 years staying in rural area. While, 23.6 per cent of respondents stayed at townships, with 18.2 per cent aged 20-25 years. Moreover, 6.7 per cent of the respondents lived in semi-rural areas, with 5.7 per cent aged 20-25 years. Importantly, this indicates that there were a huge difference between youth who stayed in rural areas and

suburb, with more youth aged between 20-25 years staying in rural areas of South Africa.

5.2.3. Marital status

Altogether, 300 respondents, 96.3 per cent were single, 3.0 per cent married and only 0.7 per cent widowed. This indicates that more youth that participated in this study were single than married and widowed.

Table 19: Marital status and educational level

			First year	Second year	Third year	Fourth year-honours	MA	Total
Marital Status	Single	Count	73	107	106	1	1	288
		% of Total	24.4%	35.8%	35.5%	0.3%	0.3%	96.3%
	Married	Count	2	1	6	0	0	9
		% of Total	0.7%	0.3%	2.0%	0.0%	0.0%	3.0%
	Widowed	Count	1	0	1	0	0	2
		% of Total	0.3%	0.0%	0.3%	0.0%	0.0%	0.7%
Total		Count	76	108	113	1	1	299
		% of Total	25.4%	36.1%	37.8%	0.3%	0.3%	100.0%

Table 19 illustrates that, out of 37.8 per cent respondents in third year level, 35.5 per cent were single while, from 36.1 per cent in second year, 35.8 per cent were single, whereas, out of 25.4 per cent youth in first year, 24.4 per cent were single as well. This demonstrates that there was a wide spread of singles who participated in this study.

Table 20: Marital status and monthly income

			Income					Total
			None	Less than R500	R600 - R1 000	R1 500 and R2 000	R2 500+	
Marital Status	Single	Count	42	101	99	39	5	286
		% of Total	14.1%	34.0%	33.3%	13.1%	1.7%	96.3%
	Married	Count	2	1	1	4	1	9
		% of Total	0.7%	0.3%	0.3%	1.3%	0.3%	3.0%
	Widowed	Count	0	1	0	0	1	2
		% of Total	0.0%	0.3%	0.0%	0.0%	0.3%	0.7%

		% of Total	0.0%	0.3%	0.0%	0.0%	0.3%	0.7%
Total	Count		44	103	100	43	7	297
	% of Total		14.8%	34.7%	33.7%	14.5%	2.4%	100.0%

Table 20 indicates that out of 34.7 per cent youth, 34.0 per cent singles received less than R500 monthly income; while, out of 33.7 per cent youth, 33.3 per cent singles received between R600-R1 000 money every month, whereas, 14.5 per cent of respondents received an amount between R1 500-2 000 monthly, only 13.1 per cent singles received between R1 500-R2 000 monthly income. This indicates that the majority of single youth received less than R500 monthly income.

Table 21: Chi-Square Tests: Youth' Marital status and income

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33.002 ^a	8	.000
Likelihood Ratio	16.792	8	.032
Linear-by-Linear Association	4.517	1	.034
N of Valid Cases	297		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .05.

Table 21 presents the most interesting part of the data which suggest that as the sample Asymptotic Sig. (2-sided) p-value is .000 for the Pearson chi-square; marital status differed statistically significantly with regard to income. Since the asymptotic significance is between 0 and 0.5 per cent then there are significance differences between marital status and respondents' monthly income. Therefore, the findings in Table 21 support those of Table 20 which indicate that the differences is a result of more single respondents than married and widowed respondents in the sample.

5.2.4. Residential area

In terms of the respondents' residential areas, more than half of youth by 67.7 per cent stayed in rural, 23.7 per cent township, while 6.7 per cent semi-rural and 2.0 per cent suburb areas. This implies that more youth stayed in rural areas of Limpopo Province in South Africa.

Table 22: Residential area and monthly income

			Residential Area				Total
			Townshi p	Suburb	Rural	Semi- rural	
Income	None	Count	9	0	29	6	44
		% of Total	3.0%	0.0%	9.7%	2.0%	14.8%
	Less than R500	Count	18	0	83	3	104
		% of Total	6.0%	0.0%	27.9%	1.0%	34.9%
	R600 - R1000	Count	32	2	59	7	100
		% of Total	10.7%	0.7%	19.8%	2.3%	33.6%
	R1500 and R2000	Count	11	3	27	2	43
		% of Total	3.7%	1.0%	9.1%	0.7%	14.4%
	R2500+	Count	1	1	3	2	7
		% of Total	0.3%	0.3%	1.0%	0.7%	2.3%
Total		Count	71	6	201	20	298
		% of Total	23.8%	2.0%	67.4%	6.7%	100.0%

Table 22 illustrates that out of 67.4 per cent youth living in rural area, only 27.9 per cent received less than R500 monthly income, while, out of 23.8 per cent youth in township, only 10.7 per cent received between R600-R1 000 monthly incomes. The results imply that more youth that lived in rural area received less than R500 monthly income.

Table 23: Chi-Square Tests: Respondents' residential area and income

	Value	df	Asymp Signif (2-sided)
Pearson Chi-Square	33.546 ^a	12	.001
Likelihood Ratio	29.082	12	.004
Linear-by-Linear Association	2.713	1	.100
N of Valid Cases	298		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .14.

As the Asymptotic Sig. (2-sided) p-value is .001; there are statistically significant differences between the urban and rural youth on the basis of monthly income. The results also show great changes between youth from township and suburb – because the Asymp. Sig is less than 0.05, the level of significance (see Table 23). These findings reinforce very interesting findings shown in Table 22 that residential

area had an influence on the youth respondents' monthly income, with majority of youth that stayed in rural area received less than R500 monthly income.

5.2.5. Educational status

With regard to the respondents' educational status, 36.0 per cent of youth in second year, 37.7 per cent in third year and 25.7 per cent in first year level. This implies more youth were in third-year and second-year respectively.

Table 24: Educational level and monthly Income

			Educational level					Total
			1 st year	2 nd year	3 rd year	4 th year- honours	MA	
Income	None	Count	9	15	20	0	0	44
		% of Total	3.0%	5.0%	6.7%	0.0%	0.0%	14.8%
	Less than R500	Count	32	37	35	0	0	104
		% of Total	10.7%	12.4%	11.7%	0.0%	0.0%	34.9%
	R600 - R1000	Count	22	39	38	1	0	100
		% of Total	7.4%	13.1%	12.8%	0.3%	0.0%	33.6%
	R1500 and R2000	Count	10	16	17	0	0	43
		% of Total	3.4%	5.4%	5.7%	0.0%	0.0%	14.4%
	R2500+	Count	2	1	3	0	1	7
		% of Total	0.7%	0.3%	1.0%	0.0%	0.3%	2.3%
	Total	Count	75	108	113	1	1	298
		% of Total	25.2%	36.2%	37.9%	0.3%	0.3%	100.0%

Table 24 indicates that out of 37.9 per cent youth at third year level, only 12.8 per cent received between R600-R1 000 monthly income while, out of 36.2 per cent youth in second year, only 13.1 per cent received R600-R1 000 monthly income. Furthermore, out of 36.2 per cent in second year, 5.4 per cent received R1 500-R2 000 monthly income. Moreover, of 25.2 per cent in first year, 10.7 per cent received less than R500 monthly. Conversely, this implies that as most youth proceed to another level of their studies even the monthly income increased respectively.

Table 25: Chi-Square Tests of educational level and income

	Value	df	Asympt Signif (2-sided)
Pearson Chi-Square	48.183 ^a	16	.000
Likelihood Ratio	14.531	16	.559
Linear-by-Linear Association	.473	1	.492
N of Valid Cases	298		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .02.

As the Asymptotic Sig. (2-sided) is .000, there are statistically significant differences between educational level and respondents' monthly income. This significant difference has already been explained (cf. Table 20 above) which indicates that the majority of youth received higher monthly income at third-year level and less monthly income at first-year level. This suggests a slight improvement in educational level changes the youth monthly income.

5.2.6. Family social status

Table 26: Family social status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Working class	118	39.3	41.4	41.4
	Lower middle class	152	50.7	53.3	94.7
	Upper middle class	13	4.3	4.6	99.3
	Upper class	2	0.7	0.7	100.0
	Total	285	95.0	100.0	
Missing	System	15	5.0		
Total		300	100.0		

Table 26 indicates that more than half of the respondents by 53.3 per cent came from lower middle-class families, while, 41.4 per cent came from working class, 4.6 per cent were from upper middle class and only 0.7 per cent came from upper class. This implies that the majority of the respondents came from lower middle-class family. This could be the main impact on the youth monthly income as the majority of the youth received less than R500 monthly income.

5.2. 7. Monthly income

Table 27: Monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	44	14.7	14.8	14.8
	Less than R500	104	34.7	34.9	49.7
	R600 - R1000	100	33.3	33.6	83.2
	R1500 and R2000	43	14.3	14.4	97.7
	R2500+	7	2.3	2.3	100.0
	Total	298	99.3	100.0	
Missing	System	2	.7		
Total		300	100.0		

Table 27 illustrates that 34.9 per cent received less than R500 monthly income, 33.6 per cent got between R600-R1 000 and 14.8 per cent received no monthly income. This implies that family social status had a significant impact on the youth monthly allowances received from parents or guardians as the majority of those who stayed in rural area received less than R500 monthly income.

5.2.8. Ethnic group

Table 28: Ethnic group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Venda	136	45.3	45.3	45.3
	Pedi	49	16.3	16.3	61.7
	Tsonga	80	26.7	26.7	88.3
	Sotho	5	1.7	1.7	90.0
	Other	30	10.0	10.0	100.0
	Total	300	100.0	100.0	

Table 28 indicates that majority of the youth (45.3 per cent of youth) were Tshivenda-speaking, 26.7 per cent Xitsonga-speaking, 16.3 per cent Sepedi-speaking and only, 1.7 per cent were Sesotho-speaking. Therefore, this suggests that more respondents were Tshivenda-speaking youth. This could be associated

with the fact that the study was conducted in Venda area of Limpopo Province – South Africa. The subsequent section explains the frequency data analysis, which indicates the respondents’ frequency of access, preferences, gratification, dependency and news media discussion with friends and family.

5.3. MEDIA ACCESS AND USE

This section analyses data on the access and use of various media platforms. The analysis establishes the youth’s access, preferences, attitude and attention to news media. Furthermore, the section presents the respondents’ perceived media credibility, their dependency and gratifications from various media. Other important aspects presented are the youth’ interpersonal news discourse with family and friends.

5.3.1. Access to various News Media

The respondents’ frequency of access to different types of news media such as television, hardcopy newspaper, online media, Twitter and Facebook for news consumption purposes is outlined in this subsection.

Table 29: Access to various news media

Access to news media	Daily N (%)	Weekly N (%)	Monthly N (%)	Not at all N (%)	Total N (%)
Television	46 (15.3)	73 (24.3)	84 (28)	59 (19.7)	262 (87.3)
Hardcopy newspapers	43.0	23.2	17.9	16.0	
Online media	79.9	9.3	5.4	5.4	
Facebook	45.2	9.5	6.8	38.4	
Twitter	30.4	19.8	13.0	36.8	
Total					

Table 29 illustrates that altogether, 262 youth (87.3 per cent of the sample) accessed news media, with 28 per cent accessed television monthly. More than two-thirds (79.9 per cent) accessed online media daily, whereas 43.0 per cent accessed newspapers daily and 45.2 per cent Facebook daily and 30.4 Twitter daily. However, a significant number of youth did not access Facebook, Twitter and television at all.

Table 30: Access to television

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	46	15.3	17.6	17.6
	Weekly	73	24.3	27.9	45.4
	Monthly	84	28.0	32.1	77.5
	Not at all	59	19.7	22.5	100.0
	Total	262	87.3	100.0	
Missing	System	38	12.7		
Total		300	100.0		

Table 30 indicates that 32.1 per cent of the respondents accessed television news monthly, 27.9 per cent weekly and 17.6 per cent accessed television daily. When participants were asked about their access to national news channels, more youth accessed ETV daily (51.3%), followed by SABCnews daily (31.3%) and eNCA monthly (22.6%) while from the international level, the majority did not access BBC (81.4%) followed by RT (77.1%), CNN (70.1%) and Al Jazeera (67.4%). This implies that there were more youth who accessed television news monthly with ETV accessed daily by the majority and the BBC not accessed by the majority of the respondents.

Table 31: Access to online media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	223	74.3	79.9	79.9
	Weekly	26	8.7	9.3	89.2
	Monthly	15	5.0	5.4	94.6
	Not at all	15	5.0	5.4	100.0
	Total	279	93.0	100.0	
Missing	System	21	7.0		
Total		300	100.0		

Table 31 illustrates that more than half of the respondents, by 79.9 per cent, accessed online media daily that those with insignificant access on a weekly and monthly basis. Moreover, with regard to access to various online outlets, more youth accessed City Press daily (56.7%), followed by News24 daily (29.4%), while others accessed the Sunday Times Live weekly (22.7%), The Citizen daily (21.0%),

Sowetan Live weekly (16.3%) and Mail and Guardian weekly (20.7%) were accessed by insignificant number of respondents.

Table 32 Access to Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	119	39.7	45.2	45.2
	Weekly	25	8.3	9.5	54.8
	Monthly	18	6.0	6.8	61.6
	Not at all	101	33.7	38.4	100.0
	Total	263	87.7	100.0	
Missing	System	37	12.3		
Total		300	100.0		

Table 32 indicates that the largest number of the respondents, by 45.2 per cent accessed Facebook daily, followed by 9.3 per cent weekly and 6.0 per cent monthly, while, some of the respondents (38.4 per cent) did not access Facebook at all.

Table 33: Access to Twitter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	77	25.7	30.4	30.4
	Weekly	50	16.7	19.8	50.2
	Monthly	33	11.0	13.0	63.2
	Not at all	93	31.0	36.8	100.0
	Total	253	84.3	100.0	
Missing	System	47	15.7		
Total		300	100.0		

Table 33 demonstrates that 30.4 per cent of the respondents accessed Twitter daily, 19.7 per cent weekly and 11.0 per cent monthly, while most youth by 36.8 per cent did not access Twitter at all.

Table 34: Access to Newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	113	37.7	43.0	43.0
	Weekly	61	20.3	23.2	66.2
	Monthly	47	15.7	17.9	84.0
	Not at all	42	14.0	16.0	100.0
	Total	263	87.7	100.0	
Missing	System	37	12.3		
Total		300	100.0		

Table 34 indicates that majority of the respondents 43.0 per cent accessed newspapers daily, 23.2 per cent weekly, and 17.9 per cent monthly. With regard to access to various hardcopy newspapers, the majority of the respondents accessed Daily Sun weekly (29.9%), followed by Sowetan monthly (23.0%). In contrast, the majority of respondents did not access City Press (69.0%) followed by Mail and Guardian (72.2%) and The Citizen (60.7%) as sources of news. Moreover, the results show that Daily Sun and Sowetan newspapers were mostly accessed by youth to consume news on a weekly and monthly basis respectively. While, most of broadsheet newspapers like City Press, Mail and Guardian, and The Citizen were not accessed and used by the majority of youth for news consumption purposes.

5.3.2. News Media Preferences

The subsection explains the respondents' news media preferences. This is to establish the types of news media youth prefer most for news consumption. It focuses on youth preferences of television, newspapers and online media for news consumption purpose.

Table 35: Preference of television news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly preferred	136	45.3	51.1	51.1
	Preferred	69	23.0	25.9	77.1
	Little preferred	43	14.3	16.2	93.2
	Not preferred at all	18	6.0	6.8	100.0
	Total	266	88.7	100.0	
Missing	System	34	11.3		
Total		300	100.0		

Table 35 indicates that more than half of the respondents, by 51.1 per cent, highly preferred television news, some by 25.9 per cent preferred television and only 16.2 per cent had little preference to television news. With regard to preferred national television channels for news consumption, ETV highly preferred by (32.3%), followed SABCnews (27.4%), eNCA (12.1%) and ANN7 (22.8%); whereas, more than half of the respondents by 54.0 per cent did not prefer eNCA. Moreover, in relation to international news channels, 25.0 per cent highly preferred Russia Television (RT), followed by CNN (8.5%), BBC (7.4%) and Al Jazeera (6.5%). While, CNN news was only preferred by 15.4 per cent. On the contrary, Al Jazeera (65.3%) was the most not preferred by youth followed by BBC (61.2%), CNN (54.9%) and RT (47.2%) respectively. This implies that most youth highly preferred ETV news and RT to consume both national and international news respectively. While, more youth did not certainly prefer to access eNCA and Al Jazeera to consume both national and international news.

Table 36: Preference of newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly preferred	142	47.3	52.2	52.2
	Preferred	50	16.7	18.4	70.6
	Little preferred	54	18.0	19.9	90.4
	Not preferred at all	26	8.7	9.6	100.0
	Total	272	90.7	100.0	
Missing	System	28	9.3		
Total		300	100.0		

Table 36 illustrates that more than half of the respondents, by 52.2 per cent, highly preferred to read newspapers, 18.4 per cent preferred newspapers, and 19.9 per cent had little preference to newspapers and 9.6 per cent did not prefer newspapers at all. This indicates that most youth highly preferred reading newspapers. With regard to types of newspapers, 34.7 per cent highly preferred The Citizen, while 46.9 per cent did not prefer Mail and Guardian followed by 41.5 per cent of City Press. Meanwhile, 30.0 per cent had little preference to City Press, followed by Mail and Guardian (22.8%) and The Citizen newspaper (21.3%).

Table 37: Preference of online Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly preferred	127	42.3	48.7	48.7
	Preferred	33	11.0	12.6	61.3
	Little preferred	34	11.3	13.0	74.3
	Not preferred at all	67	22.3	25.7	100.0
	Total	261	87.0	100.0	
Missing	System	39	13.0		
Total		300	100.0		

Table 37 demonstrates that close to half of the respondents, by 48.7 per cent, highly preferred highly online media, while, preferred (12.6%), little preferred (13.0%), and not preferred at all (25.7%). With regard to various types of online media version used to consume news, 26.3 per cent highly preferred News24, followed by Sunday Times Live (12.9%) and Sowetan Live (11.0%). In addition, most youth by 24.7 per cent preferred News24, followed by Sunday Times Live (24.2%) and Sowetan Live (24.1%). The findings further reveal that the majority of youth, by 44.7 per cent, highly preferred Facebook, followed by a highly preference of Twitter (44.4%). Therefore, the results indicate that most youth highly preferred to consume news from online media platform.

5.3.3. Preferences of News Media Reports

This subsection explains and analyses respondents' preferences of political, business, sports and entertainment news reports for consumption and to be informed about what is happening around South Africa and the world.

Table 38: Preference of Political news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly preferred	86	28.7	31.5	31.5
	Preferred	77	25.7	28.2	59.7
	Little preferred	76	25.3	27.8	87.5
	Not preferred at all	34	11.3	12.5	100.0
	Total	273	91.0	100.0	
Missing	System	27	9.0		
Total		300	100.0		

Table 38 illustrates that 31.5 per cent highly preferred political news, 28.2 per cent preferred and 27.8 per cent had little preference and only 11.3 per cent did not prefer political news.

Table 39: Preference of business news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly preferred	133	44.3	48.4	48.4
	Preferred	53	17.7	19.3	67.6
	Little preferred	62	20.7	22.5	90.2
	Not preferred at all	27	9.0	9.8	100.0
	Total	275	91.7	100.0	
Missing	System	25	8.3		
Total		300	100.0		

Table 39 indicates that almost half of the youth, by 48.4 per cent, highly preferred business news, 22.5 per cent little preferred, 19.3 per cent preferred and only 9.8 per cent did not prefer business news.

Table 40: Preference of sport news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly preferred	61	20.3	42.1	42.1
	Preferred	35	11.7	24.1	66.2
	Little preferred	29	9.7	20.0	86.2
	Not preferred at all	20	6.7	13.8	100.0
	Total	145	48.3	100.0	
Missing	System	155	51.7		
Total		300	100.0		

Table 40 illustrates that 42.1 per cent of youth highly preferred sports news, 24.1 per cent preferred, 20.0 per cent little preferred sport news and 13.8 per cent did not prefer sports news.

Table 41: Preference of entertainment news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly preferred	162	54.0	69.5	69.5
	Preferred	42	14.0	18.0	87.6
	Little preferred	13	4.3	5.6	93.1
	not preferred at all	16	5.3	6.9	100.0
	Total	233	77.7	100.0	
Missing	System	67	22.3		
Total		300	100.0		

Table 41 demonstrates that more than half of the respondents, by 69.5 per cent, highly preferred entertainment news, some by 18.0 per cent preferred, 5.6 per cent little preferred entertainment news and only 6.9 per cent did not prefer to consume entertainment news at all. However, the overall results indicate that the majority of youth participants highly preferred to read entertainment news, followed by business, sports and then political news.

5.3.4. News Media Exposure

News media consumption is a product of media exposure and media attention for each of the media, that is television, newspaper and Internet. In this subsection the respondents' level of exposure to various news media platforms is analysed.

Table 42: Respondents' exposure to television news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 hours	161	53.7	57.5	57.5
	30 minutes	57	19.0	20.4	77.9
	less than 15 minutes	30	10.0	10.7	88.6
	None	32	10.7	11.4	100.0
	Total	280	93.3	100.0	
Missing	System	20	6.7		
Total		300	100.0		

Table 42 indicates that more than half of the respondents, by 57.5 per cent, spent between 1-2 hours watching television news every day while, 20.4 per cent spent about 30 minutes and 10.7 per cent spent less than 15 minutes on television news daily. Moreover, with regard to exposure to national news media channels, 24.9 per cent spent 1-2 hours watching news on ETV every day, 23.7 per cent spent 30 minutes watching news on SABC, 20.5 per cent spent less than 15 minutes on eNCA and 43.1 per cent were not exposed to news on SABC. In addition, also 57.0 per cent were not exposed to eNCA news per day, whereas ANN7 news was not watched by 46.7 per cent. With regard to international news channels, more than half of the respondents by 58.7 per cent were not exposed to CNN news, followed by Aljazeera (53.0%), BBC (42.3%) and lastly RT channel (48.3%). This implies that from the majority of youth exposed to television news, many spent 1-2 hours watching news on ETV daily and few were exposed to RT news.

Table 43: Exposure to Hardcopy newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 hours	66	22.0	25.2	25.2
	30 minutes	56	18.7	21.4	46.6
	less than 15 minutes	60	20.0	22.9	69.5
	None	80	26.7	30.5	100.0
	Total	262	87.3	100.0	
Missing	System	38	12.7		
Total		300	100.0		

Table 43 illustrates that 25.2 per cent of the respondents spent between 1-2 hours reading news on newspaper daily' while 20.0 per cent spent less than 15 minutes and 18.7 per cent spent about 30 minutes reading newspapers a day. Moreover, when asked to indicate the level of exposure to different types of newspapers, more than half of the respondents, by 54.0 per cent, indicated not being exposed to the Mail and Guardian, followed by City Press and The Citizen newspapers. Additionally, 44.5 per cent of respondents read The Citizen newspaper for less than 15 minutes per day followed by City Press for less than 15 minutes and lastly Mail and Guardian for less than 15 minutes.

