

# Exploring News Media Usage Among University Students to Fulfil Needs: Uses & Gratification Perspective

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## ABSTRACT

Youth used different mass media to get information and news updates. Before the development of social media and the internet, traditional media was very important for news and information in society. Currently, youth consume less news on traditional media platforms than digital media because they often depend on new media gadgets with pervasive internet connections that could provide them with rapid news updates. The present study focuses principally on “different news media usage among university students in Pakistan”. The researchers used the “*Use and Gratification Theory*” to accomplish this study. The researchers used the quantitative method, to fill out the survey from Students, the data was collected through a designed questionnaire from 600 students (Male n=376, Female n=223) at Kohat University of Science & Technology, Kohat, Khyber Pakhtunkhwa, Pakistan. The Survey was carried out in two months, November 2020 to December 2020. For data analysis SPSS was used performed descriptive analyses method to find out the outcomes of the reported questions. The finding showed that social media and radio are the most popular news media among the students. It was further added that students used different web-based applications, and Facebook was found more widespread among youths. Besides social media, radio found highly prevalent media, the listening radio included local FM, national and international radio stations found common activity among the youth. The international radio station (Dewa radio, Mashall radio, BBC radio) is legendary radios for local, national, and international news. While local FM radio stations are admired for music and entertainment.

**Keywords:** Mass Media, Web-based Application, Youth, Khyber Pakhtunkhwa.

## Introduction

Youth in the age of 15-35 years is inundated used different Mass media forms (like newspapers, Television, radio, and the internet) to get information and news updates (Safdar *et al.*, 2018). Before the development of social media and internet, the traditional media have been playing an important role in human communication and sharing news and information in society (Dvorkin, 2021; Safdar *et al.*, 2020). The present study focuses primarily on “different news media usage among university students in Pakistan”.

## Article History

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Worldwide, traditional media for years have been considered one of the key sources for news, education, and information and also a socializing medium for the audience (Skoric & Poor, 2013; Khan *et al.*, 2018). The development of new media (social media) is changing news production, consumed and sharing among the youth (Shabir *et al.*, 2014).

Lupton (2021) indicates that most youths 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 rapid news updates. Moreover, the study provides information drawn from the field of the higher education system and how Pakistani students consume news, and what type of news they frequently prefer to drain from media.

In this democratic society, the media are playing a crucial role in news processing and disseminating (Safdar *et al.*, 2015). The development of digital media in Pakistan transformed and changed the standard operation of traditional media houses (Shabir *et al.*, 2015; Shabir *et al.*, 2014a). Bakker and De Vreese (2011) proclaim that the growth of the internet harms the operation and consumption of television and print (newspapers) news; because new media innovative techniques of news broadcasting are usually qualitatively different from the mode of traditional media circulate news (Maphiri, 2019). 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; Safdar *et al.*, 2015a). Presently, new media are a platform for increasing information seeking, news content, and engagement with others worldwide (Muhaisen, 2020). In addition, this was further proclaimed by Ndlovu-Gatsheni (2015) that digital media could be regarded as adding to rather than replacing traditional media since new media provide youth with new means of consuming and sharing news.

Tandoc Jr and Maitra (2018) states that new media, especially Twitter and Facebook seem to be displacing traditional media because they publicize breaking news faster than their counterpart. Likewise, both traditional and new media provide youth with significant and relevant information about local and global issues. Moreover, Tandoc and Johnson (2016) further suggest that most media outlets now use social media applications such as Facebook and Twitter for journalists to propagate news rapidly and now play an important role in the sharing, sourcing, and breaking the different news stories.

Agboola's (2014) study reveals that most youths do not read newspapers, opting to watch television news instead. In addition, Thadeshwar and Joglekar (2016) postulated that access to news media may also shape the extent to which youth consume, prefer, and discuss the news with families and friends.

The current study sought to examine the youth's preference to consume news from traditional and/or new media, distinguishing those who prefer traditional media news from those who prefer online news media (Shabir *et al.*, 2015a). Moreover, the term “new media” as used in this study refers to those elements of the mass media that focus on providing news to the audience which includes but is not limited to newspapers, television, and the internet (Sherr, 2005; Shabir *et al.*, 2015b; Shabir *et al.*, 2013). 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.

