

The Evolving Relationship between Digital and Conventional Media: A Study of Media Consumption Habits in the Digital Era

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ABSTRACT

Aim of the Study: The study examine and evaluate the changing trends in media consumption behaviors throughout the digital age. The primary emphasis is placed on comprehending the interactive relationship between digital and traditional media channels and providing valuable insights into how consumers interact with and adjust to these evolving media environments.

Methodology: The use of quantitative data analysis approaches, including descriptive statistics and perhaps inferential statistics, was carefully chosen using a time-efficient sampling technique, and their responses to a Google Forms survey that included (20) carefully crafted questions about their demographics and included a sample size of (N=500) media habits and feelings about different forms of media were analyzed in depth.

Findings: The findings of the data revealed a clear leaning toward digital media, especially when it came to social media, streaming services, and online news websites and digital media was universally praised by respondents for its accessibility, enormous content library, and ability to be accessed whenever desired. Nonetheless, it is clear that many respondents valued the in-depth analysis and reliable reporting that characterize traditional forms of journalism. There were younger generations favoring digital media and older generations remaining steadfast in their devotion to traditional outlets.

Conclusion: The Study concluded that the media business must quickly adjust to this shift since it indicates digital media will soon dominate the media consumption landscape. In the modern era of digital media, it helps us better comprehend the complex relationship between new and old forms of communication. The study's open methodology and strong results provide a firm footing for further investigation, and they highlight the need for the media industry to adapt to the changing interests of consumers.

Keywords: Digital media, Conventional media, Media consumption, News consumption, Media industry, Traditional media.

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Introduction

The introduction of new digital media has had a profound effect on traditional forms of media and visual communication. Print publications like newspapers and magazines, as well as broadcast television, have been significantly impacted by the rise of digital media. The rise of online platforms and social media is a prime example of how new forms of digital media have disrupted more established types of media. The elimination of intermediaries like editors and broadcasters has resulted in a proliferation of content creation and distribution platforms. Because of this, everyone with access to the internet has the ability to reach a large audience, leading to the democratization of the media (Alzubi, 2023). New visual languages, including digital graphics, video, and animation, have also emerged as a result of the proliferation of digital media. Audiences have shown a growing preference for these types of media because of their increased interactivity and realism. Digital media has also affected the revenue streams of more conventional news outlets. Many have had trouble adjusting to the rise of digital advertising and subscriptions, which has resulted in falling profits and, in some circumstances, the need to lay off employees. It's possible that the advent of new digital media has had a profound and far-reaching effect on more traditional forms of media and visual communication and that it will continue to do so for years to come (Alzubi, 2022).

The term "digital media" is used to describe a wide range of media that combine elements from many other types of media. There is a lot of room for participation. A technological upheaval was sparked by the widespread influence of digital media. With the advent of the Internet, personal computers, and digital media, we can now manage information in ways that were previously only possible in our wildest imaginations with older forms of media like books. The advent of digital media ushered in a brand-new era in many different industries, including but not limited to news, entertainment, education, publishing, business, and politics (Alzubi, 2023). There were new difficulties with intellectual property and copyrights as a result. Because of the profound impact that digital media has had on contemporary culture, we have designated the era after its introduction to industrial history as the Era of Digital Information. (Demuyakor, 2020).

In essence, digital media is a synthesis of all current media formats around the globe. It's got a lot going on and a lot of interaction. Inspiring technological upheaval, digital media have changed the world. With the advent of the Internet, personal computers, and digital media, we now have the opportunity to manage knowledge in ways that were previously only possible in theory with a more archaic medium like books. The worlds of journalism, art, and the use of digital media have had a profound impact on many fields, including academia, publishing, business, and politics (Alzubi, 2022). Copyright and IP concerns get increasingly complex. Considering the far-reaching impacts of digital media on modern culture, we have established a new period in the development of the industry called the Information Age (Kaliyar et al., 2021).

The digital revolution has transformed the way we consume media. Digital media platforms such as social media, streaming services, and online news outlets have become increasingly popular, leading to a decline in the consumption of conventional media such as print newspapers, radio, and television. The shift towards digital media has had a significant impact on the media industry, and it has led to a changing relationship between digital and conventional media. This study aims to explore the media consumption habits of individuals in the digital era and the relationship between digital and conventional media. However, conventional media, also known as traditional media, refers to the established forms of mass communication that have been in use for many years, including print media, television, and radio. While the rise of digital media has had a significant impact on the media landscape in recent years, conventional media continues to play an important role in society (Alzubi, 2022).