Table 44: Exposure to online media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 hours	112	37.3	43.9	43.9
	30 minutes	73	24.3	28.6	72.5
	Less than 15 minutes	25	8.3	9.8	82.4
	None	45	15.0	17.6	100.0
	Total	255	85.0	100.0	
Missing	System	45	15.0		
Total		300	100.0		

Table 44 indicates that 43.9 per cent of respondents read online news for between 1-2 hours, while 28.6 per cent spent 30 minutes reading news online. With regard to various online media, 53.1 per cent of youth spent between 1-2 hours reading news on Facebook, followed by those who read news for less than 15 minutes on Sunday

Times Live (24.5%), News24 (24.1%) and Sowetan Live (20.2%). While, 21.4 per cent spent between 1-2 hours reading news on Twitter and only 19.6 per cent spent around 30 minutes reading news on Facebook. Furthermore, more than half of the respondents, by 54.0 per cent, were not exposed to Sowetan Live, Sunday Times Live (43.5%), News24 (36.8%) and Twitter (21.4%).

5.3.5. Attitude to News Media

News media consumption is measured by the growing attitude towards the news. Therefore, this subsection provides and analyses the respondents' attitude towards news media.

Table 45: Attitude to television news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly negative attitude	26	8.7	9.5	9.5
	Negative attitude	34	11.3	12.5	22.0
	Positive attitude	101	33.7	37.0	59.0
	Highly positive attitude	112	37.3	41.0	100.0
	Total	273	91.0	100.0	
Missing	System	27	9.0		
Total		300	100.0		

Table 45 indicates that 41.0 per cent of youth held a highly positive attitude, 37.0 per cent held positive attitude, Only 12.5 per cent had negative attitude, and only 9.5 per cent had a highly negative attitude towards television news. Additionally, with regard to attitude to South African based television news channels, 34.8 per cent held positive attitude to ETV, followed by eNCA (32.9%) and SABCnews (32.0%). Moreover, most youth, by 28.8 per cent, held highly positive attitude to ETV, followed by SABCnews (26.6%), 27.1 per cent held negative attitude towards eNCA, followed by SABC (20.5%) and ETV (18.8%).

Furthermore, with regard to international television news channels 31.7 per cent of youth had negative attitude towards CNN, followed by Aljazeera (29.6%) and RT (29.9%). Furthermore, 36.1 per cent held positive attitude towards RT, followed by BBC (34.9%), CNN (30.4%) and Aljazeera (29.6%). The results imply that more

youth had a highly positive attitude to television news, with the majority having a highly positive attitude to ETV and very minimal number of youth had a highly positive attitude towards international news channels such as BBC, followed by Aljazeera, RT and CNN.

Table 46: Attitude towards hardcopy newspapers

		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	Highly negative attitude	39	13.0	14.9	14.9
	Negative attitude	58	19.3	22.2	37.2
	Positive attitude	100	33.3	38.3	75.5
	Highly positive attitude	64	21.3	24.5	100.0
	Total	261	87.0	100.0	
Missing	System	39	13.0		
Total		300	100.0		

Table 46 illustrates that 38.3 per cent of youth had a positive attitude towards hardcopy newspapers, 24.5 per cent had a highly positive attitude, some of respondents by 22.2 per cent had negative attitude, while only 14.9 per cent held a highly negative attitude towards newspapers. Likewise, most youth, by 39.1 per cent, had a positive attitude towards Mail and Guardian, followed by The Citizen (30.0%) and City Press (22.8%). Moreover, 36.9 per cent of the respondents had a highly negative attitude towards The Citizen, followed by City Press (27.8%) and Mail and Guardian (20.3%).

Table 47: Attitude towards online media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly negative attitude	29	9.7	11.1	11.1
	Negative attitude	30	10.0	11.5	22.5
	Positive attitude	94	31.3	35.9	58.4
	Highly positive attitude	109	36.3	41.6	100.0
	Total	262	87.3	100.0	

Missing	System	38	12.7		
Total		300	100.0		

Table 47 indicates that 41.6 per cent had a highly positive attitude towards online media, almost two-fifths of the respondents, by 35.9 per cent, had a positive attitude, some of respondents by 11.5 per cent had a negative attitude towards online media and only 11.1 per cent had a highly negative attitude towards online media.

Moreover, in terms of the types of online media, 44.9 per cent had a positive attitude to Sunday Times Live, followed by News24 (42.8%), Facebook (40.5%) and Twitter (29.1%). Furthermore, most youth, by 49.1 per cent, had a highly positive attitude towards Facebook, followed by Twitter and News24. Moreover, 25.3 per cent had a highly negative attitude towards Twitter, followed by Sowetan live (18.2%) and Facebook (14.3%).

5.3.6. News Media Attention

News media consumption is measured by the attention individuals have given to the news. So, the subsection explains and analyses the respondents' attention towards news media.

Table 48: Attention towards television news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much attention	165	55.0	59.1	59.1
	Attention	70	23.3	25.1	84.2
	Little attention	28	9.3	10.0	94.3
	No attention at all	16	5.3	5.7	100.0
	Total	279	93.0	100.0	
Missing	System	21	7.0		
Total		300	100.0		

Table 48 illustrates that 59.1 per cent of youth gave much attention to television news, some of the respondents, by 25.1 per cent, gave just attention, only 10.0 per cent gave little attention and lastly 5.7 per cent did not give any attention to television news. Furthermore, two-fifths of the respondents, by 30.8 per cent, gave attention to

ETV news and 20.6 per cent did pay much attention to the news to ANN7 and only 11.4 per cent gave much attention to eNCA. However, 45.1 per cent of the respondents did not pay any attention to eNCA news, followed by ANN7 (34.0%) and SABCnews (33.9%).

Moreover, with regard to international channels, more than half of the respondents, by 51.0 per cent, did not pay any attention to Al Jazeera news, followed by CNN (49.1%), BBC (39.6%) and RT (42.9%) news. While, some of the respondents, by 24.8 per cent, gave little attention to BBC and 21.1 per cent did give attention to RT news.

Table 49: Attention towards hardcopy newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much attention	88	29.3	32.8	32.8
	Attention	51	17.0	19.0	51.9
	Little attention	64	21.3	23.9	75.7
	No attention at all	64	21.3	24.3	100.0
	Total	268	89.3	100.0	
Missing	System	33	11		
Total		300	100.0		

Table 49 presents that 32.8 per cent gave much attention to hardcopy newspapers, some, by 23.9 per cent, did not pay any attention and only 19.0 per cent gave attention to newspapers. Therefore, with regard to types of newspapers, more than two-fifths of the respondents, by 43.7 per cent, did not pay any attention to City Press, followed by Mail and Guardian, while 25.9 per cent gave attention to The Citizen followed by Mail and Guardian and some by 31.0 per cent gave little attention City Press.

Table 50: Attention towards online media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much attention	135	45.0	49.8	49.8
	Attention	81	27.0	29.9	79.7
	Little attention	34	11.3	12.5	92.3
	No attention at	21	7.0	7.7	100.0

	all				
	Total	271	90.3	100.0	
Missing	System	29	9.7		
Total		300	100.0		

Table 50 indicates that more than two-fifths of the respondents by 49.8 per cent did pay much attention to online media news, while some, by 29.9 per cent, just pay attention and only 7.7 per cent did not pay any attention to online media news. Moreover, 38.0 per cent of youth did not pay attention to twitter news followed by Sowetan live (34.7%) and News24 (27.5%). Furthermore, 53.7 per cent of youth did pay much attention to Facebook, followed by Twitter (24.7%) and Sunday Times Live (25.2%), whereas 26.3 per cent did pay attention to News24, followed by Facebook and Sowetan Live. Almost two-fifths of the respondents, by 32.3 per cent, gave little attention to Sunday Times Live.

5.3.7. Perceived News Media Credibility

The subsection analyses the level of perceived news media credibility among youth. Notably, news media consumption is measured by the growing trust people have on the news media.

Table 51: Level of television news credibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not believable at all	51	17.0	18.8	18.8
	Somewhat believable	77	25.7	28.4	47.2
	Believable	68	22.7	25.1	72.3
	Totally believable	75	25.0	27.7	100.0
	Total	271	90.3	100.0	
Missing	System	29	9.7		
Total		300	100.0		

Table 51 illustrates that 28.4 per cent of the respondents somewhat believe, 27.7 per cent totally believe, 25.1 per cent believe and only 18.8 per cent did not believe television news at all. This implies that more youth somewhat believe television news.

Table 52: Level of hardcopy newspapers credibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not believable at all	11	3.7	3.8	3.8
	Somewhat believable	60	20.0	20.8	24.7
	Believable	101	33.7	35.1	59.7
	Totally believable	116	38.7	40.3	100.0
	Total	288	96.0	100.0	
Missing	System	12	4.0		
Total		300	100.0		

Table 52 indicates that two-fifths of the respondents, by 40.3 per cent, totally believe, 35.1 per cent believe, 20.8 per cent somewhat believe in newspaper credibility and only 3.8 per cent did not believe that the newspaper is a reliable source of information. This shows that the majority of youth totally believe newspapers.

Table 53: Level of online media credibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not believable at all	17	5.7	6.0	6.0
	Somewhat believable	95	31.7	33.8	39.9
	Believable	114	38.0	40.6	80.4
	Totally believable	55	18.3	19.6	100.0
	Total	281	93.7	100.0	
Missing	System	19	6.3		
Total		300	100.0		

Table 53 highlights that two-fifths of the respondents, by 40.6 per cent, believe, 33.8 per cent somewhat believe, 19.6 per cent totally believe and only 6.0 per cent did not believe in online media as a trustworthy source of news. This demonstrates that more youth believe in online news media.

Table 54: Level of Facebook credibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not believable at all	37	12.3	13.3	13.3
	Somewhat believable	90	30.0	32.3	45.5
	Believable	89	29.7	31.9	77.4
	Totally believable	63	21.0	22.6	100.0
	Total	279	93.0	100.0	
Missing	System	21	7.0		
Total		300	100.0		

Table 54 indicates that 32.3 per cent of the respondents somewhat believe, 31.9 per cent believe, 22.6 per cent totally believe, and only 13.3 per cent did not believe in Facebook as a source of news.

Table 55: Level of Twitter credibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not believable at all	50	16.7	17.8	17.8
	Somewhat believable	81	27.0	28.8	46.6
	Believable	67	22.3	23.8	70.5
	Totally believable	83	27.7	29.5	100.0
	Total	281	93.7	100.0	
Missing	System	19	6.3		
Total		300	100.0		

Table 55 illustrates that 29.5 per cent of the respondents totally believe, 28.8 per cent somewhat believe, 23.8 per cent believe that Twitter is a credible source of news and only 17.8 per cent did not believe that Twitter is a credible source of information and news. This implies that more youth somewhat believed Twitter news. The overall analyses demonstrate that the majority of youth believed in the credibility of online media news, followed by newspapers, television, Facebook and Twitter.

5.3.8. Perception on News Media

The sub-section explains the youth' level of perception towards news media, because news media consumption is also measured by growing perception of youth towards news media. Furthermore, news consumption is a product of respondents' perception towards news media.

Table 56: Level of perception on television news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	48	16.0	17.5	17.5
	Average	68	22.7	24.7	42.2
	Good	90	30.0	32.7	74.9
	Excellent	69	23.0	25.1	100.0
	Total	275	91.7	100.0	
Missing	System	25	8.3		
Total		300	100.0		

Table 56 indicates that almost two-fifths of the respondents, by 32.7 per cent, perceived television news as good, 25.1 per cent as excellent, 24.7 per cent as average and only 17.5 per cent perceived television news as poorly presented.

Table 57: Level of perception on hardcopy newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	95	31.7	33.9	33.9
	Average	83	27.7	29.6	63.6
	Good	67	22.3	23.9	87.5
	Excellent	35	11.7	12.5	100.0
	Total	280	93.3	100.0	
Missing	System	20	6.7		
Total		300	100.0		

Table 57 reflects that almost 33.9 per cent of youth perceived hardcopy newspapers as poor, 29.6 per cent average, 23.9 per cent good and only 12.5 per cent as an excellent source of news.

Table 58: Level of perception on online media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	35	11.7	12.7	12.7
	Average	104	34.7	37.8	50.5
	Good	88	29.3	32.0	82.5
	Excellent	48	16.0	17.5	100.0
	Total	275	91.7	100.0	
Missing	System	25	8.3		
Total		300	100.0		

Table 58 indicates that 37.8 per cent of participants perceived online media news as average, with 32.0 per cent as good, 17.5 per cent as excellent reports and only 12.7 per cent as poor.

Table 59: Level of perception on Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	87	29.0	31.0	31.0
	Average	98	32.7	34.9	65.8
	Good	56	18.7	19.9	85.8
	Excellent	40	13.3	14.2	100.0
	Total	281	93.7	100.0	
Missing	System	19	6.3		
Total		300	100.0		

Table 59 illustrates that 34.9 per cent of youth perceived Facebook news as average. 31.0 per cent as poor, 19.9 per cent as good and only 14.2 per cent perceived Facebook news as excellent.

Table 60: Level of perception on Twitter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	124	41.3	45.4	45.4
	Average	88	29.3	32.2	77.7
	Good	34	11.3	12.5	90.1
	Excellent	27	9.0	9.9	100.0
	Total	273	91.0	100.0	
Missing	System	27	9.0		
Total		300	100.0		

Table 60 indicates that 45.4 per cent of youth perceived twitter news as poor, whereas, 32.2 per cent considered it as average. Some of them, by 12.5 per cent, deem it good and only 9.9 per cent perceived twitter news as excellent. The overall findings show that most youth perceived television news as good, some perceived hardcopy newspapers as poor, and others perceived online media news and Facebook as average while over two-fifths of the respondents perceived twitter news as poorly constructed.

5.3.9. News Media Dependency

The subsection provides and analyses the youth' level of dependency on news media. This is to establish the level of youth dependency on various types of media for news consumption. Furthermore, news media consumption is measured by growing dependency on a specific news media. This suggests that news consumption is also a product of respondents' dependency on news media.

Table 61: Dependency on television news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly dependent	82	27.3	30.7	30.7
	Dependent	93	31.0	34.8	65.5
	Not dependent	60	20.0	22.5	88.0
	Highly not dependent	32	10.7	12.0	100.0
	Total	267	89.0	100.0	
Missing	System	33	11.0		
Total		300	100.0		

Table 61 indicates that 34.8 per cent of participants are dependent on television news. 30.7 per cent highly dependent, 22.5 per cent did not depend and only 12.0 did not highly depend on television news.

Furthermore, with regard to national news channels, some of the respondents, by 27.6 per cent, depended on SABC news, followed by ETV (26.5%) and eNCA (17.3%). Likewise, 35.7 per cent of youth did not depend on eNCA followed by ANN7 (31.3%) and lastly SABC news (28.0%). However, with regard to international news channels, 26.8 per cent of youth depended on BBC followed by RT (22.0%) and CNN (18.3%), whereas 24.7 per cent per cent highly depended on Al Jazeera. Almost two-fifths of the respondents, by 35.3 did not highly depend on CNN for news, followed by RT channel (32.5%).

Table 62: Dependency on newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly dependent	83	27.7	30.7	30.7
	Dependent	112	37.3	41.5	72.2
	Not dependent	57	19.0	21.1	93.3
	Highly not dependent	18	6.0	6.7	100.0
	Total	270	90.0	100.0	
Missing	System	30	10.0		
Total		300	100.0		

Table 62 presents that more than two-fifths of the respondents, by 41.5 per cent, depended on hardcopy newspapers, with 30.7 per cent highly depended, some, by 21.1 per cent, did not depend and only 6.7 per cent did not highly depend on newspapers for news consumption. Moreover, more two-fifths of the respondents, by 42.4 per cent, highly depended on Mail and Guardian for news, followed by The Citizen (35.1%) and half of respondents by 50.0 per cent depended on City Press.

Table 63: Dependency on online media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly dependent	138	46.0	50.5	50.5
	Dependent	99	33.0	36.3	86.8
	Not dependent	28	9.3	10.3	97.1
	Highly not dependent	8	2.7	2.9	100.0
	Total	273	91.0	100.0	
Missing	System	27	9.0		
Total		300	100.0		

Table 63 indicates that half of the respondents, by 50.5 per cent, highly depended on online media, 36.3 per cent are dependent, 10.3 did not depend on online media and only 2.9 per cent did not highly depend on online media for news consumption. Moreover, 39.2 per cent of youth highly depended on News24, followed by Facebook, while 35.0 per cent depended on Sunday Times Live, followed by Twitter (23.5%) and News24 (20.8%). However, 33.1 per cent did not depend on Sowetan Live and Twitter (31.5%) for news consumption purpose.

5.3.10. News Media Gratifications

The subsection explains gratifications youth received from news media, because news media consumption is measured by gratifications youth obtain from a specific news media. However, news media consumption is measured as a product of respondents' gratifications from television, newspapers, and online media.

Table 64: Gratifications from television

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly gratified	106	35.3	40.0	40.0
	Gratified	118	39.3	44.5	84.5
	Not gratified	30	10.0	11.3	95.8
	Highly ungratified	11	3.7	4.2	100.0
	Total	265	88.3	100.0	
Missing	System	35	11.7		
Total		300	100.0		

Table 64 illustrates that more than two-fifths of the respondents, by 44.5 per cent, were gratified by television news. Two-fifths by 40.0 per cent were highly gratified, 11.3 per cent not gratified and only 4.2 per cent highly ungratified by television news. Moreover, almost two-fifths of the respondents by 32.7 per cent were gratified by ETV, followed by ANN7 (29.7%), SABC (29.5%) and eNCA (21.7%). Additionally, 32.8 per cent were not gratified by eNCA news and some by 24.9 per cent were highly gratified by ETV news. Furthermore, 28.6 per cent were gratified by Al Jazeera news, followed by RT (23.4%) and CNN (28.5%) while, 33.5 per cent of respondents were not gratified by RT news, followed by Al Jazeera (32.3%) and BBC (30.7%).

Table 65: Gratifications from hardcopy newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly gratified	124	41.3	45.9	45.9
	Gratified	104	34.7	38.5	84.4
	Not gratified	34	11.3	12.6	97.0
	Highly ungratified	8	2.7	3.0	100.0
	Total	270	90.0	100.0	
Missing	System	30	10.0		
Total		300	100.0		

More than two-fifths of the respondents, by 45.9 per cent, were highly gratified by newspapers, 38.5 per cent were gratified, and 12.6 per cent were not gratified and only 3.0 per cent were highly ungratified by reading newspapers. Moreover, more than two-fifths of the respondents, by 42.9 per cent, were highly gratified by The Citizen, while 31.2 per cent were gratified by City Press and 28.6 per cent were not gratified by reading Mail and Guardian (see Table 65).

Table 66: Gratifications from online media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly gratified	104	34.7	38.8	38.8
	Gratified	89	29.7	33.2	72.0
	Not gratified	45	15.0	16.8	88.8
	Highly ungratified	30	10.0	11.2	100.0
	Total	268	89.3	100.0	
Missing	System	32	10.7		
Total		300	100.0		

Table 66 demonstrates that almost two-fifths of the respondents, by 38.8 per cent, were highly gratified by online media, 33.2 per cent were gratified, 16.8 per cent were not gratified and only 11.2 per cent were highly ungratified by reading news from online media. Moreover, 36.5 per cent of the respondents were gratified by Sunday Times Live news, followed by News24 (36.1%), Facebook (31.3%) and Twitter (22.3%), whereas 24.9 per cent were highly gratified by Sowetan Live news and 31.3 per cent were highly ungratified by Twitter news

5.3.11. Interpersonal News Discourse

Interpersonal news discussion of political, business, sport and entertainment news with family and friends is explained and analysed.

5.3.11.1. News media discourse with family

Table 67: Discussion of political news with family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	95	31.7	37.8	37.8
	Weekly	68	22.7	27.1	64.9
	Monthly	56	18.7	22.3	87.3
	Never	32	10.7	12.7	100.0
	Total	251	83.7	100.0	
Missing	System	49	16.3		
Total		300	100.0		

Almost two-fifths of the respondents, by 37.8 per cent, discussed political news with family daily, 27.1 per cent weekly, 22.3 per cent monthly and only 12.7 per cent did not discuss political news with family (see Table 67).

Table 68: Discussion of current affairs with family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	71	23.7	28.9	28.9
	Weekly	57	19.0	23.2	52.0
	Monthly	52	17.3	21.1	73.2
	Never	66	22.0	26.8	100.0
	Total	246	82.0	100.0	
Missing	System	54	18.0		
Total		300	100.0		

Some of the respondents, by 28.9 per cent, discussed current affairs with family daily, 26.8 per cent did not, 23.2 per cent discussed weekly and only 21.1 per cent discussed current affairs news with family monthly (see Table 68).

Table 69: Discussion of sports news with family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	90	30.0	37.5	37.5
	Weekly	59	19.7	24.6	62.1
	Monthly	42	14.0	17.5	79.6
	Never	49	16.3	20.4	100.0
	Total	240	80.0	100.0	
Missing	System	60	20.0		
Total		300	100.0		

Almost two-fifths of the respondents, by 37.5 per cent, discussed sports news daily, 24.6 per cent discussed weekly, and 20.4 per cent did not discuss and only 17.5 per cent discussed sports news with family members monthly (see Table 69).

Table 70: Discussion of entertainment news with family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	125	41.7	52.5	52.5
	Weekly	40	13.3	16.8	69.3
	Monthly	34	11.3	14.3	83.6
	Never	39	13.0	16.4	100.0
	Total	238	79.3	100.0	
Missing	System	62	20.7		
Total		300	100.0		

More than half of the respondents, by 52.5 per cent, discussed music/entertainment news with family daily, 16.8 per cent discussed news weekly and only 14.3 per cent discussed music/entertainment news with family monthly (see Table 70).

Table 71: Discussion of documentaries with family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	38	12.7	21.2	21.2
	Weekly	30	10.0	16.8	38.0
	Monthly	57	19.0	31.8	69.8
	Never	54	18.0	30.2	100.0
	Total	179	59.7	100.0	
Missing	System	121	40.3		
Total		300	100.0		

Table 71 indicates that 31.8 per cent discussed documentaries monthly, 21.2 per cent discussed daily, only 16.8 per cent discussed them weekly and 30.2 per cent never discussed documentaries with family. The overall findings illustrate that the most discussed news were music/entertainment news daily, political news daily, sports news daily and followed by current affairs daily, and documentaries were discussed monthly with family members.

5.3.11.2. News media discourse with friends

Table 72: Discussion of political news with friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	39	13.0	34.5	34.5
	Weekly	43	14.3	38.1	72.6
	Monthly	13	4.3	11.5	84.1
	Never	18	6.0	15.9	100.0
	Total	113	37.7	100.0	
Missing	System	187	62.3		
Total		300	100.0		

Almost two-fifths of the respondents by 38.1 per cent discussed political news weekly, 34.5 per cent discussed daily, 15.9 per cent did not discuss political news and only 11.5 per cent discussed political news monthly (see Table 72).

Table 73: Discussion of current affairs with friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	39	13.0	33.9	33.9
	Weekly	28	9.3	24.3	58.3
	Monthly	25	8.3	21.7	80.0
	Never	23	7.7	20.0	100.0
	Total	115	38.3	100.0	
Missing	System	185	61.7		
Total		300	100.0		

Table 73 illustrates that 33.9 per cent of the respondents discussed current affairs news with friends daily, 24.3 per cent discussed weekly, and 21.7 per cent discussed monthly and 20.0 per cent did not at all discuss current affairs news with friends.