### ***Statement of the Problem***

Generally, numerous research studies have been established with the focus on new media consumption patterns, preferences, and news debates among youth and the relationship between new and traditional media (Aharoni, Kligler-Vilenchik, & Tenenboim-Weinblatt, 2021; Dvorkin, 2021; Tandoc & Johnson, 2016; Tandoc Jr & Maitra, 2018). Studies conducted in the recent decade reveal, nearly all young people prefer to consume new media (the internet) over conventional media (television and newspapers) (Casero-Ripollés & Feenstra, 2012). In Pakistan, very minimal research has been established and not enough is published on this topic.

This study investigates patterns of new media consumption, preferences, and news communication among youth in Pakistan. The relationship between the youth and the use of new media has been reviewed globally. Within the Pakistani context, partial research has been directed that focuses on new media consumption patterns, preferences, and behavior among youth living in the rural and tribal areas, since the few studies that have been examined focus on the highly dense populated, urban areas of Pakistan. Research on youth living in the rural context has remained largely unexplored, especially in the Pakistani context. This study could, therefore, fill that information gap by addressing ways youth in Pakistani rural and tribal areas consume news.

### ***Significance of the Study***

Separate research studies were established to find out, the relationship between the youth, traditional and new media as a whole. But inhabitants are wide-ranging, different racial, cultural, and ethnic groups should be given sufficient attention in terms of the news consumption pattern and preferences of media and content. This research is essential in Pakistan to provide the missing connections in the research of the youth's new media consumption patterns, preferences, and news narratives. This paper is based on valuable information about the patterns of new media consumption among youth.

### ***Objectives of The Study***

1. To find out the most popular news media among university students.
2. To explore that the traditional media of (Television, Radio, and Newspaper) News sources among students.
3. To investigate the difference between traditional media and new media (Social media) audiences.
4. To explore the most-used news platforms by Pakistani university students.

### ***Research Questions***

RQ 1: Which news media (Television, radio, newspapers, and social media) are the most popular?

RQ 2: Do the traditional media of (Television, Radio, and Newspaper) News sources among students?

RQ 3: Do new news media and traditional news media attract distinct audiences?

### ***Literature Review***

Shah *et al.*, (2001) The free stream of information is essential to an active public sphere and, for most people, media first newspaper, then television, and now the internet is the major source of news information (Graber, 1984). This study explores news media consumption and needs gratification. Mainly this research focuses on the patterns of news media consumption and needs gratification of university students. Patterns of news media consumption are related to information from different media platforms e.g., television news radio news is related to social interaction, and patterns of consumption are related to amusement, distraction, and destructive impact on commitment.

According to killing, Henning's and Linger (2012) computerized open and millennial is the term that suggests that youngster's tendencies for utilization the new media are essentially more widespread than tendencies for old age people and different individuals utilize a different type of media for various purposes. Szekely and Nagy (2011) stated that concerning both data and diversion content, the internet considers a medium for the youngster.

People of different age groups consume different news media for social relationships, amusement, identification, and observation (Blumler & Katz, 1974; Hamid and Ali, 2021). Currently developing new technology and increasing the use of the internet, they used different offline and online platforms for News (Ullah & Haq, 2017). Shareef, Mukerji, Dwivedi, Rana, and Islam (2019) further added that the new generation used news media for getting updates regarding education, Jobs, entertainment, sports and want to find out the solution to the problem they face in daily life.

Elareshi & Gunter (2012) Traditional media refers to all medium of news and information that was used before the advent of the internet. Print media, television, and radio are all examples of traditional media. The conventional methods of journalism can be regarded as deceased, but not the media itself. All it requires is a breath of new life, to gain back its notoriety and viewership (Shehrayar, 2021). The new breath refers to the need for traditional media to communicate through current platforms such as social media networks, blogs, and YouTube channels.

Tabassum and Amin (2021) At present majority of traditional news media organizations adapting new approaches to meet their viewer's demands and nearly all traditional media organizations have an online web for social media consumers in this way they grab the attention of viewers in a new manner. The main reason for reading newspapers was to get current information on issues of interest however the interesting part of the study was that the respondent reported that they face some challenges in the process of trying to access information through online platforms. These challenges include poor electricity supply to poor devices, lack of constant online access, among others. The research also recommended some measures that will make access to information through online platforms easier. Among the recommended solution included imprudent power supply and upgrading the internet infrastructure in the country.

Ullah, Baber, & Rehman (2020a) Radio is a general medium of news, education, and information in developing countries (like Asia, Africa, and Latin American states). It is so attractive because they broadcast different designed programs like, (talk shows, music, local information, news ) in the local language.