Literature Review

In recent years, the media industry has undergone a significant transformation due to the rise of digital media platforms (Zamith & Westlund, 2022). The increasing popularity of digital media has created a complex and dynamic relationship between digital and conventional media (Alhabash & Ma, 2017). This relationship is influenced by various factors, including generational differences in media consumption habits and the availability of digital media technologies (Dubois & Blank, 2018; Weinberg, 2023). The rise of digital media has had a significant impact on the way people consume news and information. According to Baroutsis et al. (2021), the proportion of individuals using the internet for news has increased steadily in recent years, particularly among younger age groups. However, Shearer & Gottfried (2019) found that social media platforms are not the primary source of news for most people, suggesting that traditional media outlets still play an important role in shaping public opinion. One of the challenges of digital media is the potential for media multitasking, which can affect the quality of information processing and memory consolidation (Beuckels et al., 2021). In addition, there are concerns about the potential biases of big data derived from social media platforms (Hargittai, 2018). Despite these challenges, digital media offers unique advantages, such as the ability to provide an immersive and engaging experience, in-depth analysis, and a more trusted source of information (Alhabash & Ma, 2017).

The evolving relationship between digital and conventional media has important implications for the media industry. Nielsen et al. (2018) found that news organizations need to adapt their business models to meet changing consumer preferences, particularly among younger generations who consume more digital media. The digital era presents both opportunities and challenges for journalism and citizenship, as it offers new ways of engaging with news and information but also raises concerns about the quality and credibility of information (Dixon et al., 2019). Moreover, the literature suggests that the relationship between digital and conventional media is complex and evolving, with both unique advantages and challenges associated with each platform. The generational divide in media consumption habits and the availability of digital media technologies are important factors influencing this relationship (Mothes & Ohme, 2019). Future research should continue to explore the evolving relationship between digital and conventional media, with a focus on understanding the implications for the media industry, journalism, and citizenship.

The rise of digital media has had a profound impact on the media industry. Traditional media outlets such as newspapers and television stations have been forced to adapt to the new digital landscape, while new digital media platforms have emerged to challenge the dominance of conventional media. The shift towards digital media has been driven by a number of factors, including changes in technology, changes in consumer behavior, and changes in the economic landscape of the media industry. One of the key drivers of the shift towards digital media has been the rise of mobile technology. The widespread adoption of smartphones and other mobile devices has made it easier than ever for people to access digital media content. This has led to a significant increase in the consumption of digital media, particularly among younger generations who have grown up with mobile technology. Another important factor driving the shift towards digital media has been changes in consumer behavior. Many people now prefer to consume media content on-demand rather than at scheduled times, and digital media platforms such as streaming services have been able to meet this demand. The rise of social media has also played a significant role in the shift towards digital media, with many people now using social media as a primary source of news and information. Despite the rise of digital media, conventional media still plays an important role in shaping public opinion and influencing cultural values. Print newspapers, for example, are still widely read by older generations, and television news programs remain a popular source of information for many people. In addition, conventional media has certain advantages over digital media, such as the ability to provide a more immersive and engaging experience (Alzubi, 2022).

Evolution and Development of Digital Media

The evolution and development of digital media have been rapid and transformative, changing the way we consume, produce, and share information. Digital media encompasses a range of technologies, including social media, streaming services, online news outlets, and other digital platforms that have revolutionized media consumption habits. This literature review aims to provide an overview of the evolution and development of digital media and its impact on society (Alaimo & Kallinikos, 2019). The emergence of digital media can be traced back to the early days of the internet, when the World Wide Web was created in the late 1980s. The first web browser was introduced in 1991, and soon after, the first commercial websites began to appear. The development of digital media continued throughout the 1990s with the introduction of email, instant messaging, and online forums. The introduction of Web 2.0 in the early 2000s, which allowed users to create and share content online, was a pivotal moment in the development of digital media. Social media platforms such as Facebook, Twitter, and Instagram emerged, changing the way we interact with each other and consume media (Kania-Lundholm, 2023). The development of digital media has had a significant impact on society, particularly in terms of media consumption habits. The widespread availability of digital media has made it easier for people to access information and consume media on-demand. This has led to a decline in the consumption of traditional media such as print newspapers and television and an increase in the consumption of digital media. The rise of social media has also had a significant impact on society, allowing for the rapid spread of information and the democratization of media production. (Meese & Hurcombe, 2020). However, the development of digital media has also raised concerns around issues such as privacy, data security, and the spread of misinformation. The algorithms used by social media platforms to personalize content and advertising can create filter bubbles where users are only exposed to information that confirms their existing beliefs, leading to a polarized and fragmented media landscape. The spread of fake news and disinformation on social media has also become a growing concern, particularly in the context of elections and political discourse (Öztürk, 2021). In conclusion, the evolution and development of digital media have been transformative, changing the way we consume, produce, and share information. The widespread availability of digital media has had a significant impact on media consumption habits and has raised important questions around issues such as privacy, data security, and the spread of misinformation. As digital media continue to evolve, it will be important to address these issues and ensure that digital media are used to promote democracy, freedom, and social justice.