Table 74: Discussion of sports news with friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	56	18.7	48.3	48.3
	Weekly	29	9.7	25.0	73.3
	Monthly	11	3.7	9.5	82.8
	Never	20	6.7	17.2	100.0
	Total	116	38.7	100.0	
Missing	System	184	61.3		
Total		300	100.0		

Table 74 indicates that almost half of the respondents, by 48.3 per cent, discussed sports news daily with friends, 25.0 per cent discussed weekly, 17.2 per cent never discussed sports news and only 9.5 per cent discussed sports news with friends monthly.

Table 75: Discussion of entertainment news with friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	80	26.7	69.0	69.0
	Weekly	18	6.0	15.5	84.5
	Monthly	10	3.3	8.6	93.1
	Never	8	2.7	6.9	100.0
	Total	116	38.7	100.0	
Missing	System	184	61.3		
Total		300	100.0		

More than half of the respondents, by 69.0 per cent, discussed music/entertainment news with friends daily, 15.5 per cent discussed weekly, 8.6 per cent discussed monthly and only 6.9 per cent never discussed music/entertainment news with friends at all (see Table 75).

Table 76: Discussion of documentaries with friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	21	7.0	28.4	28.4
	Weekly	22	7.3	29.7	58.1
	Monthly	18	6.0	24.3	82.4
	Never	13	4.3	17.6	100.0
	Total	74	24.7	100.0	
Missing	System	226	75.3		
Total		300	100.0		

Less than one-third of the respondents, by 29.7 per cent, discussed documentaries with friends weekly, 28.4 per cent discussed daily, and 24.3 per cent discussed documentaries monthly. Furthermore, only 17.6 per cent of the respondents never discussed documentaries with friends (see Table 76). The overall findings demonstrate that the most discussed news with friends were music/entertainment news daily, sport news daily, political news weekly, current affairs news daily and documentaries weekly. The subsequent section is a discussion of the inferential statistical analysis of the study findings.

5.4. INFERENCE STATISTICAL ANALYSIS

The analysis in this section is meant to derive inferences (possible generalisations) between the various respondent categories, for instance age, gender or income level against a variety of continuous variables such as “access” or “preference” of media type for news consumption. In this section two main types of inferential analysis are computed and they are: hypothesis tests which are computed through the use of Chi-Squared and Analysis of Variance tests, and correlational tests which are meant to test the relationship between two continuous variables, for example “media access” versus “media preferences”.

The hypothesis tests are computed to ascertain the significant differences in various respondent demographical categories, such as gender (male or female) in relation to their outlook, attitudes, behaviour or perceptions. Hypothesis tests are computed using the Chi-Squared tests for nominal variables with two categories and the analysis of variance for variables with more than two categories. For any differences to be considered significant the Chi-Squared test (Asymptotic significance [2 sided])

should equal 0 or be lower than 0.05. Only results with outcomes that equal 0 or are below 0.05 are therefore presented in this section.

5.4.1. Relationship between Age and online Media

The subsection deals with the relationships between respondents' age and access to online media for news consumption. The findings in Table 77 indicate that the majority of youth of all age groups, by 75.1 per cent, accessed and used online media daily. Moreover, more than half of the respondents by 77.0 per cent aged 20-25 years access online media daily, while 75.0 per cent aged 31-34 years accessed online media daily. Additionally, only 13.8 per cent of respondents aged 17-19 years accessed online media weekly, whereas 16.7 per cent of the respondents aged 31-34 years accessed online media monthly.

Table 77: Age and use of online media

		Online media	Missing	Daily	Weekly	Monthly	Not at all	Total	
Age	17-19 years	Count	2	22	4	0	1	29	
		% within Age	6.9%	75.9%	13.8%	0.0%	3.4%	100.0%	
	20-25 years	Count	13	184	20	10	12	239	
		% within Age	5.4%	77.0%	8.4%	4.2%	5.0%	100.0%	
	26-30 years	Count	5	8	1	1	2	17	
		% within Age	29.4%	47.1%	5.9%	5.9%	11.8%	100.0%	
	31-34 years	Count	1	9	0	2	0	12	
		% within Age	8.3%	75.0%	0.0%	16.7%	0.0%	100.0%	
	Total		Count	21	223	25	13	15	297
			% within Age	7.1%	75.1%	8.4%	4.4%	5.1%	100.0%

Table 78: Chi-Square Tests: Age and access to online media

	Value	Difference	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.750 ^a	12	.016
Likelihood Ratio	20.348	12	.061
N of Valid Cases	297		
a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .53.			

As the sample Asymptotic Sig. (2-sided) p-value is .016, there were no statistically significant differences between the respondents' age and access to online media – because the Asymp. Sig is not less than 0.05, the level of significance. This implies that respondents' age had no statistical sway on the youth' access to online media for news media consumption. As indicated in Table 77 the majority of older respondents aged 20-25 and 31-34 years accessed and used online media for news consumption daily.

Table 79: Chi-Square Tests: Age and preference of twitter

	Value	Difference	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.804 ^a	9	.014
Likelihood Ratio	22.594	9	.007
Linear-by-Linear Association	1.686	1	.194
N of Valid Cases	250		
a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is 1.45.			

As the sample Asymptotic Sig. (2-sided) p-value is .014, there were no statistically significant differences between the respondents' age and preferences to twitter - because the Asymp. Sig is not less than 0.05, the level of significance. This displays that there were no significance differences between respondents' age and twitter. Since the observed significance (.014) is more than 0.05, respondents' age never had significant impact on twitter preference to consume news.

5.4.2. Relationship between Educational level and Television

As revealed in Table 80, almost two-fifths of the respondents (36.7 per cent) at first-year level accessed television weekly, while, 35.2 per cent of respondents at second-year accessed television monthly, and 31.6 per cent of the respondents at their third-year level accessed television news weekly. The overall findings indicate that the majority of respondents, by 32.1 per cent, had access to television news on a monthly basis.

Table 80: Educational level and access to television

			Television				Total	
			Daily	Weekly	Monthly	Not at all		
Educational_Level	First year	Count	2	22	20	16	60	
		% within Educational_Level	3.3%	36.7%	33.3%	26.7%	100.0%	
	Second year	Count	30	20	37	18	105	
		% within Educational_Level	28.6%	19.0%	35.2%	17.1%	100.0%	
	Third year	Count	14	30	27	24	95	
		% within Educational_Level	14.7%	31.6%	28.4%	25.3%	100.0%	
	Forth year-honours	Count	0	1	0	0	1	
		% within Educational_Level	0.0%	100.0%	0.0%	0.0%	100.0%	
	MA	Count	0	0	0	1	1	
		% within Educational_Level	0.0%	0.0%	0.0%	100.0%	100.0%	
	Total		Count	46	73	84	59	262
			% within Educational_Level	17.6%	27.9%	32.1%	22.5%	100.0%

Table 81: Chi-Square Tests: Educational level and preference of television

	Value	Difference	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.575 ^a	12	.005
Likelihood Ratio	30.734	12	.002
Linear-by-Linear Association	.274	1	.600
N of Valid Cases	262		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .18.

The Chi-Squared test which shows that Asymptotic Significance (2-sided) p-value is .005, suggests statistically significant differences between respondents' educational status and television preferences for news consumption –because the Asymp. Sig. is less than 0.05, the level of significance. The data presented suggests that youth educational level had a direct bearing or significantly swayed television preferences, with more respondents preferring to access news on television monthly, with the majority of them at first-year level accessing television news weekly.

5.4.3. Relationship between Educational level and Newspapers Access

The influence of educational level on the frequency of access to newspapers. The findings in Table 82 illustrate that more than two-fifths of the respondents, by 44.2 per cent, at first year and 45.1 per cent at third year read newspaper daily; while, 27.8 per cent of respondents at second year accessed newspaper monthly. 22.2 per cent of respondents at second year did not read newspaper at all. The overall results indicate that 37.7 per cent of respondents accessed newspaper daily.

Table 82: Educational level and Newspaper

			Newspaper					Total	
			Missing	Daily	Weekly	Monthly	Not at all		
Educational_Level	First year	Count	15	34	16	6	6	77	
		% within Educational_Level	19.5%	44.2%	20.8%	7.8%	7.8%	100.0%	
	Second year	Count	4	27	23	30	24	108	
		% within Educational_Level	3.7%	25.0%	21.3%	27.8%	22.2%	100.0%	
	Third year	Count	18	51	21	11	12	113	
		% within Educational_Level	15.9%	45.1%	18.6%	9.7%	10.6%	100.0%	
	Forth year-honours	Count	0	1	0	0	0	1	
		% within Educational_Level	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	
	MA	Count	0	0	1	0	0	1	
		% within Educational_Level	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	
	Total		Count	37	113	61	47	42	300
			% within Educational_Level	12.3%	37.7%	20.3%	15.7%	14.0%	100.0%

Table 83: Chi-Square Tests: Educational level and preference of newspaper

	Value	Difference	Asymptotic Significance (2-sided)
Pearson Chi-Square	47.783 ^a	16	.000
Likelihood Ratio	48.628	16	.000
N of Valid Cases	300		

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .12.

As the Asymptotic Significance (2-sided) p-value is .000 with expected level of 0.05, it indicates statistically significant differences between educational level and respondents' preference and use of newspapers. This demonstrates that educational level had direct influence towards youth' preference of newspapers for news consumption. Therefore, the results in Table 83 strengthen those of Table 82 which illustrates that a change in educational level could influence the youth preference to read newspapers daily.

5.4.4. Relationship between Educational level and online Media

The results in Table 84 indicate the relationship between the respondents' educational level and access to online media. The majority of the respondents, by 81.5 per cent, at second year, 71.4 per cent at first year and 69.9 per cent at third year level accessed online media daily; while, 13.0 per cent of the respondents at second year accessed online media weekly and only 8.0 per cent at third year accessed online media monthly. Moreover, the general results indicate that more than half of the respondents, by 74.3 per cent, accessed online media daily for news consumption.

Table 84: Educational level and access to online media

			Online Media					Total	
			Missing	Daily	Weekly	Monthly	Not at all		
Educational level	First year	Count	10	55	4	2	6	77	
		% within Educational_Level	13.0%	71.4%	5.2%	2.6%	7.8%	100.0%	
	Second year	Count	2	88	14	3	1	108	
		% within Educational_Level	1.9%	81.5%	13.0%	2.8%	0.9%	100.0%	
	Third year	Count	9	79	8	9	8	113	
		% within Educational_Level	8.0%	69.9%	7.1%	8.0%	7.1%	100.0%	
	Forth year-honours	Count	0	1	0	0	0	1	
		% within Educational_Level	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	
	MA	Count	0	0	0	1	0	1	
		% within Educational_Level	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	
	Total		Count	21	223	26	15	15	300
			% within Educational_Level	7.0%	74.3%	8.7%	5.0%	5.0%	100.0%

Table 85: Chi-Square Tests: Educational level and access to online media

	Value	Difference	Asymptotic Significance (2-sided)
Pearson Chi-Square	42.059 ^a	16	.000
Likelihood Ratio	31.727	16	.011
N of Valid Cases	300		

a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .05.

The Asymptotic Significance (2-sided) value is .000 with expected level of 0.05, which shows that there are statistically significant differences between the respondents' educational level and access online media. This confirms that educational level had an impact towards youth' access to online media, which indicates that the majority of youth in all levels of education, accessed online media on a daily basis for news consumption.

5.4.5. Relationship between Educational level and Facebook

Table 86 illustrates the relationship between the respondents' educational level and access to Facebook for news consumption. The majority of respondents, by 60.2 per cent, at their second year accessed Facebook daily. While, just over half of the respondents by 50.6 per cent at first year did not access Facebook at all, although 39.8 per cent at third year level accessed Facebook daily. Additionally, the overall results show that 39.7 per cent of respondents accessed Facebook daily, 33.7 per cent did not access Facebook and 8.3 per cent accessed it weekly and 6.0 per cent monthly.

Table 86: Educational level and access to Facebook

			Facebook					Total
			Missing	Daily	Weekly	Monthly	Not at all	
Educational Level	First year	Count	19	8	3	8	39	77
		% within Educational_Level	24.7%	10.4%	3.9%	10.4%	50.6%	100.0%
	Second year	Count	5	65	9	3	26	108
		% within Educational_Level	4.6%	60.2%	8.3%	2.8%	24.1%	100.0%
	Third year	Count	13	45	13	7	35	113
		% within Educational_Level	11.5%	39.8%	11.5%	6.2%	31.0%	100.0%
	Forth year-honours	Count	0	1	0	0	0	1
		% within Educational_Level	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	MA	Count	0	0	0	0	1	1
		% within Educational_Level	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Total		Count	37	119	25	18	101	300
		% within Educational_Level	12.3%	39.7%	8.3%	6.0%	33.7%	100.0%

Table 87: Chi-Square Tests: Educational level and access to Facebook

	Value	Difference	Asymptotic Significance (2-sided)
Pearson Chi-Square	63.687 ^a	16	.000
Likelihood Ratio	68.904	16	.000
N of Valid Cases	300		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .06.			

As the Asymptotic Significance (2-sided) value is .000 with expected level of 0.05, this shows that there are statistically significant differences between the respondents' educational level and use of Facebook to consume news. This indicates that educational level had direct influence towards news consumption via Facebook. Therefore, the findings presented in Table 87 support those of Table 86 in the sense that there were more second year youth and less third respondents who accessed Facebook daily. Additionally, in terms of frequencies of access to Facebook more youth accessed Facebook daily and less of them monthly.

5.4.6. Relationship between Educational level and Twitter

Table 88 indicates the relationship between the respondents' educational level in relation to frequency and access to Twitter for news consumption. Almost two-fifths of the respondents, by 34.0 per cent, at third year accessed Twitter daily, while 31.5 per cent of those at first year level accessed Twitter weekly and more than half of the respondents by 51.0 per cent at second year did not access Twitter daily. Moreover, the overall results show that most youth by 36.8 per cent accessed did not have access to Twitter, 30.4 per cent accessed Twitter daily, 19.8 per cent accessed weekly and 13.0 per cent accessed Twitter monthly for the purpose of news consumption.

Table 88: Educational level and access to Twitter

			Twitter				Total	
			Daily	Weekly	Monthly	Not at all		
Educational Level	First year	Count	14	17	11	12	54	
		% within Educational_Level	25.9%	31.5%	20.4%	22.2%	100.0%	
	Second year	Count	30	12	7	51	100	
		% within Educational_Level	30.0%	12.0%	7.0%	51.0%	100.0%	
	Third year	Count	33	21	14	29	97	
		% within Educational_Level	34.0%	21.6%	14.4%	29.9%	100.0%	
	Forth year-honours	Count	0	0	1	0	1	
		% within Educational_Level	0.0%	0.0%	100.0%	0.0%	100.0%	
	MA	Count	0	0	0	1	1	
		% within Educational_Level	0.0%	0.0%	0.0%	100.0%	100.0%	
	Total		Count	77	50	33	93	253
			% within Educational_Level	30.4%	19.8%	13.0%	36.8%	100.0%

Table 89: Chi-Square Tests: Educational level and access to twitter

	Value	Difference	Asymptotic Significance (2-sided)
Pearson Chi-Square	31.170 ^a	12	.002
Likelihood Ratio	29.025	12	.004
Linear-by-Linear Association	.004	1	.952
N of Valid Cases	253		
a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .13.			

The Asymptotic Significance (2-sided) value is .002, which shows that there are statistically significant differences between the educational level and access and use Twitter to consume news by youth – because the Asymp. Sig is less than 0.05, the level of significance. This implies that respondents' educational level had a slight influence on the use and access of Twitter for news consumption. The results in Table 89 indicate that most youth accessed Twitter daily when in third and weekly in

first year, while more than half of the respondents, by 51.0 per cent, at second year did not access Twitter daily.

5.4.7. Relationship between Income and online Media

Table 90 indicates that the majority of the respondents, by 79.8 per cent, with less than R500 monthly income, 79.1 per cent with between R1500-R2000 income, 71.0 per cent with R600-R1000 income and 72.7 per cent of the respondents without any income accessed online media daily; while, 42.9 per cent of the respondents with R2500 and above income accessed online media weekly. The results illustrate that more than half of the respondents, by 74.5 per cent, had frequent access to online media on a daily basis.

Table 90: Income and access to online Media

			Online Media					Total	
			Missing	Daily	Weekly	Monthly	Not at all		
Income	None	Count	5	32	3	1	3	44	
		% within Income	11.4%	72.7%	6.8%	2.3%	6.8%	100.0%	
	Less than R500	Count	6	83	9	4	2	104	
		% within Income	5.8%	79.8%	8.7%	3.8%	1.9%	100.0%	
	R600 - R1000	Count	6	71	8	6	9	100	
		% within Income	6.0%	71.0%	8.0%	6.0%	9.0%	100.0%	
	R1500 and R2000	Count	3	34	3	2	1	43	
		% within Income	7.0%	79.1%	7.0%	4.7%	2.3%	100.0%	
	R2500+	Count	0	2	3	2	0	7	
		% within Income	0.0%	28.6%	42.9%	28.6%	0.0%	100.0%	
	Total		Count	20	222	26	15	15	298
			% within Income	6.7%	74.5%	8.7%	5.0%	5.0%	100.0%

Table 91: Chi-Square Tests: Income and preferences of online media

	Value	Difference	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.769 ^a	16	.019
Likelihood Ratio	22.699	16	.122
N of Valid Cases	298		
a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .35.			

As the sample Asymptotic Sig. (2-sided) value is .019, there were no statistically significant differences between the respondents' income and preferences of online media – because the Asymp. Sig is more than 0.05, the level of significance. This implies that the respondents' income could not influence the preference to use online media for news consumption purpose. These differences were explained in Table 91 which shows that the majority of youth with moderate monthly income could access online media daily while those with higher monthly income could access online media weekly.

5.4.8. Relationship between Income and Facebook

Table 92 indicates that more than half of the respondents, by 58.1 per cent, with monthly income between R1500 and R2000 accessed Facebook daily; although 43.2 per cent without monthly income did not access and use Facebook at all, 42.0 per cent with R600-R1000 monthly income accessed Facebook daily. The overall results demonstrate that 39.9 per cent of respondents accessed Facebook for news daily and 33.6 per cent did not access Facebook.

Table 92: Income and frequency of access to Facebook

			Facebook					Total
			Missing	Daily	Weekly	Monthly	Not at all	
Income	None	Count	8	11	2	4	19	44
		% within Income	18.2%	25.0%	4.5%	9.1%	43.2%	100.0%
	Less than R500	Count	12	41	9	3	39	104
		% within Income	11.5%	39.4%	8.7%	2.9%	37.5%	100.0%
	R600 - R1000	Count	12	42	11	6	29	100
		% within Income	12.0%	42.0%	11.0%	6.0%	29.0%	100.0%
	R1500 and R2000	Count	4	25	0	4	10	43
		% within Income	9.3%	58.1%	0.0%	9.3%	23.3%	100.0%
	R2500+	Count	0	0	3	1	3	7
		% within Income	0.0%	0.0%	42.9%	14.3%	42.9%	100.0%
	Total	Count	36	119	25	18	100	298
		% within Income	12.1%	39.9%	8.4%	6.0%	33.6%	100.0%

Table 93: Chi-Square Tests: Income and preferences of Facebook

	Value	Difference	Asymptotic Significance (2-sided)
Pearson Chi-Square	34.348 ^a	16	.005
Likelihood Ratio	36.556	16	.002
N of Valid Cases	298		

a. 9 cells (36.0%) have expected count less than 5. The minimum expected count is .42.

As the sample Asymptotic Sig. (2-sided) p-value is .005, there are statistically significant differences between the respondents' income and preference of consuming news on Facebook – because the Asymp. Sig is less than 0.05, the level of significance. This implies that respondents' income could impact their preference of using Facebook for reading news. These differences are explicit in Table 92 which shows that the majority of the youth with an income between R1500-R2000 and R600-R1000 were likely to access Facebook daily, those with those without any monthly income did not access Facebook for news consumption at all. The following section provides and analyses the ANOVA data which illustrate significant statistical differences between the means of three or more independent or unrelated groups in relation to a particular continuous variable.

5.5. THE ANALYSIS OF VARIANCE

This section presents data based on the analysis of variance (ANOVA), which is a one-way analysis of variance, to determine if there are significant statistical differences between the means of three or more independent or unrelated groups in relation to a particular continuous variable. The groups would be those in the nominal variable like age or income with more than two categories. The analysis of variance in this research suggests the following significant differences.

5.5.1. The influence of Income on Access to Media

The subsection provides and analyses the influence of the respondents' income on media access, news consumption and preferences. Income is an important variable in socio-economic studies. It, in part signifies social standing, status and purchase power. In other instances income is used in conjunction with other living standard measurement (LSM) variables. In this research, the income variable has influences in media, specifically in access, viewership, preferences and types of media consumed as reflected in the ANOVA table below.

Table 94: Income and access to news media

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
SABC	Between Groups	15.176	4	3.794	2.481	.045
	Within Groups	362.394	237	1.529		
	Total	377.570	241			
The Citizen	Between Groups	19.402	4	4.850	3.297	.012
	Within Groups	348.669	237	1.471		
	Total	368.070	241			
Television	Between Groups	10.636	4	2.659	2.497	.043
	Within Groups	291.751	274	1.065		
	Total	302.387	278			
Hardcopy newspapers	Between Groups	12.835	4	3.209	2.411	.050
	Within Groups	340.644	256	1.331		
	Total	353.479	260			
Television	Between Groups	11.343	4	2.836	3.763	.005
	Within Groups	205.750	273	.754		
	Total	217.094	277			
CNN	Between Groups	23.139	4	5.785	5.310	.000
	Within Groups	257.110	236	1.089		
	Total	280.249	240			
Sport News	Between Groups	19.963	4	4.991	4.368	.003
	Within Groups	126.821	111	1.143		
	Total	146.784	115			

Table 94 demonstrates that there are statistically significant differences between income and access to various media as the Sig. values are less than 0,05; the level of significance, regarding the variables in the table above which includes youth much attention to television (Sig. = .005), the gratifications youth received from CNN news channel (Sig. = .000) and discussion of sport news with friends (Sig. = .003).

However, there were no statistically significant differences between respondents' income and access to various media, which includes the frequency of access to SABC news (Sig. = .045), access of news through The Citizen online version (Sig. = .012), access to Television channels for news consumption (Sig. = .043) and access of news through hardcopy newspapers (Sig. = .050).

5.5.2. The influence of Educational level on Access to Media

The subsection deals with the influence of respondents' education on access to television and online media. Education is an important socio-economic variable. According to these findings education has influence on not only attitudes and perceptions but shapes information access itself since literacy has an influence on intellectual material consumption. In the case of this research, education seems to have huge implications on media viewership and use, access and preferences of media types as reflected in the ANOVA table below and fully explained below.

Table 95: Educational level and access to television

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
SABC	Between Groups	47.676	4	11.919	8.594	.000
	Within Groups	330.085	238	1.387		
	Total	377.761	242			
eNCA	Between Groups	9.769	4	2.442	2.667	.033
	Within Groups	209.689	229	.916		
	Total	219.457	233			
BBC	Between Groups	4.416	4	1.104	2.419	.049
	Within Groups	103.152	226	.456		
	Total	107.567	230			
RT	Between Groups	7.280	4	1.820	2.538	.041
	Within Groups	162.819	227	.717		
	Total	170.099	231			

Table 95 illustrates that there are statistically significant differences between television access and youth educational levels – as the Sig. value is less than 0,05, the level of significance, regarding the variable in the table above, including youth access to SABC news channel (Sig. = .000).