Baber & Ullah (2020) Radio is still considered is the main medium for communication in Pakistan, especially in rural areas, because of excessive load shedding and lack of Television signals in rural areas. It is especially common in metropolitan areas because it broadcasts the most recent songs and music (Ullah, 2018). Many foreign radio stations like Voice of America, Mashall Radio, and BBC are also active in the KPTD region and they are broadcasting many programs on national, local, and international issues.

According to Tandoc and Johnson's (2016) study that during the different conflict and violent events, students and youth get breaking news first from social media special from Twitter. Twitter use has become commonplace in journalistic practice for both news organizations and journalists to share the news and engaging audiences.

## **Theoretical Framework**

The researchers made use of the "*Use and Gratification Theory*" to accomplish this study. The use and gratification approach all-time adopted to explain how people use media and how media gratify the needs of individuals in the time of the foundation of every mass communication medium like radio, television newspaper, and now the internet. The theory supporters have argued that the populace has essential desires, shaped by communal and person distinctiveness that direct to motives for needs gratification. The theory was first suggested by Blumler and Katz (1974) to explain the benefits that people derive in their utilization of media platforms. In the early history of communication tactics developed to study media use and selection of media type and content and how media gratify the need of individuals (Cantril, 1942).

Uses and gratification came about to strike a balance and move away from what the media do its user to gratification that media. The theory equally assumes that media user is active, they are not passive a previously thought especially by theories of media effect.

Uses and gratification theory assumes that media audiences can make a choice regarding the media they want to consume taking into account what they seek to achieve or what they want to get from the media. This is a summary called the motivation for media use.

Mitchelstein and Boczkowski (2010) stated that newspapers are one of the eldest types of contemporary media. Now, social media is challenging traditional news distribution approaches (Chung, 2008). Most

people use social networking sites for news and for social connectivity. Profiles on social media accounts allow consumers to know about their contacts' interests, background, education, and taste and people easily connect with other people for sharing of ideas and for friendship (Ellison and Boyd 2008, p.211). Consumers can also connect through a diversity of tools (Raynes&Walker, 2008). Shan et al.,(2001) stated that this study explores News Media Consumption and gratification. Mainly this research focuses on patterns of new media consumption is related to information from different media platform related to social interaction, and pattern of consumption related with an amusement, distraction, and destructive impact on commitment. Katz Haas and Gourevitch (1973 .p.179) further added the motivation or needs, discussed in terms of use and gratification theory take the form of strengthens or weakening a connection, cognitive, effective, integrative, with some referent self, friends, family, and traditional social and political institutions.

This current study concluded that University level student's activity seeks out specific media to gratify their needs and desires such as Cognitive needs and tension-free needs. The free stream of information is essential to an active public sphere and for most students, media first newspapers then television, and now the internet are playing the major sources of news. This study explores news media consumption and needs gratification namely this research focus on a pattern of news media consumption and needs for the gratification of a university student.

## Research Methodology

The researchers used a quantitative approach in this research study. The survey method was used to collect the data through well-designed questionnaires that included 10 major questions with sub-questions. A total of 600 students (Male n=376, Female n=223) at Kohat University of Science & Technology, Kohat, Khyber Pakhtunkhwa, Pakistan filled the questionnaire by using the purposive sampling technique.

**Populations:** Students of Kohat University of Science & Technology, Kohat, Khyber Pakhtunkhwa, Pakistan have been selected as the population.

**Time Zone:** The survey conducted in the two months from November and December in the year 2020.

**Descriptive Analysis:** The researchers put all the data of the online questionnaires in SPSS and then used descriptive analyses to find out the possible answer to the research questions of this study.

**Data Analysis:** A total of 600 students of different departments have been contacted for the study. Data gathered face-to-face through a designed questionnaire in the university and it was subjected to frequency counts. In other words, the subjects' responses for each question were added together to find the highest frequency of occurrence i.e., the number of times that a particular response occurs. These responses to the questions, which has quantified, and then it has presented in percentage forms. This analysis has presented in tabular form. The researchers use tables containing a variable and, in some cases, combine two or more variables has put together in a single table. The data shows that participants of this study belong to 12 different districts (4 Tribes Districts) of Khyber Pakhtunkhwa, included Karak, Orkazai, Kohat, Lakki Marwat, Waziristan, Bannu, Attack, Khyber, Peshawar, Hungu., D.i. Khan, Shanglah