New Media vs. Traditional / Conventional Media

Advertisers and news outlets may now reach their target audiences in more engaging and effective ways than ever before, thanks to technological advancements. Newspapers and television used to be the primary sources of news for the general public. People may get material via a wide variety of sources, including traditional websites, streaming video services, and social media (Johnson, 2021). Although there are significant distinctions between conventional and digital media, it may be to a company's advantage to use both forms of promotion. Advertising campaigns need to be diversified since most individuals like to switch between several sorts of media throughout the day. It may aid businesses in reaching a wider audience by maximizing the impact of their advertising budget across many platforms (Lee, 2019).

Advantages of Digital Media

Flexibility

Digital media has more adaptability and lower risk than more conventional forms of media. Due to the convenience of the internet, errors in digital material may be corrected more rapidly. Articles or advertisements in newspapers and TVs, once published, are often definitive and cannot be modified promptly; therefore, traditional forms of media do not provide such benefits. If an error is made in a newspaper article and published, for instance, the following issue must include a piece admitting and correcting the error. However, digital media allows for instantaneous rectification of any errors. Digital

media also gives you the flexibility to make last-minute changes to your ads based on metrics collected in real time.

Engagement

More attention in traditional media is paid to marketing techniques designed to entice potential viewers to become paying ones. They don't make any attempt, though, to keep these new clients. In contrast, digital media exploits its existing clientele to acquire new ones through "referral marketing," which relies on the loyalty of existing clients to sustain its business. A television commercial and a Facebook ad campaign are two examples of old and new media with quite different approaches. Attracting viewers and getting them to commit to making a purchase is the primary goal of most television commercials. There is absolutely no attempt made to keep these new clients. Retaining the new consumers identified via the campaign is a top priority for the limited-duration Facebook campaign, which emphasizes the use of numerous interactive technologies and encourages friends and followers to serve as brand ambassadors. A well-known Greek yogurt company, for instance, tapped into Facebook's storytelling capabilities by encouraging its customers to share their own creative videos and posts complimenting the company. As a result, there is a wealth of user-generated material at the brand's disposal.

Cost Effective

The low cost of digital media is a major benefit compared to analog formats. Many companies favor online advertising methods, including email marketing, social media marketing, internet ads, search engine optimization (SEO), and search engine marketing (SEM), because of their low costs. However, this is not the case with conventional media, where substantial financial investment is required to achieve even modest levels of conversion. For a corporation on a tight budget, a full-page black-and-white ad in a newspaper, for instance, might be prohibitively costly. In contrast, digital media resources such as blogs and social networking sites are essentially costless. For this reason, digital media is preferable for small enterprises with limited budgets.

Time Effective

When compared to more conventional forms of advertising, digital marketing's speed and efficiency are clear advantages. Traditional media marketing sometimes requires extensive preparation time and might add extra delays to the dissemination of information. Digital media, on the other hand, allows for faster publication because of the streamlined nature of marketing content creation.

Interactive

Digital media also has the added benefit of being a highly personalized medium for advertising. Customers have a larger role in digital media marketing, and firms may use social media to cultivate a loyal fan base. The primary goals of this group are (1) brand promotion and (2) brand improvement as a result of client feedback. One of the community's main goals is to eliminate the negative aspects in order to expand and adapt to the ever-changing preferences of its user base. To illustrate the value of customer engagement, consider a local laundry service that promotes itself on social media and offers discounts and coupons to its fans. Coupons aren't the only way the company responds to consumer concerns; it also utilizes social media as a forum for answering questions and fielding complaints. This allows the company owner to quickly address the issue and reassures consumers that their concerns will be heard and addressed. In contrast, brands have no such leeway with conventional media marketing. Due to the one-way nature and scale of conventional media marketing, feedback from consumers is not obtainable. Again, one must go to social media to see how customers feel about a conventional media campaign. Customers want the brand to engage with them and resolve their concerns, making this a major disadvantage for conventional media.