However, there were no statistically significant differences between respondents' educational levels and access to television news regarding the other variables in question, which includes youth's access to eNCA national news channel (Sig. = .033), youth access, youth's access to international news channel BBC (Sig. = .049) and youth's access to Russia Television (RT) news channel (Sig. = .041).

Table 96: Education and access to online media

ANOVA		Sum of Squares	df	Mean Square	f F	Sig.
News24	Between Groups	13.194	4	3.299	2.470	.045
	Within Groups	333.802	250	1.335		
	Total	346.996	254			
Mail and Guardian	Between Groups	11.485	4	2.871	2.496	.044
	Within Groups	271.453	236	1.150		
	Total	282.938	240			
City Press	Between Groups	29.525	4	7.381	4.860	.001
	Within Groups	399.441	263	1.519		
	Total	428.966	267			
Facebook	Between Groups	45.790	4	11.448	7.027	.000
	Within Groups	397.495	244	1.629		
	Total	443.285	248			
The Citizen	Between Groups	23.622	4	5.906	4.070	.003
	Within Groups	345.324	238	1.451		
	Total	368.947	242			
Twitter	Between Groups	22.790	4	5.697	3.961	.004
	Within Groups	378.315	263	1.438		
	Total	401.104	267			

Table 96 indicates that there are statistically significant differences between online media access and educational level – as the Sig. values are less than 0,05, the level of significance regarding the variables in the table above which includes youth access to City Press online version (Sig. = .001), youth access to news through Facebook (Sig. = .000), youth access to The Citizen online version (Sig. = .003) and youth access to twitter (Sig. = .004).

However, there were no statistically significant differences between respondents' educational level and access to online media regarding the other variables in questions, which includes youth access to News24 (Sig. = .045) and youth access to online version of Mail and Guardian (Sig. = .044).

Table 97: Education and news media preferences

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Newspapers	Between Groups	20.675	4	5.169	5.026	.001
	Within Groups	274.561	267	1.028		
	Total	295.235	271			
Online Media	Between Groups	46.150	4	11.537	7.847	.000
	Within Groups	376.409	256	1.470		
	Total	422.559	260			
Facebook	Between Groups	11.609	4	2.902	2.193	.070
	Within Groups	336.167	254	1.323		
	Total	347.776	258			
Twitter	Between Groups	29.877	4	7.469	5.607	.000
	Within Groups	344.998	259	1.332		
	Total	374.875	263			
ANN7	Between Groups	38.087	4	9.522	7.297	.000
	Within Groups	307.955	236	1.305		
	Total	346.041	240			
News24	Between Groups	15.206	4	3.801	3.245	.013
	Within Groups	278.794	238	1.171		
	Total	294.000	242			
The Citizen	Between Groups	45.773	4	11.443	9.741	.000
	Within Groups	258.449	220	1.175		
	Total	304.222	224			

Table 97 exhibits that there are statistically significant differences between youth' educational level and news media preferences – as the Sig. values are less than 0,05, the level of significance regarding the variables in the table above which includes youth preferences of news consumption through newspapers (Sig. = .001), preferences of news consumption through online media (Sig. = .000), youth preferences of news consumption through Twitter (Sig. = .000), youth preferences of consuming news through ANN7 channel (Sig. = .000) and youth preferences of reading news through The Citizen online (Sig. = .000).

However, there were no statistically significant differences between youth educational level and news media preferences regarding the other variables in question, including the youth preferences to read news through Facebook (Sig. = .070) and youth preferences of reading news through News24 (Sig. = .013).

Table 98: Education and news media exposure

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Business news	Between Groups	38.934	4	9.733	9.992	.000
	Within Groups	263.015	270	.974		
	Total	301.949	274			
Hardcopy newspapers	Between Groups	30.391	4	7.598	6.006	.000
	Within Groups	325.090	257	1.265		
	Total	355.481	261			
Online media	Between Groups	13.207	4	3.302	2.717	.030
	Within Groups	303.758	250	1.215		
	Total	316.965	254			
SABC	Between Groups	40.164	4	10.041	7.453	.000
	Within Groups	334.129	248	1.347		
	Total	374.292	252			
BBC	Between Groups	18.400	4	4.600	3.569	.008
	Within Groups	314.500	244	1.289		
	Total	332.900	248			
RT	Between Groups	18.482	4	4.621	5.242	.000
	Within Groups	214.191	243	.881		
	Total	232.673	247			
ANN7	Between Groups	12.264	3	4.088	3.680	.013
	Within Groups	266.634	240	1.111		
	Total	278.898	243			
The Citizen	Between Groups	9.972	4	2.493	3.085	.017
	Within Groups	166.455	206	.808		
	Total	176.427	210			

Table 98 illustrates that there are statistically significant differences between educational level and youth exposure to various news media – as the Sig. values are less than 0,05, the level of significance regarding the variables in the table above including youth exposure to business news (Sig. = .000), exposure to hardcopy newspapers (Sig. = .000), youth exposure to SABC news (Sig. = .000), youth exposure to international television channels – BBC (Sig. = .008) and youth exposure to Russia Television (RT) (Sig. = .000). However, there were no statistically significant differences between youth educational level and exposure to news media regarding other variables in the question, including youth exposure to

online media for news consumption (Sig. = .030), exposure to ANN7 channel news (Sig. = .013) and youth exposure to The Citizen online version (Sig. = .017)

Table 99: Education and attitude to news media

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
SABC	Between Groups	23.305	4	5.826	5.307	.000
	Within Groups	262.383	239	1.098		
	Total	285.689	243			
CNN	Between Groups	10.277	4	2.569	2.767	.028
	Within Groups	218.185	235	.928		
	Total	228.462	239			
BBC	Between Groups	13.540	4	3.385	3.369	.010
	Within Groups	245.183	244	1.005		
	Total	258.723	248			
RT	Between Groups	13.429	4	3.357	3.779	.005
	Within Groups	209.691	236	.889		
	Total	223.120	240			
ANN7	Between Groups	10.847	4	2.712	2.723	.030
	Within Groups	237.985	239	.996		
	Total	248.832	243			
City Press	Between Groups	17.582	4	4.395	4.798	.001
	Within Groups	244.621	267	.916		
	Total	262.202	271			

Table 99 indicates that there are statistically significant differences between educational level and youth attitude to news media – as the Sig. values are less than 0,05, the level of significance regarding the variables in the table above including youth attitude towards SABC news consumption (Sig. = .000), youth attitude to RT- an international news channel (Sig. = .005) and youth' attitude towards news consumption through City Press (Sig. = .001).

However, there were no statistically significant differences between youth educational level and attitude to news media regarding other variables in question, including youth attitude towards international news channels like CNN (Sig. = .028), youth attitude to BBC (Sig. = .010) and youth attitude towards ANN7 news channel (Sig. = .030).

Table 100: Education and attention to news media

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Television	Between Groups	8.172	4	2.043	2.675	.032
	Within Groups	209.311	274	.764		
	Total	217.484	278			
Hardcopy newspapers	Between Groups	31.694	4	7.923	6.083	.000
	Within Groups	342.586	263	1.303		
	Total	374.280	267			
SABC	Between Groups	40.607	4	10.152	7.773	.000
	Within Groups	329.113	252	1.306		
	Total	369.720	256			
CNN	Between Groups	16.310	4	4.077	3.795	.005
	Within Groups	246.019	229	1.074		
	Total	262.329	233			
RT	Between Groups	24.048	4	6.012	5.483	.000
	Within Groups	265.369	242	1.097		
	Total	289.417	246			
ANN7	Between Groups	13.211	4	3.303	2.600	.037
	Within Groups	307.380	242	1.270		
	Total	320.591	246			

There are statistically significant differences between educational level and youth attention towards news media – as the Sig. values are less than 0,05, the level of significance regarding the variables in the table above including youth attention towards hardcopy newspapers (Sig. = .000), youth attention towards SABC news channel (Sig. = .000), youth attention to international news channels – CNN (Sig. = .005) and attention to RT (Sig. = .000).

However, there were no statistically significant differences between youth educational level and attention to news media regarding other variables in question, including youth attention to television (Sig. = .032) and youth attention to ANN7 news channel (Sig. = .037).

Table 101: Education and credibility of news media

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Television	Between Groups	17.989	4	4.497	4.013	.004
	Within Groups	298.100	266	1.121		
	Total	316.089	270			
Hardcopy newspapers	Between Groups	9.125	4	2.281	3.121	.016
	Within Groups	206.862	283	.731		
	Total	215.986	287			
Twitter	Between Groups	24.378	4	6.094	5.507	.000
	Within Groups	305.444	276	1.107		
	Total	329.822	280			

There are statistically significant differences between educational level and youth perceived news media credibility – as the Sig. values are less than 0,05, the level of significance regarding the variables in the table above including youth perceived news media credibility to television (Sig. = .004) and perceived news media credibility to Twitter (Sig. = .000).

However, there were no statistically significant differences between youth educational level and youth perceived news media credibility regarding other variables in question, including youth perceived credibility towards hardcopy newspapers (Sig. = .016).

Table 102: Education and perception of news media

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Television	Between Groups	21.581	4	5.395	5.305	.000
	Within Groups	274.601	270	1.017		
	Total	296.182	274			
Hardcopy newspapers	Between Groups	18.956	4	4.739	4.709	.001
	Within Groups	276.744	275	1.006		
	Total	295.700	279			
Online media	Between Groups	11.547	4	2.887	3.500	.008
	Within Groups	222.722	270	.825		
	Total	234.269	274			
Facebook	Between Groups	20.992	4	5.248	5.297	.000
	Within Groups	273.463	276	.991		
	Total	294.456	280			

Table 102 demonstrates that there are statistically significant differences between educational level and youth perception to news media – as the Sig. values are less than 0,05, the level of significance regarding the variables in the table above including youth good perception to television news (Sig. = .000), perception towards newspaper reading (Sig. = .001) and youth good perception towards Facebook news (Sig. = .000).

However, there were no statistically significant differences between youth educational level and youth perception to news media regarding other variables in question, including youth perception to online media news (Sig. = .008).

Table 103: Education and dependency on news media

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
RT	Between Groups	23.426	4	5.856	5.818	.000
	Within Groups	251.633	250	1.007		
	Total	275.059	254			
ANN7	Between Groups	12.291	4	3.073	2.726	.030
	Within Groups	286.326	254	1.127		
	Total	298.618	258			
Mail Guardian	Between Groups	55.233	4	13.808	14.046	.000
	Within Groups	266.405	271	.983		
	Total	321.638	275			
City Press	Between Groups	18.308	4	4.577	5.967	.000
	Within Groups	206.334	269	.767		
	Total	224.642	273			
The Citizen	Between Groups	28.372	4	7.093	7.225	.000
	Within Groups	213.034	217	.982		
	Total	241.405	221			

There are statistically significant differences between educational level and youth dependency to news media – as the Sig. values are less than 0,05, the level of significance regarding the variables in the table above including youth dependency to international news channel – RT (Sig. = .000), youth dependency to Mail and Guardian online version (Sig. = .000), dependency of youth to City Press online version (Sig. = .000) and dependency to The Citizen online version (Sig. = .000).

However, there were no statistically significant differences between youth educational level and youth dependency to news media regarding other variables in question, including youth dependency to ANN7 news channel (Sig. = .030).

Table 104: Education and gratifications from news media

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Hardcopy newspapers	Between Groups	8.726	4	2.181	3.591	.007
	Within Groups	160.993	265	.608		
	Total	169.719	269			
SABC	Between Groups	15.432	4	3.858	3.377	.010
	Within Groups	289.006	253	1.142		
	Total	304.438	257			
RT	Between Groups	25.049	4	6.262	6.819	.000
	Within Groups	223.173	243	.918		
	Total	248.222	247			
ANN7	Between Groups	23.325	4	5.831	5.402	.000
	Within Groups	270.953	251	1.079		
	Total	294.277	255			
Mail Guardian	Between Groups	20.060	4	5.015	4.628	.001
	Within Groups	278.463	257	1.084		
	Total	298.523	261			
The Citizen	Between Groups	42.043	4	10.511	8.875	.000
	Within Groups	251.082	212	1.184		
	Total	293.124	216			

Table 104 indicates that there are statistically significant differences between educational level and youth gratifications from news media – as the Sig. values are less than 0,05, the level of significance, regarding the variables in the table above including youth gratifications received from international news channels - RT (Sig. = .000), youth gratifications from national news channel - ANN7 (Sig. = .000), gratifications from Mail and Guardian (Sig. = .001) and youth gratifications obtained from The Citizen (Sig. = .000).

However, there were no statistically significant differences between youth educational level and youth gratifications from news media regarding other variables in question, including youth gratifications received from hardcopy newspapers (Sig. = .007) and youth gratifications from SABC news channel (Sig. = .010).

5.5.3. The influence of residential area on news media preferences

This subsection provides and analyses the influence of residential area on respondents' access and preferences of various news media. Residential area is an

important socio-economic variable. In this research, residential area seems to have huge implications on media viewership and use, access and preferences of media types as reflected in the ANOVA table below and fully explained below.

Table 105: Residential area and news media preferences

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
SABC	Between Groups	11.933	3	3.978	2.843	.038
	Within Groups	347.004	248	1.399		
	Total	358.937	251			
eNCA	Between Groups	12.483	3	4.161	3.602	.014
	Within Groups	281.888	244	1.155		
	Total	294.371	247			
ANN7	Between Groups	16.255	3	5.418	3.894	.010
	Within Groups	329.786	237	1.392		
	Total	346.041	240			
Sunday Times Live	Between Groups	10.587	3	3.529	3.201	.024
	Within Groups	269.022	244	1.103		
	Total	279.609	247			
Sowetan Live	Between Groups	11.575	3	3.858	3.716	.012
	Within Groups	250.246	241	1.038		
	Total	261.820	244			
Mail and Guardian	Between Groups	8.938	3	2.979	2.777	.042
	Within Groups	254.249	237	1.073		
	Total	263.187	240			
Political news	Between Groups	10.659	3	3.553	3.475	.017
	Within Groups	275.018	269	1.022		
	Total	285.678	272			

Table 105 illustrates that there were no statistically significant differences between youth educational level and youth preferences of news media regarding the variables in question, including youth' highly preferences of SABC news (Sig. = .038), youth highly preferences of eNCA news (Sig. = .014), youth highly preferences of watching news on ANN7 (Sig. = .010), youth preferences of Sunday times live (Sig. = .024), youth preferences of Sowetan Live news (Sig. = .012), youth preferences of Mail and Guardian news (Sig. = .042) and youth preferences of political news (Sig. = .017).

Table 106: Residential area and exposure to news media

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Television	Between Groups	10.064	3	3.355	3.161	.025
	Within Groups	292.904	276	1.061		
	Total	302.968	279			
eNCA	Between Groups	7.914	3	2.638	2.895	.036
	Within Groups	218.689	240	.911		
	Total	226.602	243			
News24	Between Groups	10.854	3	3.618	2.997	.031
	Within Groups	300.655	249	1.207		
	Total	311.510	252			

Table 106 indicates that there were no statistically significant differences between youth residential area and exposure to news media regarding the variables in question, including suburb youth spending between 1-2 hours watching television (Sig. = .025), suburb youth not exposed eNCA (Sig. = .036) and youth exposure to News24 (Sig. = .031).

Table 107: Residential area and attention to news media

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Television	Between Groups	6.770	3	2.257	2.945	.033
	Within Groups	210.714	275	.766		
	Total	217.484	278			
eNCA	Between Groups	20.952	3	6.984	6.823	.000
	Within Groups	247.719	242	1.024		
	Total	268.671	245			
CNN	Between Groups	10.863	3	3.621	3.312	.021
	Within Groups	251.466	230	1.093		
	Total	262.329	233			
RT	Between Groups	14.030	3	4.677	4.127	.007
	Within Groups	275.387	243	1.133		
	Total	289.417	246			
News24	Between Groups	12.327	3	4.109	3.443	.017
	Within Groups	294.749	247	1.193		
	Total	307.076	250			

Table 107 illustrates that there are statistically significant differences between residential area and youth attention to news media - as the Sig. values are less than 0,05, the level of significance, regarding the variables in the table above including youth attention to eNCA news (Sig. = .000). However, there were no statistically significant differences between youth residential area and attention to news media regarding the variables in question, including youth attention to television news (Sig. = .033), youth attention to international news channels – CNN (Sig. = .021), youth attention towards RT (Sig. = .007) and youth attention to News24 news (Sig. = .017).

Table 108: Residential area and dependency on news media

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Aljazeera	Between Groups	15.070	3	5.023	4.077	.007
	Within Groups	314.212	255	1.232		
	Total	329.282	258			
BBC	Between Groups	9.578	3	3.193	3.373	.019
	Within Groups	236.631	250	.947		
	Total	246.209	253			

Table 108 demonstrates that there were no statistically significant differences between youth residential area and dependency to news media regarding the variables in question, including youth dependency to Al Jazeera for news consumption (Sig. = .007) and youth dependency to BBC for news consumption (Sig. = .019). The following section provides and analyses the study findings based on correlational analysis of two or continuous variables.

5.6. CORRELATIONS DATA ANALYSIS

This section provides and analyses correlation data to establish and measure the association of two or continuous variables. Each of those various concepts was measured through a variety of questions. Moreover, to establish a single scale variable (base variable), all the statements that comprise such a variable are merged. However, each of the base variables (continuous variables) also referred to here as scale variables results depict responses to all the statements making up the variable on a continuum scale of 0 to 100. The result is that those variables are established and the following formula was computed for establishing a new variable in the Statistical Software for Social Sciences (SPSS):

$$Y = (((V1+V2+V3\dots)/N)*100/y-1)-100/y-1.$$

Where: Y =Targeted scale variable;

V= Individual statements;

N =Number of individual statements and

Y =Likert scale point.

5.6.1. Relationship between various Variables and Frequency of Access

Figure 1 indicates that online news viewership (Online viewership) has a median response of 71.4 per cent with more than two thirds of all respondents (N=73). However, Figure 2 illustrates that hardcopy news readership (Hardcopy readership) is just below two thirds (60.5%) by a significant number of respondents (N=204). This implies that there were higher levels of online news consumption compared to reading news through hardcopy newspapers.

Figure 6: Online viewership frequency

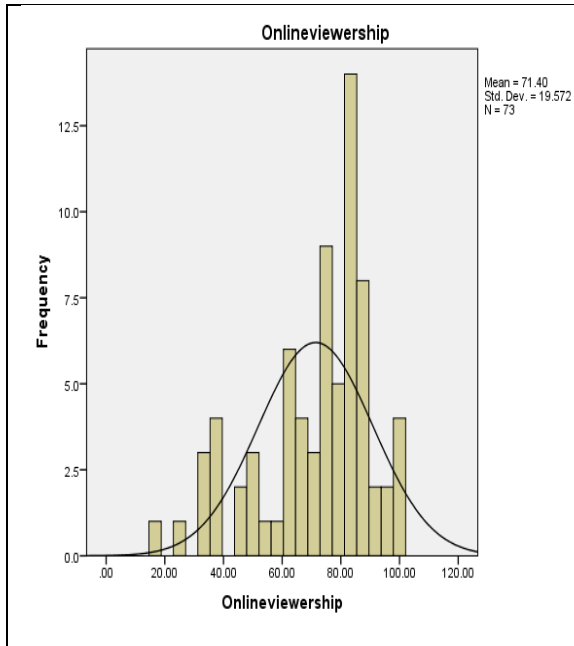


Figure 7: Hardcopy readership frequency

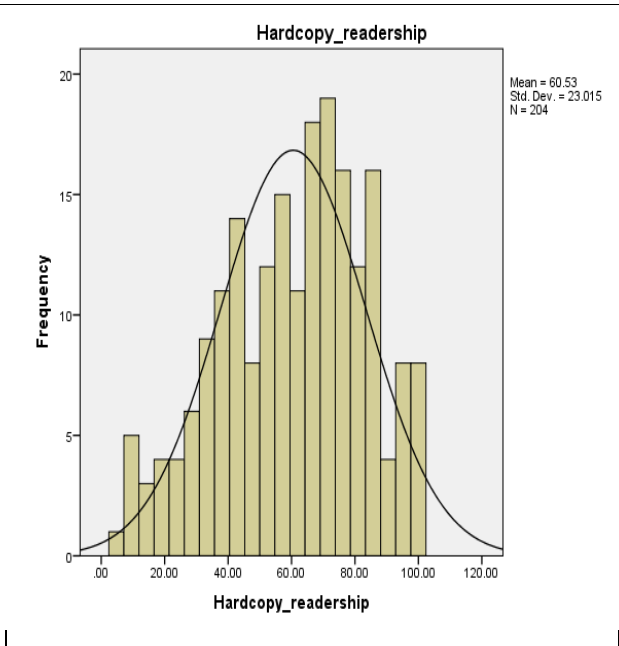


Figure 3 indicates that timespan or exposure to all news media has a median response of 34.07 per cent by significant number of respondents (N=91). Additionally, Figure 4 demonstrates that in terms of attitude towards news media is just below two thirds (62.7%) by less than two thirds of respondents (N=58). This implies that there was lesser time spent on news media, with a just positive attitude towards those news media.