## Results

Table 1. *Demographic of the study.*

Demographics		Total ( N )	Average
Age	15 – 20	166	27.66
	21 – 25	368	61.33
	26 – 30	58	9.66
	31 – 36	04	1.33
Gender	Male	376	62.66
	Female	223	37.16

	Total	600	100
	BS 4 years/ M.A	425	70.83%
<b>Program</b>	M.Sc./ M. Phil	166	27.66%
	Ph.D.	09	1.5%

Table 1, shows the demographic of the study, the age of the Majority of respondents is between 15 to 25 years, while the majority of the students study in the BS 4 years/ M.A program in the university. Total 376 male and 223 female students were a participant in the study.

Table 2. *Most popular news media (Television, radio, newspapers and social media) among the students.*

S. #	Source	Total	Average
1	Television	115	12.33
2	Radio	244	26.18
3	Newspaper	90	9.65
4	Social media	342	36.69
5	Website	15	1.60
6	Interpersonal communication	126	13.51
	<b>Total</b>	<b>932</b>	<b>100</b>

Table 2, shows that the Majority (36 percent) of the respondents used social media for news. While 26 percent of the respondents get news from the radio. The data showed that the majority (62 percent) of respondents get news from social media or radio. However, Television, newspaper, Website, and interpersonal communication is only 30 percent.

Table 3. *A major source of local news*

S.%	Source	Total (N)	Average
1	Television	23	3.83
2	Radio	172	28.67
3	Newspaper	59	9.83
4	Social media	230	38.33
5	Website	12	2.00
6	interpersonal communication	10	1.67
7.	No Answer	94	15.67
	<b>Total</b>	<b>600</b>	<b>100</b>

The data shows that the majority (38 percent) of the respondents get local news from social media. While 28 percent of the respondents get local news from radio, However, it shows that the radio is the 2<sup>nd</sup> major source of universities student for using local news.

Table 4: *Major source of National News*

S.#	Source	Total (N)	Average
1	Television	91	15.17
2	Radio	165	27.50
3	Newspaper	72	12.00
4	Social media	254	42.33
5	Website	09	1.50
6	Interpersonal communication	3	0.50
7	No answer	6	1.00
	<b>Total</b>	<b>600</b>	<b>100</b>

Table 4, shows that the Majority (42 percent) of the respondents used social media for the national news. While 27 percent of the respondents get national-level news from the radio. The data showed that the

majority (69 percent) of respondents get national-level news from social media or radio. However, Television, newspaper, Website, and interpersonal communication is only 30 percent.

Table 5: *Major source of International News*

S.#	Source	Total (N)	Average
1	Television	57	9.50
2	Radio	135	22.50
3	Newspaper	67	11.17
4	Social media	249	41.50
5	Website	10	1.67
6	Interpersonal communication	74	12.33
7	No answer	8	1.33
	<b>Total</b>	<b>600</b>	<b>100</b>

Table 5, shows that the Majority (41 percent) of the respondents used social media for the international news. While 22 percent of the respondents get international-level news from the radio. The data showed that the majority (63 percent) of respondents get national-level news from social media or radio. However, Television, newspaper, Website, and interpersonal communication is only 36 percent.

Table 6. *Major source of Sports News*

S. #	Source	Total (N)	Average
1	Television	57	9.50
2	Radio	132	22.00
3	Newspaper	67	11.17
4	Website	25	4.17
5	Social media	259	43.17
6	Interpersonal communication	10	1.67
7	No answer	50	8.33
	<b>Total</b>	<b>600</b>	<b>100</b>

Table 6 shows that the Majority (43 percent) of the respondents used social media for the Sport news and updates. While 22 percent of the respondents get Sports news from the radio. The data showed that the majority (65 percent) of respondents get national-level news from social media or radio. However, Television, newspaper, Website, and interpersonal communication is only 27 percent.

Radio is the 2<sup>nd</sup> major source of respondent students for sports news. The main reason behind this; that some district radio is working at best condition while in some districts have no yet 3g or 4g signal of internet.

Table 7. *Major source of Entertainment News*

S.#	Source	Total (N)	Average
1	Television	72	12.00
2	Radio	146	24.33
3	Newspaper	35	5.83
4	Social media	271	45.17
5	Website	04	0.67
6	Interpersonal communication	61	10.17
7	No Answer	11	1.83
	<b>Total</b>	<b>600</b>	<b>100</b>

Table 7 shows that the Majority (45 percent) of the respondents used social media for Entertainment News and updates. While 24 percent of the respondents get Sports news from the radio. The data showed

that the majority (69 percent) of respondents get national-level news from social media or radio. However, Television, newspaper, Website, and interpersonal communication is only 30 percent.