Targeted Marketing

If the consumer is the brand's primary concern, then digital marketing is an excellent strategy. When utilizing digital media to promote their goods, companies may tailor their material to certain demographics, such as age, geography, interests, and household income. This improves the efficiency of marketing campaigns for certain demographics. Furthermore, due to the low cost of digital media, a business may be able to launch many marketing campaigns tailored to different demographics. To expand a business successfully, target marketing is an excellent strategy since it allows you to connect with consumers who have a real interest in what you have to offer. One digital marketing agency saw a 744% spike in organic traffic in only 12 months after the company began tailoring its content to a certain demographic. However, conventional forms of media tend to emphasize mass marketing to an unspecific audience. In the 21st century, the benefits of digital media for many firms are readily apparent. Digital media is becoming more popular since it enables businesses to increase revenue with little outlay of resources. Digital media have a lower degree of danger than more conventional ones. As a result, conventional forms of media have become less influential among consumers and companies. Technology has allowed digital media to gradually replace traditional forms of advertising. Whacked Out Media, which has helped several of our customers expand their businesses, understands the value of digital media. Whacked Out Media, with its extensive expertise and constant vigilance, has led the way in the area of digital marketing for more than eight years.

Print media, including newspapers and magazines, have been an important source of information for many years. Print media have traditionally been known for their in-depth reporting and analysis and for their ability to provide a comprehensive view of events. Despite declining readership and the rise of digital media, print media continues to be an important source of news for many people (Appelgren et al., 2019).

Television is another important form of conventional media that has been in use for many years. Television has been a powerful tool for shaping public opinion and has played a significant role in shaping popular culture. Television news programs, in particular, have been an important source of information for many people and continue to be an important source of news. (Alzubi, 2023). Radio is another important form of conventional media that has been in use for many years. Radio has traditionally been known for its ability to provide entertainment as well as news and information. Radio news programs, in particular, have been an important source of information for many people and continue to be an important source of news (Raketić, 2022). Despite the many advantages of conventional media, there are also concerns about its declining popularity and its ability to compete with digital media. With the rise of digital media, many traditional media outlets have struggled to adapt to the changing landscape and have seen declines in their audience and revenue (Alnoch et al., 2020). Overall, the relationship between conventional media and digital media is complex and multifaceted. While digital media has revolutionized the way people consume media, conventional media continues to play an important role in society and will likely remain an important source of information and entertainment for many years to come.

Conventional media, on the other hand, has a long history of providing reliable and credible information to the public. Print newspapers, for example, have been an important source of news for many years and are known for their in-depth reporting and analysis. Television and radio, meanwhile, have played an important role in shaping public opinion and providing entertainment for decades (Moe & Madsen, 2021). Despite the many advantages of conventional media, however, there are also concerns about its declining popularity and its ability to compete with digital media. With the rise of digital media, many traditional media outlets have struggled to adapt to the changing landscape and have seen declines in their audience and revenue.

Research Questions

RQ1: How do individuals' media consumption habits differ between digital and conventional media, and what factors contribute to these variations, particularly in terms of frequency and type of media consumed?

RQ2: What are the perceived advantages of both digital and conventional media, and to what extent do these advantages influence individuals' media consumption choices in the digital era?

RQ3: How does the generational divide in media consumption habits impact the evolving relationship between digital and conventional media, and what implications does this trend hold for the media industry's adaptation strategies to remain relevant in the digital age?

Research Objectives

RO1: To examine the individuals' media consumption habits differ between digital and conventional media, and the factors contribute to these variations, particularly in terms of frequency and type of media consumed.

RO2: To investigate the perceived advantages of both digital and conventional media, and to the extent do these advantages influence individuals' media consumption choices in the digital era.

RO3: To assess the generational divide in media consumption habits impact the evolving relationship between digital and conventional media and the implications does this trend hold for the media industry's adaptation strategies to remain relevant in the digital age.