Figure 8: Timespan frequency

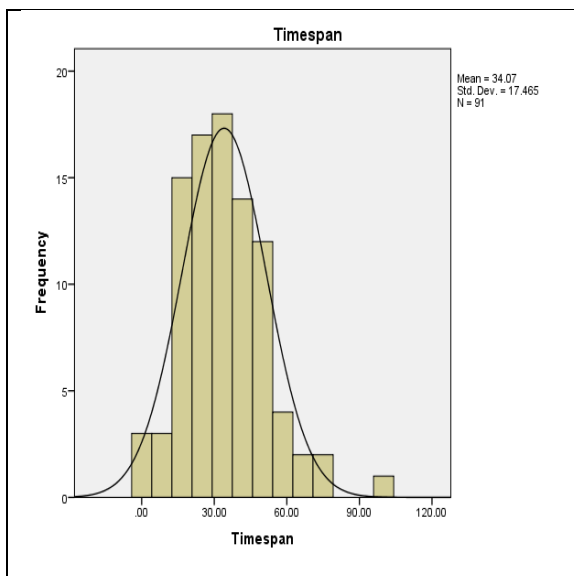


Figure 9: Attitude frequency

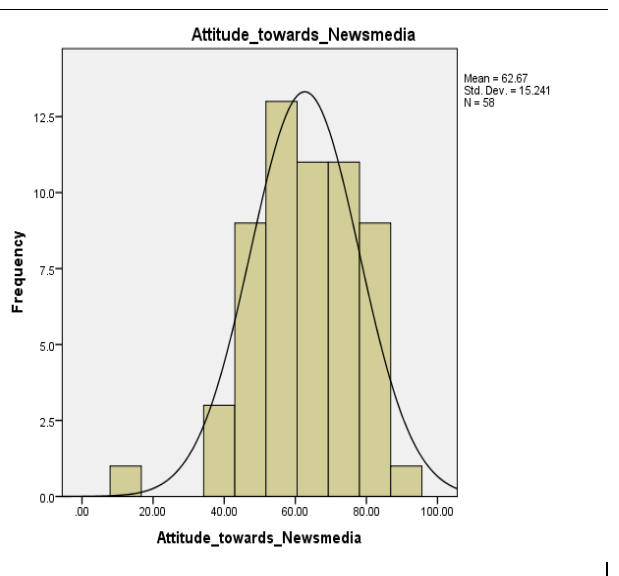


Figure 10: Attention frequency

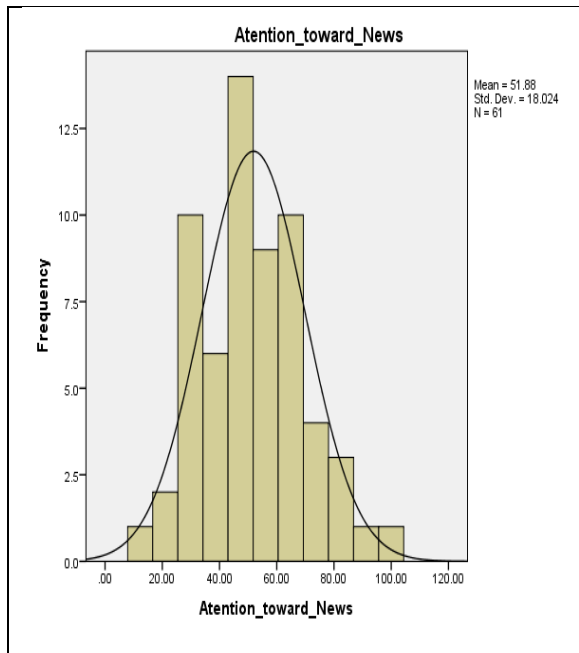


Figure 11: Credibility frequency

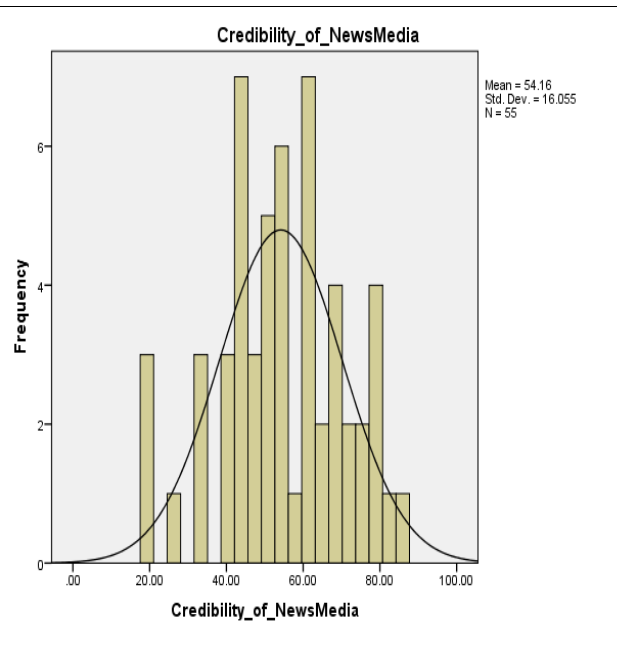


Figure 5 demonstrates that attention to news media has a median response of 51.8 per cent by two thirds of respondents (N=61). Figure 6 indicates that in terms of credibility of news media is just below two thirds (54.2%) by a less than two thirds of respondents (N=55). This implies that there was marginal or normal attention to news media, while, most news media were perceived to be believable. Figure 7 illustrates that perception to news media has a median response of 43.3 per cent by a significant number of respondents (N=247). Furthermore, Figure 8 highlights that in terms of news media dependency, at just below two thirds (54.7%), it suggests a higher level of dependency by more than two thirds of all respondents (N=74). This suggests that there was an average perception to news media and a higher level of dependency on various media for news consumption.

Figure 12: Perception frequency

Figure 13: Dependency frequency

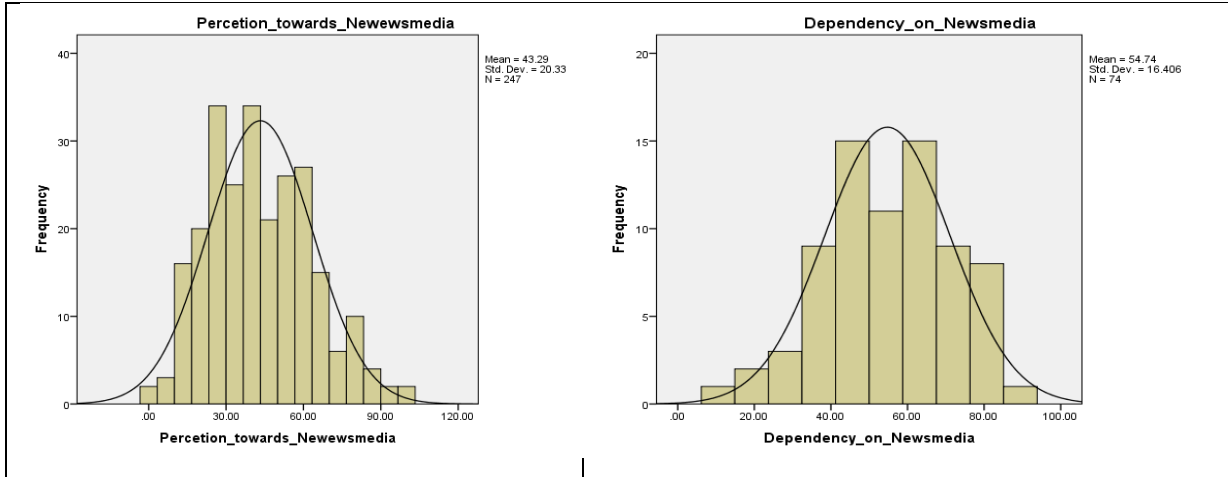
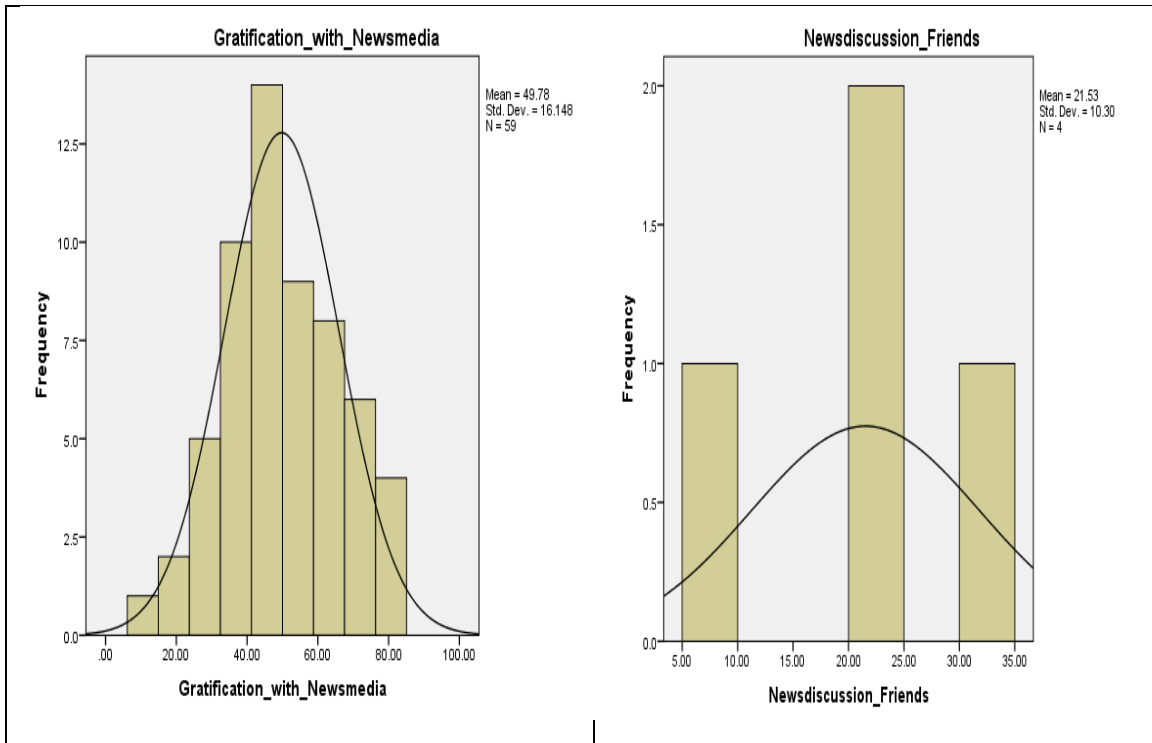


Figure 9 illustrates that gratification from news media has a median response of 49.8 per cent which suggests an average gratification from media by below two thirds of respondents (N=59); whereas, Figure 10 indicates that in terms of news discussion it is just below two thirds (21.5%) which suggests a lower discussion of news with friends (N=4). This implies that there was an average satisfaction from media and very low news discussion with friends.

Figure 14: Gratification frequency

Figure 15: News discussion frequency



5.6.2. Relationship between Readership, Credibility and News Discussion with Frequencies of Access

This subsection provides and analyses the relationship of various study variables with frequency of news access. The correlation results explained below are only those that yielded significant results. The findings were analysed using Pearson correlations that are generated through the use of SPSS.

Table 109: Correlation - Hardcopy readership and viewer frequency

		Hardcopy readership	Viewer frequency
Hardcopy readership	Pearson Correlation	1	.568**
	Sig. (2-tailed)		.000
	N	204	68
Viewer frequency	Pearson Correlation	.568**	1
	Sig. (2-tailed)	.000	
	N	68	79
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 109 demonstrates that there is a 0.568 Pearson correlation between hardcopy readership and viewer frequency which suggests a somewhat moderate (positive) relationship. This means that there is a statistically significant correlation between hardcopy readership and viewership frequency, that is, the amount of repetitive time that research participants view news and their likelihood of reading hardcopy newspapers. This implies that the higher the readership of hardcopy, the higher is the viewership frequency.

Table 110: Correlation - Viewer frequency and news media credibility

		Viewer frequency	Credibility of news media
Viewer frequency	Pearson Correlation	1	.508**
	Sig. (2-tailed)		.000
	N	79	50
Credibility of news media	Pearson Correlation	.508**	1
	Sig. (2-tailed)	.000	
	N	50	55
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 110 indicates the relationship between hardcopy readership and news media credibility. The Pearson correlation between the two variables is 0.508, which indicates that there is a moderate positive relationship between hardcopy readership and news media credibility. Moreover, The Sig. (2-Tailed) is 0.000, which is less than 05, which suggests that there is a statistically significant correlations between hardcopy readership and news media credibility. This implies that the higher the news readership, the higher is the credibility towards news media.

Table 111: Correlation – Viewer frequency and news discussion with friends

		Viewer frequency	News discussion with friends
Viewer frequency	Pearson Correlation	1	.979
	Sig. (2-tailed)		.131
	N	79	3
News discussion with friends	Pearson Correlation	.979	1
	Sig. (2-tailed)	.131	
	N	3	4

Table 111 illustrates the relationship between viewer frequency and news discussion with friends. The Pearson correlation between the two variables is 0.979, which highlights that there is a strong uphill (positive) linear relationship between viewer frequency and news discussion with friends. In contrary, The Sig. (2-Tailed) is 0.131, which implies that there is no statistically significant correlations between viewer frequency and news discussion with friends. This implies that the higher the viewer frequency, the lower the news discussion with friends.

5.6.3. Relationship between frequent Variables and Preferences of News Media

This subsection provides and analyses the relationship between hardcopy readership, attitude, news media credibility, dependency, gratifications and news media discussion with preferences.

Table 112: Correlation - Hardcopy readership and preferences

		Hardcopy readership	Preferences
Hardcopy readership	Pearson Correlation	1	.609**
	Sig. (2-tailed)		.000
	N	204	88
Preferences	Pearson Correlation	.609**	1
	Sig. (2-tailed)	.000	
	N	88	103
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 112 indicates the relationship between hardcopy readership and preferences of news media. The Pearson correlation between the two variables is 0.609. This means there is a moderate uphill (positive) relationship between hardcopy readership and preferences. Moreover, The Sig. (2-Tailed) is 0.000, which is less than 05; this suggests that there is a statistically significant correlation between hardcopy readership and news media preferences. This implies that the higher the readership of hardcopy, the higher the preferences of news media.

Table 113: Correlation – Preferences and attitude towards news media

		Preferences	Attitude towards news media
Preferences	Pearson Correlation	1	.870**
	Sig. (2-tailed)		.000
	N	103	49
Attitude towards news media	Pearson Correlation	.870**	1
	Sig. (2-tailed)	.000	
	N	49	58
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 113 illustrates the relationship between preferences and attitude towards news media. The Pearson correlation between the two variables is 0.870, which indicates that there is a strong uphill (positive) linear relationship between preferences and attitude towards news media. Additionally, the .Sig. (2-Tailed) is 0.000, which entails that there is a statistically significant correlation between preferences and attitude towards news media. This implies that the higher their preference, the higher their attitude towards news media.

Table 114: Correlation – Preferences and news media credibility

		Preferences	Credibility of news media
Preferences	Pearson Correlation	1	.740**
	Sig. (2-tailed)		.000
	N	103	45
Credibility of news media	Pearson Correlation	.740**	1
	Sig. (2-tailed)	.000	
	N	45	55

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

Table 114 indicates the relationship between media preferences and news media credibility. The Pearson correlation between the two variables is 0.740, which indicates that there is a strong uphill (positive) linear relationship between preferences and news media credibility. Moreover, The Sig. (2-Tailed) is 0.000, which is less than 05, which implies that there is a statistically significant correlation between preferences and news media credibility. This implies that the higher the media preference, the higher their perceived credibility of the media.

Table 115: Correlation – Preferences and news media dependency

		Preferences	Dependency on news media
Preferences	Pearson Correlation	1	.760**
	Sig. (2-tailed)		.000
	N	103	57
Dependency on news media	Pearson Correlation	.760**	1
	Sig. (2-tailed)	.000	
	N	57	74

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

Table 115 demonstrates the relationship between media preferences and news media dependency. The Pearson correlation between the two variables is 0.760, which indicates that there is a strong uphill (positive) linear relationship between preferences and news media dependency. Moreover, The Sig. (2-Tailed) is 0.000, which is less than 05, which suggests that there is a statistically significant

correlation between preferences and news media dependency. This implies that the higher the media preference, the higher their dependency on news media.

Table 116: Correlation - Preferences and news media gratifications

		Preferences	Gratification from news media
Preferences	Pearson Correlation	1	.690**
	Sig. (2-tailed)		.000
	N	103	46
Gratification from news media	Pearson Correlation	.690**	1
	Sig. (2-tailed)	.000	
	N	46	59
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 116 indicates the relationship between media preferences and news media gratification. The Pearson correlation between the two variables is 0.690, which shows that media preferences are moderately positive related with news media gratification. Moreover, The Sig. (2-Tailed) is 0.000, which is less than 05, which shows that there is a statistically significant correlation between preferences and news media gratification. This implies that the higher the media preferences, the higher the gratification from the news media.

Table 117: Correlation – Preferences and news discussion with friends

		Preferences	News discussion with friends
Preferences	Pearson Correlation	1	.868
	Sig. (2-tailed)		.330
	N	103	3
News discussion with friends	Pearson Correlation	.868	1
	Sig. (2-tailed)	.330	
	N	3	4

Table 117 illustrates the relationship between news media preferences and news discussion with friends. The Pearson correlation between the two variables is 0.868, which suggests that there is a strong uphill (positive) linear relationship between preferences and news discussion with friends. In contrast, the .Sig. (2-Tailed) is 0.330, which indicates that there is no statistically significant correlation between

preferences and news discussion with friends. This implies that the higher the media preference, the lower their news discussion with friends.

5.6.4. Relationship between numerous Variables and Hardcopy Readership

This subsection provides and analyses the relationship between attitude, news media credibility, dependency, gratifications and news media discussion with hardcopy readership.

Table 118: Correlation – Hardcopy readership and attitude to news media

		Hardcopy readership	Attitude towards News media
Hardcopy readership	Pearson Correlation	1	.738**
	Sig. (2-tailed)		.000
	N	204	52
Attitude towards News media	Pearson Correlation	.738**	1
	Sig. (2-tailed)	.000	
	N	52	58

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

Table 118 illustrates the relationship between hardcopy readership and attitude towards news media. The Pearson correlation between the two variables is 0.738. This indicates a strong uphill (positive) linear relationship between hardcopy readership and attitude towards news media. Furthermore, the Sig. (2-Tailed) is 0.000, which is less than 05, which means there is a statistically significant correlation between hardcopy readership and attitude towards news media. This reaffirms that the higher the readership of hardcopy, the higher is the attitude towards news media.

Table 119: Correlation – Hardcopy readership and news media credibility

		Hardcopy readership	Credibility of news Media
Hardcopy readership	Pearson Correlation	1	.686**
	Sig. (2-tailed)		.000
	N	204	47
Credibility of news Media	Pearson Correlation	.686**	1
	Sig. (2-tailed)	.000	
	N	47	55
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 119 demonstrates the relationship between hardcopy readership and news media credibility. The Pearson correlation between the two variables is 0.686, which indicates that hardcopy readership is moderately positive related with news media credibility. Moreover, The Sig. (2-Tailed) is 0.000, which is less than 05, this shows that there is a statistically significant correlation between hardcopy readership and news media credibility. This implies that the higher the readership of hardcopy, the higher the credibility of news media.

Table 120: Correlation – Hardcopy readership and news media dependency

		Hardcopy readership	Dependency on news media
Hardcopy readership	Pearson Correlation	1	.613**
	Sig. (2-tailed)		.000
	N	204	65
Dependency on news media	Pearson Correlation	.613**	1
	Sig. (2-tailed)	.000	
	N	65	74
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 120 indicates the relationship between hardcopy readership and news media dependency. The Pearson correlation between the two variables is 0.613, which indicates hardcopy readership is moderately positive related with news media dependency. Additionally, the .Sig. (2-Tailed) is 0.000, which is less than 05, which means that there is a statistically significant correlation between hardcopy readership and news media dependency. This suggests that the higher the readership of hardcopy, the higher is the dependency on news media.

Table 121: Correlation – Hardcopy readership and news media gratifications

		Hardcopy readership	Gratification with News media
Hardcopy readership	Pearson Correlation	1	.605**
	Sig. (2-tailed)		.000
	N	204	52
Gratification with news media	Pearson Correlation	.605**	1
	Sig. (2-tailed)	.000	
	N	52	59

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

Table 121 illustrates the relationship between hardcopy readership and news media gratification. The Pearson correlation between the two variables is 0.605, which shows that hardcopy readership is moderately positive related with gratification from news media. Likewise, the .Sig. (2-Tailed) is 0.000, which is less than 05, meaning that there is a statistically significant correlation between hardcopy readership and news media gratification. This implies that the higher their hardcopy newspaper reading, the higher their gratifications.

Table 122: Correlation – Hardcopy readership and news discussion with friends

		Hardcopy readership	News discussion with friends
Hardcopy readership	Pearson Correlation	1	.856
	Sig. (2-tailed)		.144
	N	204	4
News discussion friends	Pearson Correlation	.856	1
	Sig. (2-tailed)	.144	
	N	4	4

Table 122 demonstrates the relationship between hardcopy readership and news discussion with friends. The Pearson correlation between the two variables is 0.856, which indicates that there is a strong positive linear relationship between hardcopy readership and news discussion with friends. However, the Sig. (2-Tailed) is 0.144, which implies that there is no statistically significant correlation between hardcopy

readership and news discussion with friends. This implies that changes in hardcopy readership could not strongly influence changes in news discussion with friends.

5.7. SUMMARY OF THE CHAPTER

The chapter presented and analysed quantitative data and statistics demonstrating the respondents' demographic characteristics. Frequencies data analyses are explained based on the access to news media, preferences, attitude and attention to news media. Inferential statistical were analysed to derive inferences between the various respondent categories such as age, gender and income level against access or media preference for news consumption. It is concluded therefore, that more than half of the youth had accessed news media with high preferences to access news on online media, followed by television and newspapers. The above analysed findings are discussed in context in Chapter 7 to relate them with theories to be tested and related findings by other scholars. The next chapter analyses qualitative data collected via semi-structured personal interviews with the selected youth sample .

CHAPTER SIX

QUALITATIVE DATA ANALYSIS

6.1. INTRODUCTION

The chapter explains data gathered through semi-structured personal interviews with the sample of youth who participated in a questionnaire survey. The qualitative results were collected to gain additional explanation and insight of the quantitative data and analysis. This also obtained youth in-depth views on news media consumption patterns to further improve and validate the quality of the quantitative study findings. Data presented in this chapter were collected from twenty youth participants sampled from questionnaire survey study. The method employed to collect these data allowed the researcher to arrive at anticipated findings. However, questions posed in conducting the study were established based on the identified gaps from the questionnaire survey findings analysed in Chapter 5. Furthermore, during the analysis themes and sub-themes were developed and analysed.

6.2. DESCRIPTION OF PARTICIPANTS' DEMOGRAPHIC INFORMATION

The personal interviews were conducted with twenty (20) youth participants from the University of Venda, aged between 21-25 years old; among the participants (13) were females and seven were males. Moreover, these data was collected to gain more insight on youth news consumption patterns, behaviours, perceptions and attitudes.

6.3. PRESENTATION OF INTERVIEW DATA

The section outlines data gained from youth through a personal interview. The interview was conducted to obtain comprehensive views and ideas regarding youth news consumption behaviour. Moreover, the youth have been coded using *Participant #1*, *participant #2* and etc. However, table 123 below indicates the summary of the themes and sub-themes that emerged during the data analysis.

Table 123: The themes and sub-themes of interviews

Themes	Sub-themes
1. Knowledge about various media for news consumption	1.1 Accessibility versus affordability of news media 1.2 News media are quicker and faster to inform
2. Access and use of media for news consumption	2.1 Accessibility and time spent on news media 2.2 News access and location of news media
3. High preferences of media for news consumption	3.1 Television news are trustworthy and credible
4. News consumption through different television channels	4.1 Objective versus subjective television news reporting 4.2 Inaccessibility of DSTV-owned channels and impact of government funding on operation of television channels
5. Preferences of different types of news reports	5.1 Consuming entertainment news is interesting and relaxing 5.2 Lack of knowledge and understanding of business and political news reports
6. Exposure to media for news consumption	6.1 Television provides audio-visuals and commercial breaks during news consumption 6.2 Newspapers and online media require much attention to the language
7. Attitude towards media for news consumption	7.1 Credibility and accuracy of television news reporting 7.2 Exaggeration and fabrication of facts on newspapers and online news writers
8. Dependency on media for news consumption	8.1 Online media are easily accessed and updated every minute something happens 8.2 Newspapers and television news are disseminated at a particular time of the day
9. Information Gratification from Media	9.1 Newspapers are informative and relevant 9.2 Television news are trustworthy and reliable

10. Preferences to Discuss Entertainment News with Family Members	10.1 Most family members can relate to entertainment news because they are relaxing 10.2 Entertainment news feature the lives of different celebrities
11. Preferences to Discuss Entertainment and Sport News with Friends	11.1 Political and business news are always boring and complex to understand 11.2 Entertainment and sport news are interesting and relaxing when tired
12. Youth options with regard to living without Media	12.1 News media are informative about what is happening around the world

6.3.1. Theme 1: Knowledge about Media for News Consumption

The study findings indicated that youth do watch television news, read newspapers and surf news on the Internet even though they use it differently to consume news. Altogether, youth indicated to mostly access news through digital media or Internet followed by television and newspapers (cf. Tables 29 to 34 in Chapter 5). When youth were asked to state their likes and dislikes with regard to the type of media they mostly use to consume news, their responses produced the following sub-themes: accessibility versus affordability of news media and that news media are informative in nature.