Table 8. *A major source of General Information*

S. #	Source	Total (N)	Average
1	Television	48	8.00
2	Radio	115	19.17
3	Newspaper	34	5.67
4	Social media	248	41.33
5	Website	12	2.00
6	Interpersonal communication	70	11.67
7	No Answer	73	12.17
	<b>Total</b>	<b>600</b>	<b>100</b>

Table 8 shows that the Majority (41 percent) of the respondents used social media for general information and news. While 19 percent of the respondents get general information and news from the radio. The data showed that the majority (60 percent) of respondents get national-level news from social media or radio. However, Television, newspaper, Website, and interpersonal communication is only 28 percent.

Table 9. *Major source of Political News*

S. #	Source	Total (N)	Average
1	Television	65	10.83
2	Radio	132	22.00
3	Newspaper	44	7.33
4	Social media	238	39.67
5	Website	11	1.83
6	Interpersonal communication	61	10.17
7	No answer	49	8.17
	<b>Total</b>	<b>600</b>	<b>100</b>

Table 9 shows that the Majority (39 percent) of the respondents used social media for Political News. While 22 percent of the respondents get Political News from a radio. The data showed that the majority (61 percent) of respondents get national-level news from social media or radio. However, Television, newspaper, Website, and interpersonal communication is only 31 percent.

Table 10: *Correlation, Means, Std. Deviation*

	1	2	3	4	5	6	7	8	9	Mean	S. D
Gender	1									1.3700	.48665
Age	-.100*	1								22.1500	2.93858
National News	-.060	.068	1							15.6673	32.51128
local news	-.074	.021	.506**	1						12.1730	24.03412
International news	-.053	.045	.492**	.288**	1					20.3927	69.27692
Sport news	-.035	.001	.449**	.551**	.290**	1				7.1083	21.80793
Entertainment	-.034	-.006	.513**	.521**	.378**	.690**	1			9.5667	24.55600
General Information	-.049	.049	.512**	.610**	.315**	.636**	.603**	1		13.8085	27.01548
Political news	-.074	.084*	.423**	.433**	.470**	.483**	.560**	.561**	1	11.3400	32.83405

\*. Correlation is significant at the 0.05 level (2-tailed)

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



Table 10, shows the correlation, means, and std. deviation of the assumed variables. The results show mixed results to use mass media for fulfilling personals needs among the youth of Pakistan.

## Findings

Respondents were asked to state their most-watched Television channel. The most-watched Television National level channels were; Ary TV (21.94%), Geo TV (9.71%), Mashriq TV (7.91%) AVT Khyber (7.55%), ARY Digital (6.83%) Hum TV (5.75%), Bol TV (5.39%) PTV News (4.67%), SAMMA TV (3.59%), Dunya News (3.23%) PTV Home (3.23%), Dawn TV (3.23%)

The most-watched international level TV channels were; Al Jazeera (6.83%), CNN (3.95%) BBC (0.35%). Respondents were asked to state their most listening Radio channel. The most listening international level channels were; Dewa radio (25.25%), Meshall radio (17.33%) PBC (13.56%), BBC radio (13.15%).

While National Level radio stations were; FM 101 (6.88%), FM 88 (6.05%), Pakhtunkhwa radio (5.01%), FM 93 (3.75%), FM 94.6 (3.75%), Shalimar radio (3.13%), Charsada radio (1.07%), FM 99 (0.41%)

Respondents were asked to state their mostly reading print media (Newspaper). The most reading print media (Newspaper) were; Dawn newspaper (23.95%), Daily Dastuk (18.22%) Daily Express (17.18%) Daily Jang (10.41%), Daily Mashriq (8.85%), Daily Sadai Lawaghar (6.25%), Daily Aosaf (5.70%), Daily Aaj (4.68%) Daily Awami Inqilab (4.16%).