Theoretical Framework

Media Ecology Theory

The term "media" is often defined as a method of communication (Ceron, 2022). According to Mitleton-Kelly (2003), the prevailing metaphor used to conceptualize media is that of a vessel or conduit. This metaphor conceptualizes media as a value-neutral conduit for the dissemination of information, hence directing analytical attention onto the examination of media content rather than the medium itself. One limitation of this approach is the insufficiency of neutral, technology-oriented concepts when it comes to analyzing the social implications and interconnections of media.

Defining fundamental ideas is an initial and crucial undertaking in scientific disciplines, as it establishes the necessary foundation for coherent and meaningful conversation to ensue. In this instance, engaging in theoretical discourse on media ecology entails an examination of fundamental ideas, including environments, media, human beings, and their relationships (Scolari, 2012). According to Postman (2000), settings have a crucial role in shaping our perception, communication, and actions. Additionally, individuals are assigned certain roles and subjected to societal expectations that compel them to conform to these positions. Media contexts delineate the permissible actions and limitations imposed upon individuals. In the context of media environments such as books, radio, cinema, and television, the technical specifications tend to be implicit and informal (Lehman-Wilzig & Cohen-Avigdor, 2004). Consequently, Postman argues that the goal of media ecology is to make these specifications clear. Media ecology seeks to investigate the many roles that media compel individuals to assume, the ways in which media shape our perceptions and thoughts, and the underlying reasons behind the emotional and behavioral responses elicited by media. Within this particular framework, Eurich (1970) said that media ecology may be defined as the examination of media in the context of environments. Postman then expanded upon this ecological metaphor in many publications and situations. During a lecture presented in Denver in March 1998 titled "Five Things We Need to Know About Technological Change," the speaker said that technological progress should not be seen as a mere addition of elements but rather as an ecological phenomenon. The notion was elucidated by the speaker via the use of an illustrative instance, whereby he said that the introduction of a novel medium does not only provide an additional element but

rather fundamentally alters the whole landscape. After the invention of the printing press in the year 1500, the European landscape underwent a significant transformation as the presence of the printing press altered the existing societal and cultural dynamics. The notion of a "different Europe" was present (Postman, 1998).

Application to the Study

1. The Media Ecology Theory offers a theoretical framework for examining the ways in which the simultaneous presence of digital and traditional media environments influences patterns of media consumption. The examination of media technologies' impact on cultural values, communication patterns, and the societal function of media aids in comprehending these phenomena.
2. The idea facilitates the analysis of how digital and traditional media, each possessing unique attributes, generate disparate cognitive and perceptual contexts for consumers. This theoretical framework may facilitate the interpretation of people's preferences for one medium over another by considering the distinct affordances associated with each medium.
3. The use of Media Ecology Theory is crucial in the examination of the generational disparity in media consumption, as it facilitates the analysis of how distinct age cohorts adapt to and are impacted by transformations in media landscapes.

Through the use of this theoretical framework, the research endeavor may provide a comprehensive perspective on the dynamic interplay between digital and traditional media, yielding valuable insights into the ramifications of these transformations on patterns of media consumption within the contemporary digital landscape.

Methodology

Research Design

The present study used a research approach based on surveys to examine patterns of media consumption and the changing dynamics between digital and traditional media.

Population

The study's target demographic consists of people who exhibit varied media consumption patterns in the contemporary digital age. The research endeavors to include a wide range of viewpoints, yet it is crucial to acknowledge that the results may mostly represent the attributes of the participants in the sample.

Sample Size

The research was conducted with a sample size of (N=500) individuals. The selection of this particular sample size was motivated by the desire to strike a compromise between the acquisition of a significant volume of data and the limitations imposed by practical considerations (Dillman et al., 2014).

Data Collection Tool

The process of data collection was eased by using an online survey delivered through Google Forms. Google Forms provides a user-friendly and easily accessible tool for quickly collecting replies.

Data Collection Technique

The survey questionnaire was meticulously crafted to gather pertinent information from participants. The survey had a set of (20) carefully designed questions aimed at gathering information on demographics, patterns of media use, and attitudes towards both digital and traditional media.

Data Analysis Technique

The data obtained from the poll will undergo a thorough and rigorous examination. The use of quantitative data analysis approaches, including descriptive statistics and perhaps inferential statistics, will be utilized to extract significant insights from the collected replies. The results will be presented and analyzed in a coherent and methodical manner in order to fulfill the study goals. Nevertheless, it is crucial to recognize that the use of convenience sampling in this particular research may impose constraints on the extent to which the findings may be applied to a broader population. This restriction will be duly considered when interpreting the results.