6.3.1.1. Sub-theme 1.1: Accessibility versus affordability of news media

Youth responded that accessibility and affordability of the media are contributory factors towards consuming online media rather than television and newspapers. Some of the youth like *participant #1* stated that online or digital media because require one to be at a specific location or place to consume news unlike television where you have to be at home or in the house to access it. Furthermore, access to news through online media is faster as one does not have to wait for hours like free-to-air television or for another day in case of a hardcopy newspaper to be informed about what is happening nationally and around the world (*participant #2*). Additionally, *Participant #3* revealed that even though online media is convenient for news consumption one still need to buy data bundles to access news, which are expensive. However, the following are verbatim statements of the youth who share the same sentiment about accessibility and affordability of media:

Participant #7 said that:

“I mostly consume news through social media and the Internet because they are easily accessible and affordable”

Participant #19 indicated that:

“Online media is easily accessible but data is a bit expensive nowadays”

Participant #20 stated that:

“Online media news is cheaper and easily accessed unlike traditional media like newspaper and television which are expensive”

The responses reflected above, demonstrate that most youth like *participants #7, #19 and #20* are in agreement that online media like Internet are easily accessible, affordable and faster to inform them about current issues happening nationally, unlike traditional media like television that is expensive and always take time to broadcast news while, in the contrary, *participants #1, #2 and #3* stated that hardcopy newspapers are also expensive because a person has to buy them every day to be informed; while with Internet you buy data bundles once and access news for the whole week or two.

6.3.1.2. Sub-theme 1.2: News media are quicker and faster to inform

The results revealed that most youth like *participants #3, #11 and #13* are of the view that digital media are mostly quicker and faster to inform and update them about what is happening nationally and around the world while, *participants #4 and #8* stated that online media are quick to inform about what is happening in societies. Therefore, the subsequent are verbatim statements of youth who share similar sentiments about news media being informative and quick to disseminate news:

Participant #15 mentioned that:

“News media like online or the Internet are quick and faster and keep me informed about what is happening locally, nationally and internationally”

Participant #16 stated that:

“News media are quicker to inform me about current issues that are happening in our country”

Participant #12 responded that:

“News media give me more and accurate information and updates about what is happening around the world”

Altogether, *participants #3, #11 and #13* are of the same view that news media are quick to inform and keep them updated about current issues from national to international level. These media have the ability to satisfy their information need while, *participants #12, #15 and #16* stated that online media such as the Internet keep them informed about what is happening locally, nationally and internationally.

6.3.2. Theme 2: Access and Use of Media for News Consumption

The study findings revealed that in South Africa most youth do watch television news, read newspapers and surf news on the Internet. Altogether, youth indicated to mostly access news through digital media, followed by television and newspapers (cf. Tables 29 to 34 in Chapter 5). However, when youth were asked to further explain their news consumption behaviour in detail the following sub-themes emerged and will be discussed in detail.

6.3.2.1. Sub-theme 2.1: Accessibility and time spent on news media

Altogether, the youth stated accessibility and time as the most important factors for preferring online media more than television and newspapers for news consumption. Likewise, *participant #18* stated that online media are easily accessible and news is updated every minute something of public interest occurred. Online media news can be accessed at any time of the day unlike television that requires one to wait for a specific time slot for news to be broadcast or wait for the following day to read news through newspapers (*Participant #14*). Additionally, *participant #4* stated that online media require little time to read news unlike television where one has to spend a lot time trying to follow the broadcast news. Online media are easy to access because one can access news anytime and anywhere (*Participant #6*). However, the following are verbatim statements by youth who share similar sentiments about media being easily accessible and always timely in news reporting.

Participant #17 responded that:

“I always opt to access news through online media because they can be accessed at anytime”

Participant #16 said that:

“I access news using the Internet because television and newspapers mostly require more time when I am not busy with anything”

Participant #3 stated that:

“Consuming news through online media is easy because I can access news anytime”

Participant #8 responded that:

“I like to access news through online system because I hardly have time to sit down and watch television news or read newspaper”

The responses above determined that most youth like *participants #3, #16, #17 and #18* consumed news through online media because television and newspapers require more time to sit and concentrate when news are being broadcast; whereas Internet news can be accessed and consumed anytime of the day, even when you are busy with other things like assignments. *Participants #6 and #14* further asserted that online media are very easy to access and also require little time to read news unlike television where you need to wait for a certain time slot to watch new or wait for a newspaper publications of the following day when the news are already stale.

6.3.2.2. Sub-theme 2.2: News access and location of news media

In addition, location emerged as one of the factors that made most youth access news through online media compared to television and newspaper. Some of the youth like, *participant #12* asserted that television requires one to be at home or in the room to consume news while, online media news can be accessed and consumed anywhere, whether in the bus, at school or walking on the street. *Participant #13* postulated that accessing news through the Internet other than traditional media is because television requires one to be at home to access it and for newspaper you have to spend your time going to the supermarket to buy it. *Participant #7* said that online media do not require a person to be on a certain location to consume news, unlike television which is location-bound and newspaper

you have to buy every day. Additionally, *participant #9* stated that consuming news through Internet is convenient because you don't have to be at a particular location, unlike television which requires you to be at home or your room to access news. However, following hereunder are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #5 said that:

"I mostly like to access news through online media simply because it is not location-bound like television where I have to be at home to access news"

Participant #10 said that:

"Online media becomes easily accessible because everyone with a smartphone and Internet connection can consume news irrespective of the location"

Participant #12 mentioned that:

"I do like to consume online news because I spend much of my time far from home, where I have access to television"

These results exhibit that most youth like *participants #7, #9, #12 and #13* accessed news through online media because they are mobile and not location fixed like television and newspapers while, *participants #5, #10 and #12* are of the view that Internet news is mostly easy to access because they are mobile, portable and accessible everywhere irrespective of the current location.

6.3.3. Theme 3: High preferences of Media for News Consumption

The findings indicated that most youth highly prefer to consume news through television, followed by newspapers and online media (cf. Tables 35 to 37 in Chapter 5). However, the following sub-themes were developed when youth further explained their media preferences behaviour.

6.3.3.1. Sub-theme 3.1: Television news are trustworthy and credible

According to *participant #11* television news is always presented with motion images and live videos of events that makes it easy to understand news reports while, *participant #2* stated that television news is easily understood because of recorded videos that accompany the news reports. Television news is more interesting and

mostly preferred because of audio-visuals which make the story more understandable, trustworthy and believable (*Participant #15*). Television news is more authentic than newspaper reading because they are completed by moving pictures and videos that bring liveliness to the story (*Participant #16*). However, following below are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #18 said that:

“I highly prefer to consume television news more than newspapers and the Internet because of moving visuals that bring liveliness to the news broadcast”

Participant #10 asserted that:

“I mostly prefer watching television than buying and reading a newspaper because television news sometimes broadcasts live events which are authentic”

Participant #11 responded that:

I prefer watching television news more because it’s authentic and believable in reporting news than newspapers and online media”

Participant #20 said that:

“Well, through television I get to watch a video of what actually happened”

The study findings indicated that altogether, *Participants #11, #2, #15 and #16* agreed that audio-visuals add credibility and trustworthiness to the news consumed while, *participants #18, #10, #11 and #20* asserted that most of moving images broadcast through television news make the story more authentic and credible.

6.3.4. Theme 4: News Consumption through Different Television Channels

The study findings in relation to the theme reflected the same knowledge of consuming national news through ETV. Moreover, two sub-themes emerged from this theme, namely objective versus subjective television news reporting and inability to access DSTV-owned channels and impact of the government funding on operation of television channels.

6.3.4.1. Sub-theme 4.1: Objective versus subjective television news reporting

The results reflected that objective and subjective reporting emerged as some of the factors for youth to mostly prefer ETV to consume news. ETV news reports are more objective than of SABC (*Participant #16*). ETV news are mostly analysed and critiqued to ensure objectivity in reporting (*Participant #2*). Furthermore, *Participant #4* said that ETV reports on everything happening around the world unlike SABC which is selective in their reporting and presentation of news. *Participant #5* stated that ETV news is transparent and they tell their stories without any sensationalism and censorship. However, the ensuing are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #6 said that:

“I always prefer to consume news through ETV because of its objective and unbiased reporting, unlike SABC channels which are subjective”

Participant #8 stated that:

“ETV is not politically influenced or biased in reporting news compared to SABC and ANN7 which are politically driven”

Participant #9 responded that:

“I find ETV news more accurate and unbiased while SABC do not broadcast the news report factually and fairly sometimes”

Participant #18 said that:

“ETV news seemed not biased compared to SABC news because they mostly broadcast in favour of the government led by the ANC”

The study results indicated that *participants #16, #2, #3 and #4* believed that ETV news is mostly fairly and objectively presented while, SABC and ANN7 are subjective in their reporting while *participants #8 and #18* are of the view that SABC and ANN7 are mostly politically driven compared to ETV, which affect their operative system including news reporting.

6.3.4.2. Sub-theme 4.2: Inaccessibility of DSTV-owned channels and impact of government funding on operation of television channels

According to *participant #20* ETV is a free-to-air channel while eNCA and ANN7 are only accessible through DSTV. *Participant #13* stated that ETV is easily accessible than eNCA and ANN7 news channels where you always need DSTV to access the channels. However, the following are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #14 said that:

“I prefer ETV news because they are easily accessible without DSTV and do not broadcast in favour of anybody unlike SABC which is partly funded by the government and do not report anything that portrays the government negatively”

Participant #9 responded that:

“I mostly prefer ETV because its presenters seem to be free to give any information to audiences without any fear and favour unlike SABC which reports in favour of the government”

Participant #7 said that:

“I prefer to access news through ETV because it can be accessed without DSTV connection”

The study findings indicated that most youth like *participants #20, #13 and #5* are of the same view that inaccessibility of eNCA and ANN7 are because they are DSTV channels while, *participants #14 #9 and #17* agreed that the SABC sometimes report subjectively in relation to the government because they are partly funded by the state.

6.3.5. Theme 5: Preferences of Different Types of News Reports

The study results revealed that most youth highly preferred to read entertainment news, followed by business, sports and then political news (cf. Tables 38 to 41 in Chapter 5). Moreover, when youth were asked to elaborate their choices the subsequent sub-themes were formulated to further explain their consumption behaviour; consuming entertainment news is interesting and relaxing while, business and political news require background knowledge and understanding.

6.3.5.1. Sub-theme 5.1: Consuming entertainment news is interesting and relaxing

The findings discovered that 'interesting' and 'relaxing' were factors for youth to highly prefer entertainment news. In addition, *Participant #15* preferred to consume entertainment news more than business and political news because they are usually entertaining and interesting to read. *Participants #12 and #3* stated that entertainment news is quick to access and interesting to read because of celebs stories and their love life dramas while, participants #5 and #6 mentioned that entertainment news is relaxing and interesting. *Participant #12* stated that entertainment news is interesting and relaxing. However, the ensuing are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #8 said that:

"I prefer entertainment news because it is interesting and relaxing during leisure time"

Participant #19 responded that:

"I mostly prefer to consume entertainment news for fun, to pass time and for relaxation purposes"

Participant #10 stated that:

"Entertainment news is easy to consume and relax my mind when I am tired"

Participant #11 said that:

"I prefer to consume entertainment news because it is interesting while politics and business news stress me"

The results indicated that most youth like *participants #15, #12, #3, #5, #6 and #12* agreed that entertainment news is interesting and relaxing to read while, *participants #8, #19, #10 and #11* stated that entertainment news is relaxing and interesting because it features the love lives of celebrities and their love life dramas.

6.3.5.2. Sub-theme 5.2: Lack of knowledge and understanding of business and political news reports

Altogether, youth revealed that lack of background knowledge and understanding of political and business news contributed to not consuming the news. *Participant #16* said that political and business news is hard to understand because one must have a

background knowledge to comprehend it while, *participant #2* asserted that business news has difficult business terminologies that are sophisticated and hard to understand. *Participant #6* said that business news requires a proper understanding of economics while, political news is not really interesting to read because it always displays politicians fighting. However, the following are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #8 said that:

“Political and business news reports to some extent require me to engage them through discourse to understand the intended meaning”

Participant #10 said that:

“I get bored by reading political and business news because I don’t have knowledge about politics”

The results revealed that most of youth like *participants #16, #2 and #6* expressed that reading and engaging business and political news without proper understanding and knowledge of the news reports is a fruitless exercise while, *participants #8 and #10* are of the same view that business and political news requires a proper understanding of South African politics.

6.3.6. Theme 6: Exposure to Media for News Consumption

The study findings disclosed that most youth preferred to spending 1-2 hours exposed to television news, followed by online media and newspapers (cf. Tables 42 to 44 in Chapter 5). However, when youth explained their news consumption behaviour the following sub-themes emerged from their responses.

6.3.6.1. Sub-theme 6.1: Television provides audio-visuals and commercials breaks during news consumption

During the interview some of the youth like *participant #1* said that television provides audio-visuals that help viewers to understand the story much better while, *participant #20* stated that television broadcast stories via audio-visuals and mostly invite experts to analyse some important issues. *Participant #15* stated that television news is broadcast in audio-visual format and mostly feature live interviews with experts either via Skype or in the studio to analyse developing stories.

Participant #6 suggested that television uses audio-visuals to tell the stories and commercial breaks that allow her to refresh her concentration afterwards. However, the ensuing are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #7 said that:

“I prefer watching news on television for hours because of audio-visuals and commercial breaks that always refresh my mind”

Participant #8 stated that:

“I prefer to consume news through television because of the motion pictures that make it easy to follow what is being reported”

Participant #13 said that:

“I prefer spending time watching television news because of the videos which bring drama in news and commercial breaks that refresh my mind”

The results indicated that most youth like *participants #1, #20, #15, #7 and #8* opted to spend between 1-2 hours on watching television news because of motion pictures and live interviews with experts that enhances their knowledge and understanding of news while, *participants #6 and #13* agreed that motion pictures and commercial breaks refresh their minds and concentration during news.

6.3.6.2. Sub-theme 6.2: Newspapers and online media require much attention to the language

The study findings presented that paying much attention to the language used contributed for youth not to prefer spending much time with online media and reading newspapers. *Participant #11* said that newspapers and online news require more attention to the language used to write an article to make sense of what is being reported. *Participant #10* stated that reading news on newspapers and the Internet requires more attention and understanding particularly to be acquainted with the used language to produce an article. However, the following are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #14 said that:

"I don't like spending time reading newspapers and Internet news because of the difficult language they use to write their articles"

Participant #13 responded that:

"Newspapers and online news require much attention and understanding of the language used to consume"

The study results indicated that most youth like *Participants #10 and #11* did not highly prefer newspapers and online news because they are not more acquainted with English language to make sense of the news reports while, *participants #13 and #14* stated that these media require much attention to the language because the reporters sometimes use difficult terminologies.

6.3.7. Theme 7: Attitude towards Media for News Consumption

The study findings indicate that the overall youth had a highly positive attitude towards television news, followed by online and newspapers (cf. Tables 45 & 47 in Chapter 5). Furthermore, when youth were asked to further elaborate the following sub-themes were developed.

6.3.7.1. Sub-theme 7.1: Credibility and accuracy of television news reporting

The results indicated that credibility and accuracy of news contributed to most youth having a highly positive attitude towards television news consumption. *Participant #11* stated that television is supported by audio-visuals which add credibility to the consumed news. *Participant #2* said that television news is accurate and credible in reporting news. *Participant #4* stated that television news shows viewers video clips of what happened, which adds accuracy to the presented news. *Participant #20* mentioned that televisions report with credibility and accuracy. However, the following are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #5 said that:

"Television news seemed to be more real and accurate because of audio-visuals provided"

Participant #6 stated that:

“Television stories appear real and credible”

Participant #9 responded that:

“With television I receive both audio and visual messages that make the news reports more credible”

Therefore, based on the study results, most youth like *participants #11, #20, #6 and #9* had a highly positive attitude towards consuming television news because they are more accurate and credible in their reporting while, *participants #1, #4 and #5* stated that television tells stories through audio-visuals to enhance the youth' understanding of the news reports presented.

6.3.7.2. Sub-theme 7.2: Exaggeration and fabrication of facts on newspapers and online news writers

The results revealed that fabrication and exaggeration of news were the contributory factors for most youth not to have a highly positive attitude towards newspapers and Internet news. *Participant #17* said that newspapers and Internet news stories are exaggerated by fabrication while, *participant #2* stated that newspapers and online media news reports are sometimes fabricated and published with grammatical errors. However, the following are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #10 said that:

“I do not highly have a positive attitude towards newspapers and online media because at times I think they are lying”

Participant #13 stated that:

“At times newspapers are full of exaggerations and mostly fabricated news stories”

The study findings disclosed that *participants #17 and #2* stated that most youth do not like to spend time reading fabricated stories with grammatical errors while, *participants #10 and #13* agreed that newspaper stories are at times fabricated and exaggerated.

6.3.8. Theme 8: Dependency on Media for News Consumption

Based on the findings of the study online versions are the most dependable mass media, followed by television and newspapers (cf. Tables 61 to 63 in Chapter 5). Moreover, in this section the results sub-themes better explain why youth depended most on online for news consumption compared to television and newspapers.

6.3.8.1. Sub-theme 8.1: Online media are easily accessed and updated every minute something happens

The responses showed that accessibility and updated news were the contributory factors of most youth to highly depend on online media. Some of the youth like *participant #4* said that online media are easy to access and are updated regularly. *Participant #15* stated that online media are easy and fast to access because of the simple language used to produce articles. *Participant #7* said that online media are often updated fast when something happens. However, the following are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #10 said that:

“Online news is easily accessed through smartphones and cheaper”

Participant #19 said that:

“Online media is easily accessible and news is updated every time”

Participant #12 said that:

“Online news reaches readers faster and quicker”

The study findings suggested that most youth like *participants #4, #7 and #19* depended much on online media because they are easily accessible and news is updated every time something of public interest happens while, *participants #15, #10 and #12* stated that online media are dependable because they are easily accessed, faster to update and cheaper to consume.

6.3.8.2. Sub-theme 8.2: Newspapers and television news reports are disseminated at a particular time of the day

The results further indicated time as one of the factors for most youth not to depend on newspapers and television. Just like other interviewed youth, *participant #1* stated

that television channels like ETV wait for a certain hour and newspapers for the following day to disseminate news. *Participant #2* said that newspapers are not dependable because one has to wait for the next day to know what is happening around the country while, television channels like ETV wait for a specific time to disseminate news. However, the following are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #5 said that:

“Newspapers are published daily or once a week while, television news is broadcast at a certain time slot”

Participant #16 mentioned that:

“Free to air televisions like SABC and ETV waits for a particular hour to broadcast news”

Participant #7 said that:

“Television and newspapers wait for specific hours to disseminate news reports”

The study findings indicated that most youth like *participants #1, #2, #5, #16 and #7* share the view that newspapers and television news reports are not dependable because they are time-bound compared to online media news which can be published or disseminated anytime of the day.

6.3.9. Theme 9: Information Gratification from Media

The study findings showed that most youth received information gratifications via newspapers, followed by television and online media (cf. Tables 64 to 66 in Chapter 5). Moreover, when youth were asked to elaborate their preferences the following sub-themes were developed.

6.3.9.1. Sub-theme 9.1: Newspapers are informative and relevant

The results indicated that the informative nature and relevance of newspapers were the contributory factors for most youth to highly prefer to receive information gratifications from newspapers. Moreover, some of the youth like *participant #12* said that newspapers are more informative in news reporting while; *participant #3* stated that newspaper stories are relevant and informative. Consequently, the following are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #14 said that:

“Newspapers provide me with information I need to know about what is happening around the world”

Participant #2 stated that:

“Newspaper language is easy and simple to understand”

The findings revealed that most youth like *participants #3 and #12* agreed that newspapers are easily dependable for gratifications because they publish more informative and relevant stories that are happening around the country while, *participants #2 and #14* also agreed that newspapers provide information using simple and straightforward language that can be easily understood by the readers.

6.3.9.2. Sub-theme 9.2: Television news reports are trustworthy and reliable

The results also indicated that trustworthiness and reliability were the most important factors for most youth to highly receive gratifications through television. Some youth like *participant #10* said that television always go the extra mile to have their news verified to be trusted by viewers compared to online media while, *participant #11* mentioned that television news reports are easily accessible, trustworthy and credible. However, the following are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #5 said that:

“Television mostly writes and broadcast news in detail with supporting evidence”

Participant #18 mentioned that:

“With television experts are invited to share their knowledge and ideas on salient issues, which makes their stories to be trustworthy and reliable”

Participant #13 indicated that:

“News disseminated through television reports are fully investigated with facts verified to ensure accuracy in their reporting”

The study findings revealed that some youth like *participants #10 and #13* opted to receive information gratifications through television because they report news with

verified facts while, *participants #5 and #18* stated that most youth received gratifications from television channels because they broadcast trustworthy and reliable news with evidence.

6.3.10. Theme 10: Preferences to Discuss Entertainment News with Family Members

The study findings indicated that most youth highly preferred to discuss entertainment, followed by sports, business and political news with family (cf. Tables 67 to 71 in Chapter 5). However, when youth were asked to explain their news consumption behaviour the following sub-themes emerged from their responses.

6.3.10.1. Sub-theme 10.1: Most family members can relate to entertainment news because they are relaxing

The findings revealed that relating to the news and relaxation were the contributory factors for most youth to highly prefer to consume entertainment news with family members. *Participant #20* said that entertainment news reports are good to discuss with family members because everyone in the family can relate to them. *Participant #3* stated that entertainment news makes everyone to relax, laugh and take part in discussions. Furthermore, the following are verbatim statements of the respondents who supported these preferences:

Participant #4 said that:

“Entertainment news reports are easy for every family members to relate with and are very interesting”

Participant #13 mentioned that:

“I mostly prefer to discuss entertainment news with my family members because it makes us relax and keep up with new trends”

The study results revealed that *participants #20, #3, #4 and #13* agreed that entertainment news is interesting and relaxing because most of their family members can relate to the news discussed. On the contrary *participant #1* stated that that entertainment news is more interesting and can be easily discussed with family members because it does not require background knowledge.

6.3.10.2. Sub-theme 10.2: Entertainment news feature the lives of celebrities

The findings showed that featuring of celebrities and prominent people was a factor for most youth to consume entertainment news. *Participant #9* mentioned that entertainment news does not trigger people's emotions because it is always feature stories of celebrities and prominent people. *Participant #3* stated that entertainment news feature the lives of famous people and their love life. In addition, the following are verbatim statements by youth who share similar sentiments about the sub-theme:

Participant #5 said that:

“Entertainment news are usually about famous people, more especially public figures and celebrities whom almost everyone knows about”

Participant #6 mentioned that:

“Most of my family members also prefer entertainment news because it's funny and everyone is interested to know what prominent people are doing”

Participant #8 said that:

“I always discuss entertainment news with my family because they are relaxing and interesting and feature stories of celebrities.”

The study results indicated that *participants #3 and #9* are of the view that discussing entertainment news does not trigger individuals' emotions and always feature the stories of celebrities and prominent people. Furthermore, *participants #5, #6 and #8* stated that their family members are mostly interested in talking about celebrities and prominent people unlike politics and business which are sometimes boring.

6.3.11. Theme 11: Preferences to Discuss Entertainment and Sports News with Friends

The study findings indicated that most youth highly preferred to discuss entertainment, followed by sports, business and political news with friends (cf. Tables 72 to 76 in Chapter 5). Moreover, when youth were asked to further explain their news consumption behaviour the following sub-themes emerged from their responses.