Respondents were asked to state their most used social media application. The most used social media application was; Facebook (54.00%), WhatsApp (17.18%), Twitter (14.22%), YouTube (9.25%), Instagram (3.41%), others 1.94%

The respondents of the study consume news on social media because access available for multiple Pages on Facebook and Twitter, the following were major news pages on social media. ARY news (15.79%), Avt Khyber (10.68%), ARY digital & music (5.46%), Hum TV (5.22%) Mashriq TV (5.10%), Comedian page (3.32%), Sheano meano show (3.08%), Dawn (2.85%), Al Jazeera (2.49%), Jeeto Pakistan (2.49%) CNN (2.37%), Geo TV (2.25%) BBC (2.25%), Sharang TV (1.90%) Dunya news (1.78%) Samma TV (1.78%).

While there were some local Facebook pages fashionable among the students were Karak beauty, Beautiful Kohat, MHS, Bannu talent, Domile vine. Respondents of the study have a common opinion that Hujra/ Betak is the utmost commonplace for share and get information and news. Followed by a family setting in the home.

## Discussion

This paper is designed to explore news media usage among university students in the south building of Khyber Pakhtunkhwa province, Pakistan. Students used or consume different News Media (included, Social media, Television, Radio, newspapers, etc) to get information and news regarding the different events happening around them. While some of the students consume news media to acquire knowledge about studies and very few students consume news media because news consumption is his or her habit.

This study seeks to designed to explore the new media usage and its gratification among university students. This research seeks to the theoretical ground in uses and gratification which show how people use media to gratify the different need of the respondent's student.

The finding shows that social media and radio mostly popular news media among the students. Further, it is also added that Number of communication scholars included (Bergström & Jervelycke Belfrage, 2018; Ju, Jia, & Shoham, 2016; Kapoor et al., 2018; Martin, Rice, & Arthur, 2020; Schivinski & Dabrowski, 2016; Shareef et al., 2019; Ullah, Baber, & Rehman, 2020b; Ullah & Haq, 2018) agreed that social media is newly mostly popular media of communication and information, among the people, specializing in youth and students.

The finding of this study also concluded that the majority of the students consumed news by using different social media applications, Like Facebook, Twitter, WhatsApp. Facebook among the most popular application among the students. Students followed different pages (National and international Media outlets) on social media related to News, information, and entertainment. Beside National and international media outlets, Students also followed some local News base Page, which mostly share, news of local events. The respondents highlighted that free internet services provided by Kohat university to students and Mobile internet provided good services (3G and 4G) in Kohat City is one of the reasons.

Radio is still the most common medium of news, information, and entertainment in the many developing countries in the world. Lack of Morden technology, elicit, internet, the social-economical status of the people are the reason that people used radio than other media. Radio is a dominant media in Pakistan, especially in rural areas, because of excessive load shedding and the lack of TV signals in the rural area. Lack of internet services (Like 3G and 4G) (Baber & Ullah, 2020).

Some of the respondents belong to tribal district and rural area of Khyber Pakhtunkhwa, where is lack of internet services. The finding supports the research study (Jumani & Fazal-ur-Rahman, 2009; Ullah, 2018; Ullah et al., 2020a) that radio is a powerful tool of news and information in the rural and tribal area of Pakistan. The results show that students most listening Radio channels included Local FM, national and international radio stations. the international radio station (Dewa radio, Mashall radio, BBC radio) is popular radios for local, national, and international news. While local FM radio stations were popular for Music and entertainment.

Adeyemi (2021); Aharoni et al. (2021) agreed that the reading habits of the newspaper are decreasing day by day. The current study also concluded that last than 10 percent of students reading the newspaper. The newspaper included Dawn (English Newspaper), Daily Express, Daily Jang, Daily Mashriq, Daily Ausaf, Daily Aaj (Urdu Newspapers) mostly reading newspapers among the students. Besides the national level newspaper some local newspaper Daily Dastuk, Daily Sadai Lawaghar, Daily Awami Inqilab is also popular among the students.

The finding further concluded that less than 10 percent of the students watch television for news and information. It is also concluded that due to local culture, students still get news from interpersonal communication. The Hujra is one of the common places, where people share local and national news with each other.

### **Limitation of the Study**

Due to limited resources, the study was limited to one university. It will be better if the researchers collect data from other universities. It is also important to conduct a qualitative study on the same issue to address the problem, that why reading habits of newspaper reduced among the students in this part of the world.

### **Recommendations**

The research conclusions could be informative, an eye-opener into areas that need further exploration and investigation in academia. These could also provide a greater understanding of the patterns of news media consumption, preferences, and personal news discourse among the youth.

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### **Conflict of Interest**

Authors have no conflict of interest.

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