6.3.11.1. Sub-theme 11.1: Entertainment and sport news are interesting and relaxing when tired

The study results revealed that interest and relaxation were the factors for most youth to highly prefer to consume entertainment and sports news. *Participant #6* said that entertainment and sports news is interesting and relaxing when they are tired. *Participant #18* mentioned that entertainment and sport news are the favourite of all her friends because everyone finds pleasure to discuss soft news during their leisure time. *Participant #13* said that she mostly prefer to discuss entertainment and sport news with her friends because they are all interested in them and during their relaxing time they talk about celebrities. *Participant #1* stated that most of her friends are also interested to talk about sport and entertainment news. However, the following verbatim quotations support this sub-theme:

Participant #2 mentioned that:

“I prefer to discuss entertainment and sports news with my friends because they are interesting and can all relate to the topic, laugh together and have a great time”

Participant #3 said that:

“I like to discuss entertainment and sports news with my friends because this makes us to relax and everyone will be participating in the discussion”

Participant #5 said that:

“I like to discuss entertainment news with my friends because they are all about gossips and celebs secrets while, sports news is what all of us are interested to talk about as friends”

The study results revealed that most youth like *participants #6, #1, #18 and #13* agreed that entertainment and sport news are interesting, relaxing and stimulate humour among the friends because they also feature the lives of celebrities. *Participants #2, #3 and #5* are of the same view that entertainment and sports news make them relax and laugh during leisure time.

6.3.11.2. Sub-theme 11.2: Political and business news reports are always boring and complex to understand

When youth were asked to explain their news consumption behaviour with friends they presented that political and business are always boring and complex to mostly understand. *Participant #20* said that political and business news are hard and serious news about issues affecting South Africa. *Participant #16* supported that most of her friends are less interested in politics and current affairs because they are boring and complex to understand while, *participant #9* said that political and business news are boring because television always shows politicians fighting each other. The following verbatim quotations support this sub-theme:

Participant #11 said that:

“Political news has become boring these days, it’s all about President Zuma and his corrupt cabinet”

Participant #12 stated that:

“Political topics are boring, like talking about President Zuma might ruin your day”

The study results indicated that *participant #20 #16 and #9* are of the view that South African political and business news are boring and always require a proper understanding and knowledge of the political sphere and its complexities whereas, *participants #11 and #12* stated that political news is too boring these days because it mostly features politicians fighting each other.

6.3.12. Theme 12: Youth options with regard to living without Media

This theme described the views of youth with regard to living without any media. The following sub-themes emerged from this theme: news media are informative about what is happening around the world.

6.3.12.1. Sub-theme 12.1 News media are informative about what is happening around the world

The study findings revealed that most of most youth like *participant #4* said that media inform about what is happening in the world. *Participant #10* supported that living without these news media will be impossible because they entertain and inform us about the current state of the country. *Participant #8* said that media educate and inform us about issues that concern our well-being and society while, *participant #9*

indicated that media are part of our everyday life and inform us about issues happening in our country. However, the following verbatim quotations supported this sub-theme:

Participant #1 said that:

“Media keep us updated about what is happening around the world”

Participant #2 responded that:

“I wouldn’t know what is happening as well as having anything to talk about because these media kick start conversations”

Participant #3 indicated that:

“I cannot live without these three media because they inform me about what is happening around the world”

The study results indicated that most youth like *participants #4, #10, #8 and #9* are of the view that all these three media, television, newspapers and online media play an important role of educating, informing and entertaining the public. Moreover, *participants #1, #2 and #3* stated that living without these media they will feel isolated and less privileged to know what is happening around the world. On the contrary, *participants #5, #11 and #13* believed that they can live with no newspapers but not without television and online media because they are educating and entertaining while, online media offer news fast and quick. However, the results imply that most youth cannot live without these three media because they inform, entertain and educate the society about current and salient issues, while some of the youth felt that without media they will be less privileged and isolated from the rest of the world.

6.4. SUMMARY OF THE CHAPTER

The chapter presented findings collected via personal interviews with sampled youth. In this chapter, themes and sub-theme were developed to further explain in detail youth’ news consumption behaviour. In summary, the study findings indicated that most youth consumed news through online media because they are easily accessible, affordable and faster to provide news updates while; television had become their most preferred media for news consumption because its news is

trustworthy, credible and accurate in its reporting. Moreover, most youth highly preferred to consume and discuss entertainment news with friends and family members because they are interesting, relaxing and feature the lives of different celebrities. However, major findings of this chapter are discussed in Chapter 7 supported by relevant literature where possible.

CHAPTER SEVEN

DISCUSSION OF FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

7.1. INTRODUCTION

The chapter presents a summary of the study and further deliberates on the findings of both quantitative and qualitative studies by integrating them with existing and relevant literature and makes recommendations for future studies.

7.2. SUMMARY OF THE STUDY

The study sought to investigate the patterns of news media consumption among youth living in Limpopo-South African during the time of study. Furthermore, the researcher reviewed widespread literature to gain more information on erstwhile related studies conducted to better acquire an in-depth comprehension and insight of the research topic.

The study was essential to discover the youth's most preferred media to consume news, examine their attitude and attention towards news reports and media houses, their perceived media credibility towards media houses and their level of news discussion with family and friends. The study further explored youth's level of dependency on news media and gratifications youth mostly receive through their interaction with news media. Moreover, to achieve that, the following objectives were set:

- to examine the preferences between new media and traditional media by South African youth based at the University of Venda;
- to determine the types of news reports and genre youth prefer to consume in order to be informed;
- to assess the attitudes and perceptions of youth towards news media reports; and

- to explore the extent to which news media influence interpersonal discourse among youth and family.

7.3. DISCUSSION OF QUANTITATIVE FINDINGS

This section discusses quantitative study findings. These findings were perceived to be either related or different from previous studies conducted by other researchers as demonstrated by various literatures reviewed in Chapter 3. However, the findings are summarised closely in this section.

The findings revealed that 54.1 per cent of most youth who participated in the study were females; more than half of youth by 80.5 per cent were aged between 20-25 years. Moreover, 96.3 per cent were single while, 67.7 per cent came from rural areas. The results concur with South African Statistics (2017) report which demonstrates that in Limpopo Province the majority of youth are aged between 20-24 years old. In agreement, Levy et al., (2016) indicated that 28 per cent of female consumers preferred social media as their main sources of news and 24 per cent consumed news from television while, on the contrary, the study conducted by Freeman (2013) established that males are more interested in the news than females.

With regard to educational level 37.7 per cent of youth were in third year while, in terms of family social status, 53.3 per cent came from lower middle class, Moreover, with regard to the youth' family social status, 34.9 per cent received less than R500 monthly income. However, youth' social status and monthly allowances had an impact on their ability to access newspapers and afford data to access online media news daily. The findings concurred with the results of the study conducted in Malaysia by Freeman (2013) which exhibited that news consumption among youth is oriented towards the digital media because they are easily accessible, affordable and readily available.

The findings indicated that most youth do watch television, read newspapers, and surf the Internet for news consumption purposes. Moreover, the majority of youth, by 79.9 per cent, accessed online media, 45.2 per cent Facebook, 43.0 per cent newspapers and 30.4 per cent twitter daily, while, 32.1 per cent mostly accessed television news monthly. Furthermore, most youth consumed news through online

media because they are quick to inform and update them on current issues that affect South Africa. Furthermore, the study conducted by Thadeshwar and Joglekar (2016) in India indicated that news consumption habit among youth is mostly oriented towards new media whereas, newspaper readership among young people is in decline. In agreement, Maila (2013) stated that the quick access and availability of information seem to have offered youth an opportunity to consume news through online media in seconds, what would have previously taken hours with television and newspapers. This implies that living in a technological advanced society made most youth to consume news through the Internet which can be accessed every time something of public interest occurs and not have to wait for the next day or a certain news hour to be informed.

The findings exhibited that most youth, by 51.3 per cent, accessed national news through ETV daily and 56.7 per cent used City Press online version daily while, 29.9 per cent accessed Daily Sun newspaper weekly although, most of broadsheet newspapers such as City Press, Mail and Guardian and The Citizen were not accessed and used by the majority of youth. Therefore, most youth accessed news through online media compared to television and newspapers because the Internet is mobile and not fixed to one location like television set at home while, most youth did not access news through eNCA, SABCnews and ANN7 because they lacked DSTV connection while others are of the view that SABC is not objective and fair in reporting about government-related issues due to the funding model used. However, most youth prefer ETV news because it is objective and easily accessible. On the contrary, Ndlovu (2014) discovered that almost 70 per cent of youth nationwide claimed to consume news from television compared to other media such as the Internet and newspapers because television was believed to be more objective and fair in reporting news than newspapers and online media where facts can be easily fabricated.

Furthermore, most youth, by 52.2 per cent, indicated to highly prefer newspapers for news consumption, followed by 51.1 per cent television and 48.7 per cent online media. Moreover, 34.7 per cent highly preferred the Citizen newspaper while, 32.3 per cent preferred ETV for national news and 25.0 per cent Russia Television for international news. News24 was highly preferred by 26.3 per cent of youth who consume news through online media. However, 44.7 per cent highly preferred

Facebook, and 44.4 per cent preferred to consume news through Twitter. In addition, most youth highly prefer hardcopy newspapers followed by television and online media because one can read it over and over again until you get the real meaning of the content. On the contrary, studies conducted by Ripolles (2012); Freeman (2013) revealed that Spanish and Malaysian youth do not read newspapers daily but preferred television and online media because television news is presented via audio-visuals that add more life and drama to the broadcast.

With regard to types of news most youth consume, the findings revealed that 69.5 per cent highly preferred entertainment news, followed by 48.4 per cent Business news, 42.1 per cent sports news and lastly 31.5 per cent political news. Most youth highly preferred to consume entertainment news because it is interesting and relaxes their mind while, they did not prefer political and business news because of the lack of appropriate understanding and knowledge. However, the most shocking thing here is that the majority of youth highly preferred entertainment news more than political, current affairs and business news which are the core news reports that affect our daily decisions and developments in the country. The results are similar to the findings of the study conducted by Freeman (2013) in Malaysia which indicated that 39 per cent of youth followed entertainment news very closely and the majority by 66.2 per cent were not interested in business and finance news. Similarly, the study conducted in China by Thadeshwar and Joglekar (2016) revealed that most urban youth highly prefer to consume entertainment-based media programmes and neglect the information-based media programmes such as news programmes; which implies that this is not just in South Africa where youth opt for soft news than hard news, it is a global issue.

In terms of youth exposure to news media, 57.5 per cent were exposed to television news, 43.9 per cent online media and 25.2 per cent hardcopy newspapers for 1-2 hours. Moreover, 24.9 per cent youth spent 1-2 hours watching ETV while, 44.5 per cent spent less than 15 minutes per day reading The Citizen newspaper. Moreover, 53.1 per cent 1-2 hours reading online news through Facebook and 24.1 per cent spent less than 15 minutes per day reading news via News24. This implies that in terms of exposure to news media, most youth spent 1-2 hours watching E-TV news, while those exposed to The Citizen newspapers spent mostly less than 15 minutes per day. Moreover, those exposed to online media spent 1-2 hours reading news on

Facebook followed by 15 minutes spent on News24. However, the use of audio-visuals, live interviews with experts and commercial breaks played an important role for youth to spend 1-2 hours watching television news. The results are in agreement with the findings of the study conducted by Wok et al., (2011) that indicated that television news consumption was higher than online media because television was the most credible media for youth. On the contrary, the study conducted by Wonneberger and Kim (2017) postulated that young viewers in Korea showed lower levels of exposure to television news compared to newspaper and online media.

The study findings further indicated that most youth, by 41.6 per cent, had a highly positive attitude towards online media, 41.0 per cent to television news and lastly 24.5 per cent to newspapers. Furthermore, 44.9 per cent had a positive attitude towards Sunday Time Live, while, 34.8 per cent to ETV and 36.1 per cent to Russia Television news and 39.1 per cent to Mail and Guardian. Moreover, majority of youth had a highly positive attitude towards online media-Sunday Times Live followed by ETV and Mail and Guardian newspaper. This could be supported by the study conducted by Gigli (2004) which indicated that globally, most youth use of smartphones and the Internet had gained popularity and rising faster among youth because their news are updated every minute something of public interest happens. In agreement, Kalogeropoulos et al., (2016) asserted the availability of smartphones and tablets have enabled young people to have positive attitude towards online media and consume news anywhere regardless of current location.

The findings indicated that more than half of youth, by 59.1 per cent, gave much attention to television news, 49.8 per cent to online media and 32.8 per cent to newspaper. Some youth, by 30.8 per cent, gave attention to E-TV while, 51.0 per cent did not pay any attention to Al Jazeera news. Moreover, with regard to online media, 53.7 per cent gave attention to Facebook, followed by 25.2 per cent for Sunday times live and 25.9 per cent for The Citizen newspaper. The outcomes suggest that most youth watched attentively ETV news because of audio-visuals presentation that added more accuracy and credibility to news reports that most youth consumed while, they did pay proper attention and concentration to the online news and newspaper because their news can be easily fabricated, exaggerated and produced with constant grammatical errors. The results are in agreement with that of the study conducted by Wilson et al., (2011) which indicated that television news are

trusted because they undergo various checks and editorial gatekeeping unlike online media where anyone with access to the Internet can post all kinds of information without having to go through the necessary process of verifying the data and this affects their credibility and believability.

The study findings indicated that 28.4 per cent of youth somewhat believe television news, 32.3 per cent Facebook news and 28.8 per cent Twitter news while, 40.3 per cent totally believe hardcopy newspapers and 40.6 per cent believe online media. Moreover, online media were considered reliable and believable, followed by hardcopy newspapers, Facebook, Twitter and television because current news on national and public affairs were disseminated by those media which were reliable and trustworthy to the audience. On the contrary, the study conducted by Wok et al., (2011) indicated that 44.2 per cent of youth stated that they believed in the news on television which indicate some degree of believability for the news among the respondents; whereas studies conducted by Newman and Levy (2014); Tandoc and Johnson (2016) are in agreement that traditional media such as television are not only losing their audience but also their credibility.

With regard to the youth perception towards news media, the findings indicated that 32.7 per cent of youth had good perception to television news, 33.9 per cent had poor perception to hardcopy newspapers, 37.8 per cent had average perception to online media and 34.9 per cent and 45.4 per cent had poor to Facebook and Twitter news respectively. The results indicated that most youth had good perception towards hardcopy newspapers, followed by television and average and poor to online media, Facebook and lastly Twitter news because entertainment and current affairs news distributed through hardcopy newspapers and television are considered believable, trustworthy and relevant than those disseminated via online media. On the contrary, Ndlovu (2015) stated that most youth did not have a good perception towards mainstream media because their content is not local, relevant and has nothing to do with immediate community issues while, the study conducted by Tandoc and Johnson (2016) affirmed that that majority of youth had good perception towards Twitter news because it also leads them to get more information for web sites of traditional news organisations.

With regard to news media discussion with family and friends, the findings indicated that 52.5 per cent discussed entertainment news daily, 37.8 per cent political news daily, 37.5 per cent sport news daily, 28.9 per cent current affairs daily and 21.2 per cent documentaries monthly with family members. Informed by the type of news they mostly consumed, more than half of youth highly preferred to discuss entertainment news with family than political, current affairs and business news because the news are relaxing, entertaining, feature celebrities and it is easy to adapt the conversation since there is no background knowledge required to understand them. On the contrary, Wonneberger and Kim (2017) indicated that news discourse with peers and family do not only reinforce pre-existing information, but also provides youth with more recent and new information. Notably, the study conducted by Freeman (2013) is in agreement that Malaysian youth were also mostly interested on entertainment news and less interested to political, weather, and business news.

Furthermore, most youth, by 69.0 per cent, discussed entertainment news daily, 48.3 per cent sport news daily, 34.5 per cent political news weekly, 33.9 per cent current affairs news daily and 29.7 per cent documentaries weekly with friends. This indicates that youth mostly discussed entertainment news with friends because the news is interesting, relaxing and bring humour in conversation unlike, political and business news which was not preferred by some youth because it is boring and complex to understand. In agreement to the results, the study conducted by Edgerly et al., (2017) showed that most youth discussed news through peers and parents, whereas on the contrary, the study conducted by Wok et al., (2011) indicated that most of the youth did not engage in any interpersonal news discussions, either with their family 34.6 per cent or with their friends 32.1 per cent. However, most youth discussed news more with friends than with family members and those who discuss more with friends tend to discuss more with their family members too.

7.3.1. Reflections on the youth' dependency on media and information gratifications

This study was anchored on and underpinned by media system dependency and uses and gratifications theories. Narasimhamurthy (2014) stated that media dependency is when individuals, groups, community and mass depend on a certain media to fulfil their needs whereas, Spring (2002) ascertained that uses and

gratifications theory views the audience as active, meaning that they actively seek out specific media and content to gratify or satisfy their personal information needs. The theories were employed in this study to discover whether South African youth mostly depended on media to satisfy their information needs, the type of news and media they mostly depend on to satisfy their informational and knowledge needs.

The uses and gratifications theory is applied in order to ascertain what the youth do with the media. In the study, this theory will be used to probe what the youth do with both new and traditional media and for what purposes they consume news from the media. By extension then, this theory is employed to establish which media the South African youth use to consume sports, political and economic news on a daily basis. Furthermore, the application of media systems dependency theory allows the youth to be viewed as being addicted to media in order to be informed and entertained (Hakoama & Hakoyama, 2011). Moreover, the theory is employed in the study to determine how South African youth use of both new and traditional media as sources of sport, political and economic information and news. These two theories allowed the researcher to examine patterns of news media consumption among South African youth from an active user's point of view. Furthermore, the theories assisted in understanding the media and their relationship with the youth.

Furthermore, patterns of news media consumption and preferences are also measured by the level of dependency youth have on a specific media. The findings indicated that 34.8 per cent of youth depended on television news, 41.5 per cent newspapers and 50.5 per cent highly depended on online media for news consumption. The results indicated that most youth depended on News24 online media followed by City Press newspaper and lastly SABCnews and BBC television channels for consuming both national and international news because online media are faster, cheaper, updated every minute something happens and easily accessed through a smartphone with Internet connection while, those who did not depend on newspapers stated that they are published once a day and free-to-air television stations like etv and SABC broadcast their news at a particular time slot. In agreement with the results of the current study, studies conducted by Austin et al., (2015); Newman (2017) confirmed that due to the growth of digital media most youth are now spending less time with traditional media such as newspapers and television nor depending on them for the purpose of news consumption. The results of the

current study also confirmed that indeed most youth depended on media for news consumption but they highly depended on digital or online media more than traditional media outlets like television and newspapers.

The uses and gratifications theory was employed in this study to determine the youth' level of information satisfaction through the media of their choice. Moreover, the findings also indicated that 44.5 per cent of youth received news gratifications from television, 45.9 per cent from hardcopy newspapers and 38.8 per cent from online media. Moreover, 32.7 per cent received gratifications for ETV television news and 28.6 per cent from Al Jazeera for both national and international news while, 42.9 per cent were highly gratified by The Citizen newspaper and 36.5 per cent from Sunday Times Live.

The results showed that the majority of youth received news gratifications through The Citizen newspapers followed by ETV television and Sunday times live online version because newspapers are informative and usually use simple language to disseminate information while, those who preferred gratifications through television do so because it broadcasts news that is trustworthy, reliable and always report news with verified facts. In agreement with the current study findings, Ruggenberg (2007) indicated that the majority of youth sought information gratifications on traditional media because they are trustworthy and could be verified. This implies that even though most youth highly depended on digital media for news consumption they always turned to traditional media like newspapers and television for fulfilment of information needs and then later digital media. It is interesting that South African youth regard newspapers as more trustworthy, believable and credible than online media for information satisfaction.

7.4 DISCUSSION OF QUALITATIVE FINDINGS

This section discusses the major themes that address the study objectives to ensure that the aims of the study are attained. At the same time, this discussion seeks to answer the research questions. However, the findings are summarised closely in this section.

7.4.1 Online media are easily accessible and affordable for news consumption

The study findings indicated that youth do watch television news, read newspapers and surf news on the Internet even though they use it differently to consume news. Altogether, youth indicated to mostly access news through digital media or Internet followed by television and newspapers (cf. Chapter 5). Moreover, majority of respondents established that they like to consume news media through online media like Internet because they are easily accessible, affordable and faster to inform them about current issues happening nationally, unlike traditional media like television that is expensive and always take time to broadcast news (cf. Chapter 6). Overall results indicated that new media are quick to inform and keep youth updated about current issues from national to international level.

7.4.2 Online media does not require time to sit and concentrate like newspaper and television news.

It is revealed by the study results that in South Africa most youth do watch television news, read newspapers and surf news on the Internet. Altogether, youth indicated to mostly access news through digital media, followed by television and newspapers (cf. Chapter 5). Moreover, the results further showed that most youth consumed news through online media because television and newspapers require more time to sit and concentrate when news are being broadcast; whereas Internet news can be accessed and consumed anytime of the day, even when you are busy with other things like assignments (cf. Chapter 6). It was further asserted that online media are very easy to access and also require little time to read news unlike television where you need to wait for a certain time slot to watch new or wait for a newspaper publications of the following day when the news are already stale. The results further exhibited that most youth accessed news through online media because they are mobile and not location fixed like television and newspapers while, are of the view

that Internet news is mostly easy to access because they are mobile, portable and accessible everywhere irrespective of the current location (cf. Chapter 6).

7.4.3 Television news are trustworthy and credible unlike online media news

The findings indicated that most youth highly prefer to consume news through television, followed by newspapers and online media (cf. Chapter 5). Moreover, results further indicated that audio-visuals from television add credibility and trustworthiness to the news consumed and that most of moving images broadcast through television news make the story more authentic and credible. The study results also showed that most youth believed that ETV news is mostly fairly and objectively presented while, SABC and ANN7 are subjective in their reporting while minority of respondents are of the view that SABC and ANN7 are mostly politically driven compared to ETV, which affect their operative system including news reporting (cf. Chapter 6).

7.4.4 Entertainment news is interesting and relaxing

The study results discovered that most youth highly preferred to read entertainment news, followed by business, sports and then political news (cf. Chapter 5). Furthermore, results indicated that most youth like to consume entertainment news because it is interesting and relaxing to read and features the love lives of celebrities and their love life dramas (cf. Chapter 6). Additionally, the results revealed that most of youth are of the view that reading and engaging business and political news without proper understanding and knowledge of the news reports is a fruitless exercise because they both require a proper understanding of South African politics (cf. Chapter 6).

7.4.5 Television provides audio-visuals and commercials breaks during news time

The study findings disclosed that most youth preferred to spending 1-2 hours exposed to television news, followed by online media and newspapers (cf. Chapter 5). Additionally, majority of youth indicated that they opted to spend between 1-2 hours on watching television news because of motion pictures and live interviews with experts that enhances their knowledge and understanding of news because motion pictures and commercial breaks refresh their minds and concentration during news (cf. Chapter 6). Whereas, newspapers and online media require concentration

on the language used to make sense of the news reports. Therefore, based on the study results, most youth had a highly positive attitude towards consuming television news because they are more accurate and credible in their reporting, and further stated that television tells stories through audio-visuals to enhance the youth' understanding of the news reports presented (cf. Chapter 6).

7.4.6 Most family members can relate to entertainment news because they are relaxing and feature celebrities

The study findings indicated that most youth highly preferred to discuss entertainment, followed by sports, business and political news with family (cf. Chapter 5). Moreover, study results further revealed that entertainment news is considered interesting and relaxing because most of the youth' family members can relate to the news discussed. Entertainment news is more interesting and can be easily discussed with family members because it does not require background knowledge. The study results further indicated that discussing entertainment news does not trigger individuals' emotions and always feature the stories of celebrities and prominent people (cf. Chapter 6). Furthermore the results stated that the youth' family members are mostly interested in talking about celebrities and prominent people unlike politics and business which are sometimes boring. The results revealed that most youth agreed that entertainment and sport news are interesting, relaxing and stimulate humour among the friends because they also feature the lives of celebrities (cf. Chapter 6).

7.5. DISCUSSION OF OTHER FINDINGS

The section discusses other findings of the study. This is to indicate the kind of influence one variable might have on the other for youth to consume or not consume news. Gender and educational level influenced youth' news consumption patterns because as youth progress to the next level of their studies it increased their chances to consume news media. The study conducted by Freeman (2013) on gender preferences indicated that males were more interested in sports news and entertainment news, while the majority of females were very interested in entertainment news and events in their community. Additionally, urban youth who received higher amount of monthly income consumed news more than those from rural areas with little amount or no money at all because they could not afford money to buy data for Internet connection to consume online news and money to buy

newspapers to read news and these huge differences of news consumption was between suburb and rural youth aged between 20-25 years (cf. Chapter 5). Moreover, youth aged 20-25 and 31-34 years accessed online media daily respectively, which became an important factor on twitter preferences for news consumption (cf. Chapter 5).

Educational level and monthly income played an important role in youth's access to news media, because when most youth advance to another level of their studies even their monthly income increased respectively, which gave them a better chance to consume news more than youth with little monthly income from rural areas due to affordability to buy newspapers and data for Internet connection (cf. Table 24 in Chapter 5). Data presented suggest that education has a direct influence on youth access to television news, because when youth progress to another level their television news consumption patterns were increased from a lower level daily to high level on a monthly basis (cf. Chapter 5). However, in terms of youth preferences of reading newspapers, a change from first to third year level influenced their news consumption from newspaper (cf. Chapter 5).

Youth age had no impact on the use and access to news through online media, as the findings indicated that youth of all age group accessed news through online media on a daily basis, also age influenced news preferences through twitter (cf. Chapter 5) while, the study by Freeman (2013) revealed that 40.7 per cent of 18-year-old youth followed entertainment news very closely followed by crime news. In agreement, Basson (2006) established that 70 per cent of youth between 18 and 25 years regarded the Internet as a source of valuable political information. Furthermore, income could not influence youth preferences of online media and Facebook because the majority of youth with moderate and no monthly income accessed online media daily, while those with higher income accessed online media weekly and on a monthly basis (cf. Table 92 in Chapter 5). The results indicated a huge difference between of youth access to online media daily and monthly basis with R2500+ monthly income.

Furthermore, the results indicated that there is a somewhat moderate positive relationship between hardcopy readership and viewership frequency. News media credibility, in turn, is moderately positive related to hardcopy readership. Likewise, a

very strong positive linear relationship exists between viewer frequency and news discussion with friends. Hardcopy readership is a moderate uphill positive related to media preferences. Moreover, media preferences are also strongly related to attitude towards news media. Furthermore, there is a strong uphill positive linear relationship between media preferences and news media credibility. Media preferences are also strongly related to news media dependency (cf. Tables 114 to 121 in Chapter 5). This indicates that a change in one variable might influence another variable.

There is a strong positive linear relationship between hardcopy readership and news discussion with friends, while, hardcopy readership is also moderately positive related with news media gratifications. Hardcopy readership is moderately positive related with news media dependency. Likewise, there is a moderate positive relation between news media credibility and hardcopy readership. There is a strong uphill positive linear relationship between hardcopy readership and attitude towards news media while, media preferences is strongly related to news discussion with friends. In turn, there is a moderate positive relation between media preferences and news media gratifications (cf. Table 121 in Chapter 5). The results imply that that a change in one variable could influence the change of another.

7.6. LIMITATIONS OF THE STUDY

Though the study was successfully conducted and concluded, there were some limitations that were encountered during the study period. These limitations therefore limit the generalisability of the research findings to other South African provinces and they only apply to the youth studied. They included the following:

- ❖ Data were collected from youth aged 18-34 and excluded individuals above 35 years old and older who could be consumers of news through media;
- ❖ The study was limited to television, newspapers, online and social media and excluded radio, magazines, laptops, tablets and billboards;
- ❖ The sample of the study consisted of youth who were in Limpopo Province during the time of the study and excludes youth in other provinces; and

- ❖ The study was limited to youth' consumption of sport, business, entertainment and political news and excludes weather, soap operas, music, and movies,

7.7. RECOMMENDATIONS FOR FUTURE STUDY

This study investigated the patterns of news media consumption among youth living in Limpopo province of South Africa during the time of study. Findings of the study indicated that most youth preferred to access and consume news through online media compared to television and newspapers. The study further recommends that:

- ❖ More research on this topic should be conducted by academics and researchers and broaden their focus to older people in all South African provinces;
- ❖ The media should make the political and business news more relevant to the youth and broadcast more of them;
- ❖ Additionally, various media houses should always broadcast and publish news that is accurate and objective;
- ❖ Future studies should focus on news consumption through radio through local and national radio stations and magazines.
- ❖ The use of participatory media to engage youth may be the best strategy to produce news that are relevant to the youth such as current affairs, political and business news to be informed about important issues of the country.

7.8. CONCLUSION OF THE STUDY

Based on the findings of the study, the following conclusions are established: there were higher levels of accessing news through digital media, followed by hardcopy newspapers and television news. Youth who preferred the Internet used City Press online version, followed by ETV for television and Daily Sun newspaper and most youth spent between 1-2 hours on news media. Most youth spent 1-2 hours watching ETV news, less than 15 minutes reading The Citizen newspaper and those exposed to online media spent 1-2 hours reading news on Facebook followed by 15 minutes spent on News24. Although, online media were the most preferred to access news than traditional media, most youth spent most their time consuming television news and Internet news compared to newspapers and social media.

Most youth had a highly positive attitude towards online media, followed by newspapers and television; furthermore, online media has been perceived as the most credible mass media, followed by newspapers, social media and lastly television. Additionally, even though most youth preferred and had a highly positive attitude to online media, they had a good perception towards hardcopy newspapers, followed by television and a poor attitude to online media. However, most youth highly depended on online media/News24 for news consumption.

Most youth were exposed to television news for 1-2 hours a day, paying much attention to entertainment news, whereas, information satisfaction was received from newspapers, followed by television and online media, which implies that even though most youth mostly depended on the Internet for news consumption, they highly received gratifications from traditional media. Those who received gratifications from traditional media like City Press newspaper and SABCnews and BBC television channels for consuming both national and international news, were followed by online media like News24.

Most youth, who depended much on online media for information and news discussed entertainment news with friends and family daily, followed by sports news with friends, political news with family, current affairs news and documentaries with friends. A substantial proportion of the youth did not discuss current national news from the media with their family members or with their friends. Those who did would discuss current national news daily with both family members and with their friends.

Those who discussed political news did so with friends daily and family on a weekly basis. As indicated, youth preferred entertainment news followed by business, political, current affairs and sports news.

The findings illustrated that although there are strong correlations across the different variables chosen for the survey results such as age, gender, location, income, educational level, preferences, attitude, perception, access, dependency, gratifications and interpersonal discussion, some differences are also emerging. It was established that most youth use the media to access news and that the media are strongly trusted by most South African youth. The study results indicated that it would be in the interest of the media and especially the news media to target more relevant content towards South African youth because most of them mistrust political and business news. The findings also generally showed that youth are uninterested in politics and business news over entertainment news as a topic for media consumption.

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APPENDIX A: CONSENT FORM

University of Limpopo
Faculty of Humanities
School of Languages and Communication Studies
Department of Media, Communication and Information Studies
University Road
Mankweng, Polokwane



Dear Prospective Participant.

My name is Fulufhelo Oscar Maphiri. I am currently studying for a Doctor of Philosophy in Media Studies with the Department of Media, Communication and Information Studies at the University of Limpopo. The title of the study I am conducting is: **An investigation into the Patterns of News Media Consumption among South African Youth**. The research constitutes the main requirement for the completion of my Doctor of Philosophy degree.

Your participation in this study is voluntary. If you choose to participate, you will be required to complete a questionnaire. Prior to completing it, please read the instructions carefully. Where you do not understand, do not hesitate to ask for additional clarification. Also be aware that you also have the right to terminate participation in the study without giving any reasons. Regarding confidentiality, you are not expected to write your name in any of the questionnaire pages. I request you to kindly fill in this questionnaire as accurately and carefully as you possibly can.

You are asked to read the attachment, and then sign a consent form to indicate that you have understood the requirements regarding this research, and that you agree or disagree to participate. Please do not forget to sign the said form.

Thank you in advance for your cooperation.

Researcher: Fulufhelo Oscar Maphiri

CONSENT FORM

PROJECT TITLE: AN INVESTIGATION INTO THE PATTERNS OF NEWS MEDIA CONSUMPTION AMONG SOUTH AFRICAN YOUTH

PROJECT LEADER: FULUFHELO OSCAR MAPHIRI

Date/...../.....

I, _____ hereby voluntarily consent to participate in the following project:

“An investigation into the Patterns of News Media Consumption among South African Youth”

I realise that:

1. The study deals with the Patterns of News Media Consumption among the South African Youth.
2. The procedure envisaged may hold some risk for me that cannot be foreseen at this stage.
3. The Ethics Committee of the University of Limpopo has approved that individuals may be approached to participate in the study. If you would like to speak to an officer of the University, you may contact **Prof S.O Mmusi:** <onkaetse.mmusi@ul.ac.za> or **Prof N.C Lesame:** <carol.lesame@ul.ac.za>
4. The research project, i.e. the extent, aims and methods of the research, has been explained to me.
5. The project sets out the risks that can be reasonably expected as well as possible discomfort for persons participating in the research, and explanations of the anticipated advantages for myself or others that are reasonably expected from the research and alternative procedures that may be to my advantage.
6. I will be informed of any new information that may become available during the research that may influence my willingness to continue my participation.
7. Access to the records that pertain to my participation in the study will be restricted to persons directly involved in the research.

APPENDIX B: PERMISSION TO CONDUCT RESEARCH

University of Limpopo

Faculty of Humanities

School of Languages and Communication Studies

Department of Media, Communication and Information Studies

University Road

Mankweng, Polokwane



Request to conduct research in your institution

My name is **Fulufhelo Oscar Maphiri**, a Doctor of Philosophy in Media Studies student at the University of Limpopo. I am currently conducting a research which requires me to complete an extensive study and write a thesis for the qualification. My study requires cooperation and involvement of students. I am requesting access to students in your institution, who I will request to participate in my study.

The study investigates the **Patterns of News Media Consumption among South African Youth**. Please receive a copy of my research proposal, which includes: (1) actual versions of the data collection instruments, (2) a prototype of a consent form, and (3) a copy of the approval letter issued by the University of Limpopo, Turfloop Campus Research and Ethics Committee.

All rules pertaining to the ethical conduct of research will be observed. For instance, participants will be made aware that participation is voluntary, thus prompting all participants to sign a consent form before taking part. Furthermore, consent will be informed, in that students will be provided with a full explanation of the study and will be permitted to ask questions for clarification. They will be made aware of their entitlement to withdraw from the study unconditionally; and the available intervention resources should they require them as a consequence of taking part in the study.

Upon completion of the study, I undertake to provide the institution with a bound copy of the full research report as well as the results of the study. If you require any further information, please do not hesitate to contact me on this email address: [<fulufhelo.maphiri@univen.ac.za>](mailto:fulufhelo.maphiri@univen.ac.za). Inquiries can also be lodged with my academic

thesis supervisors, **Prof S.O Mmusi:** <onkaetse.mmusi@ul.ac.za> or **Prof N.C Lesame:** <carol.lesame@ul.ac.za>.

Thanks in advance.

F.O Maphiri (Researcher)

APPENDIX C: RESEARCH QUESTIONNAIRE GUIDE

PART I: CLOSED-ENDED QUESTIONS

SECTION A: DEMOGRAPHIC INFORMATION

Please provide the following information by selecting the correct answer and indicating it with a tick ✓ in the applicable box.

Question 1

Please
your gender

Male	Female

indicate

1-2	

Question2

Please
state your
age

17-19	20-25	26-30	31-34

3-6	

Question 3

Indicate your
marital

Single	Married	Divorced	Windowed	Other, specify

status

10-11	

Question 4

What is
residential
area?

Township	Suburb	Rural	Semi-rural

your

12-15	

Question 5

What is your
current
educational
level?

First year	Second year	Third year	Honours	Other, specify

16-20	

Question 6

Indicate your
family social
status/class

Working class	Lower middle class	Upper middle class	Upper class

21-24	

Question 7

Indicate your personal monthly allowance

None	Less than R500	R600- R1000	R1500- R2000	More than R2500

25-29	

Question 8

Indicate your ethnic group

Venda	Pedi	Tsonga	Sotho	Other, specify

30-34	

SECTION B: FREQUENCY OF ACCESS TO NEWS MEDIA

Question 9: Indicate the news media that you have access to and the frequency of access.

	Frequency of access and use			
	Daily	Weekly	Monthly	Not at all
Television				
Hardcopy newspapers				
Online media				
Facebook				
Twitter				

Question 10: If you have access to television news channel, please reflect the frequency of access:

	Frequency of access and use			
	Daily	Weekly	Monthly	Not at all
ETV				
SABC				
eNCA				
CNN				
Al Jazeera				
BBC				
RT				
ANN7				

Other (specify)				
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Question 11: If you have access to online news, please reflect the frequency of access:

	Frequency of access and use			
	Daily	Weekly	Monthly	Not at all
News24				
Sunday Times Live				
Sowetan Live				
Mail and Guardian				
City Press				
Facebook				
The Citizen				
Twitter				

Question 12: If you have access to hardcopy newspapers, please reflect the frequency of access:

	Frequency of access and use			
	Daily	Weekly	Monthly	Not at all
Daily Sun				
Sowetan				
City Press				
Mail and Guardian				
The Citizen				
Mirror				
The Star				
Other (specify)				

SECTION C: NEWS MEDIA PREFERENCES AND TIME

Question 13: Indicate your level of preference for various news media reflected below:

	Preference levels
--	-------------------

	Highly preferred	Preferred	Little preferred	Not preferred at all
Television				
Hardcopy newspapers				
Online media				
Facebook				
Twitter				
ETV				
SABC				
eNCA				
CNN				
Al Jazeera				
BBC				
RT				
ANN7				
News24				
Sunday Times Live				
Sowetan Live				
Mail and Guardian				
City Press				
The Citizen				
Other (specify)				

Question 14: What are your news reports preferences?

	Preference levels			
	Highly preferred	Preferred	Little preferred	Not preferred at all
Political news				
Business news				
Sports news				
Entertainment news				
Other (specify)				

Question 15: Indicate the frequency of time spent daily on various news media reflected below:

	Time			
	1-2 hours	30 minutes	Less than 15 minutes	None
Television				
Hardcopy Newspapers				
Online media				
Facebook				
Twitter				
ETV				
SABC				
eNCA				
CNN				
Al Jazeera				
BBC				
RT				
ANN7				
News 24				
Sunday Times Live				
Sowetan Live				
Mail and Guardian				
City Press				
The Citizen				
Other (specify)				

SECTION D: ATTITUDE AND ATTENTION TOWARDS NEWS MEDIA HOUSES

Question 16: What is your general attitude towards news delivered by the following news media channels?

	Attitude
--	----------

	Highly negative attitude	Negative attitude	Positive attitude	Highly positive attitude
Television				
Hardcopy Newspapers				
Online media				
Facebook				
Twitter				
ETV				
SABC				
eNCA				
CNN				
Al Jazeera				
BBC				
RT				
ANN7				
News 24				
Sunday Times Live				
Sowetan Live				
Mail and Guardian				
City Press				
The Citizen				
Other (specify)				

Question 17: What is your perceived level of attention on the following news media?

	Attention			
	Much attention	Attention	Little attention	No attention at all
Television				
Hardcopy Newspapers				
Online media				
Facebook				
Twitter				

ETV				
SABC				
eNCA				
CNN				
Al Jazeera				
BBC				
RT				
ANN7				
News 24				
Sunday Times Live				
Sowetan Live				
Mail and Guardian				
City Press				
The Citizen				
Other (specify)				

SECTION E: PERCEIVED NEWS MEDIA CREDIBILITY

Question 18: Indicate your perception of the level of credibility of the following media.

	News Media Credibility			
	Not believe at all	Somewhat believe	believe	Totally believe
Television				
Hardcopy newspapers				
Online media				
Facebook				
Twitter				

Question 19: Indicate the level of your perception towards the following news media.

	Perception on news media			
	Poor	Average	Good	Excellent

Television				
Hardcopy newspapers				
Online media				
Facebook				
Twitter				

SECTION F: LEVEL OF DEPENDENCY AND GRATIFICATION FROM NEWS

MEDIA

Question 20: What is your perceived level of dependency on each of the following news media?

	Dependency			
	Highly dependent	Dependent	Not dependent	Highly non-dependent
Television				
Hardcopy newspapers				
Online media				
Facebook				
Twitter				
ETV				
SABC				
eNCA				
CNN				
Al Jazeera				
BBC				
RT				
ANN7				
News 24				
Sunday Times Live				
Sowetan Live				
Mail and Guardian				
City Press				

The Citizen				
Other (specify)				

Question 21: Which news media gratifies you the most?

	Gratification			
	Highly gratified	Gratified	Not gratified	Highly ungratified
Television				
Hardcopy newspapers				
Online media				
Facebook				
Twitter				
ETV				
SABC				
eNCA				
CNN				
Al Jazeera				
BBC				
RT				
ANN7				
News 24				
Sunday Times Live				
Sowetan Live				
Mail and Guardian				
City Press				
The Citizen				
Other (specify)				

SECTION G: INTERPERSONAL NEWS DISCOURSE

Question 22: Indicate how frequently you discuss the indicated news reports with family and friends?

	Family	Friends
--	--------	---------

	Daily	weekl y	Monthly	Never	Daily	Weekly	Monthly	Never
Political News								
Current affairs (Business)								
Sports News								
Entertainment News								
Documentaries								
Other (specify)								

THE END

THANK YOU FOR YOUR TIME AND PARTICIPATION

APPENDIX D: PERSONAL INTERVIEW SCHEDULE

PERSONAL INTERVIEW GUIDE FOR YOUTH

Please provide additional information or responses on these questions prompted through questionnaire survey study findings:

PART II: OPEN-ENDED QUESTIONS

Introduce yourself, what is age and gender?

Could you please tell me your likes and dislikes of news media you mostly consume?

Which media do you use to consume news?

Elaborate why would you mostly like to access or consume news through online media more than television and newspapers?

Which media do you highly prefer to consume news?

Explain in detail why you highly prefer to consume news through television more than newspapers and online media?

Which television channel do you highly prefer to access national news?

Why do you mostly prefer to access and consume national news through ETV more than SABC, eNCA and ANN7 news channels?

Which television channel do you mostly prefer to consume international news?

Elaborate why you mostly prefer to consume international news through RT more than CNN, BBC and Al Jazeera news channels.

Which online website do you mostly use for news consumption?

Explain why you like to consume online news through News24 more than Sunday Times live and Sowetan live?

Which type of news do you mostly prefer to consume?

Please, explain why you would highly prefer to consume entertainment news more than business, political and sports news.

How many hours do you spend watching television news?

Explain why you like to spend between 1-2 hours watching television news more than reading newspapers and online news?

Could you please explain the kind of attitude you have towards media?

What makes you to have a highly positive attitude towards television news more than newspaper and online media?

How much attention do you pay to news media?

Elaborate your preferences to pay much attention to television news more than online and newspapers.

Explain your perceived credibility towards media.

Elaborate why you mostly believe newspapers more than online news and television news.

Explain why you totally believe twitter news more than Facebook news.

Which media do you mostly depend for news consumption?

Explain what makes you highly depend on online media for news consumption more than television and newspapers.

Which media do you mostly prefer to obtain information gratifications?

Give details why you mostly like to derive gratification from newspapers and television more than online media.

What type of news do you like to discuss with family?

Explain why you would prefer to discuss entertainment news with family more than sports, business and political news.

Which type of news do you mostly like to discuss with friends?

Explain why you would prefer to discuss entertainment news and sports news with friends more than current affairs and political news.

Could you live without newspapers, television or online media?

Explain Why.

THE END

THANK YOU FOR YOUR TIME AND PARTICIPATION

APPENDIX E: FHDC APPROVAL LETTER



University of Limpopo
Faculty of Humanities
Executive Dean

Private Bag X1106, Sovenga, 0727, South Africa
Tel: (015) 268 4895, Fax: (015) 268 3425, Email: richard.madadzhe@ul.ac.za

DATE: 27 January 2017

NAME OF STUDENT: MAPHIRI, FO
STUDENT NUMBER: [201001428]
DEPARTMENT: PhD – Media Studies
SCHOOL: LANGCOM

Dear Student

FACULTY APPROVAL OF PROPOSAL (PROPOSAL NO. FHDC2016/4028)

I have pleasure in informing you that your PhD proposal served at the Faculty Higher Degrees Meeting on 16 November 2016 and your title was approved as follows

TITLE: AN INVESTIGATION INTO THE PATTERNS OF NEWS MEDIA CONSUMPTION AMONG SOUTH AFRICAN YOUTH

Note the following

Ethical Clearance	Tick One
Requires no ethical clearance Proceed with the study	<input type="checkbox"/>
Requires ethical clearance (Human) (TREC) (apply online) Proceed with the study only after receipt of ethical clearance certificate	<input checked="" type="checkbox"/>
Requires ethical clearance (Animal) (AREC) Proceed with the study only after receipt of ethical clearance certificate	<input type="checkbox"/>

Yours faithfully

Prof RN Madadzhe,
Executive Dean: Faculty of Humanities

Director: Dr JR Rammala

Supervisor: Prof SO Mmusi

Co-supervisor: Prof NC Lesame

Finding solutions for Africa

APPENDIX F: TURFLOOP RESEARCH COMMITTEE APPROVAL LETTER



University of Limpopo
Department of Research Administration and Development
Private Bag X1106, Sovenga, 0727, South Africa
Tel: (015) 268 2212, Fax: (015) 268 2306, Email:noko.monene@ul.ac.za

TURFLOOP RESEARCH ETHICS COMMITTEE CLEARANCE CERTIFICATE

MEETING: 24 April 2017

PROJECT NUMBER: TREC/34/2017: PG

PROJECT:

Title: An investigation into the patterns of news media consumption among South African youth

Researcher: Mr FO Maphiri

Supervisor: Prof SO Mmusi

Co-Supervisor: Prof NC Lesame

School: Languages and Communication Studies

Degree: PhD in Media Studies



PROF TAB MASHEGO

CHAIRPERSON: TURFLOOP RESEARCH ETHICS COMMITTEE

The Turfloop Research Ethics Committee (TREC) is registered with the National Health Research Ethics Council, Registration Number: REC-0310111-031

Note:

- i) Should any departure be contemplated from the research procedure as approved, the researcher(s) must re-submit the protocol to the committee.
- ii) The budget for the research will be considered separately from the protocol.
PLEASE QUOTE THE PROTOCOL NUMBER IN ALL ENQUIRIES.

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