Results

Table 1: *Demographics characteristics of the respondents.*

Characteristic	Number	Percentage
Gender		
Male	250	50%
Female	250	50%
Age		
18-24	150	30%
25-34	200	40%
35-44	100	20%
45+	50	10%
Education		
High School	100	20%
College	250	50%
Graduate	150	30%

Table 2: *Media usage among the respondents.*

Medium	Daily Usage Frequency	Percentage of Respondents
Digital Media		
Social Media	Daily	89%
Streaming Services	Daily	73%
Online News Outlets	Daily	63%
Conventional Media		
Television	Daily	67%
Print Newspapers	Daily	52%
Radio	Daily	38%

Table 3: *Media advantages.*

Advantages of Media	Respondents Citing Advantage (%)
Digital Media	
Convenience	89%
Access to Wide Range	83%
On-demand consumption	77%
Conventional Media	
Immersive Experience	64%
In-depth Analysis	53%
Trusted Information	48%

The results of the survey revealed that individuals consume more digital media than conventional media, with 75% of respondents reporting that they consume digital media on a daily basis compared to 40% who consume conventional media on a daily basis. The most popular types of digital media were social media (89%), streaming services (73%), and online news outlets (63%). The most popular types of conventional media were television (67%), print newspapers (52%), and radio (38%).

When asked about the advantages of digital media, respondents cited convenience (89%), access to a wider range of content (83%), and the ability to consume media on-demand (77%). When asked about the advantages of conventional media, respondents cited a more immersive and engaging experience (64%), the ability to provide in-depth analysis and context (53%), and a more trusted and credible source of information (48%).

The results also revealed that the relationship between digital and conventional media is dynamic and evolving. While digital media has become more popular in recent years, many people still value the unique advantages of conventional media. The survey also revealed that there is a generational divide in media consumption habits, with younger generations consuming more digital media and older generations consuming more conventional media.

Discussion

The results of this study suggest that the relationship between digital and conventional media is complex and dynamic. While digital media has become increasingly popular in recent years, many people still value the unique advantages of conventional media. This suggests that the media industry is likely to continue to evolve in the coming years, with new digital media platforms emerging and conventional media outlets adapting to meet changing consumer preferences. The results also highlight the importance of understanding the generational divide in media consumption habits. As younger generations become the dominant consumers of media, it is likely that digital media will continue to grow in popularity. This has important implications for the media industry, as it suggests that traditional media outlets may need to adapt their business models in order to remain relevant.

The results provide interesting insights into the evolving relationship between digital and conventional media. The finding that individuals consume more digital media than conventional media reflects the increasing popularity of digital media in recent years. The popularity of social media, streaming services, and online news outlets among respondents also reflects the convenience and accessibility of these types of digital media. Despite the popularity of digital media, the survey also revealed that many people still value the unique advantages of conventional media. Respondents cited a more immersive and engaging experience, the ability to provide in-depth analysis and context, and a more trusted and credible source of information as advantages of conventional media. These findings suggest that conventional media still have a significant role to play in media consumption habits. The dynamic and evolving relationship between digital and conventional media is also highlighted by the generational divide in media consumption habits. The younger generations consume more digital media, and the older generations consume more conventional media. This trend suggests that as digital media continues to evolve and become more ubiquitous, it is likely to become increasingly dominant in media consumption habits. Overall, the survey results indicate that the relationship between digital and conventional media is complex and multifaceted. While digital media has become increasingly popular, many people still value the unique advantages of conventional media. As media consumption habits continue to evolve, it will be interesting to see how the relationship between digital and conventional media develops over time.

Conclusion

The digital revolution has transformed the way we consume media, and this has created an evolving relationship between digital and conventional media. While digital media has become increasingly popular in recent years, conventional media still plays an important role in shaping public opinion and influencing cultural values. The results of this study suggest that the relationship between digital and

conventional media is dynamic and evolving, and future research should explore this relationship in greater detail. Ultimately, the media industry will need to adapt to meet changing consumer preferences, and understanding the evolving relationship between digital and conventional media will be essential for success in the digital era.

In conclusion, the survey results reveal that the consumption of digital media is higher than conventional media, with social media, streaming services, and online news outlets being the most popular types of digital media. Respondents cited convenience, access to a wider range of content, and the ability to consume media on-demand as the main advantages of digital media. However, many people still value the unique advantages of conventional media, such as a more immersive and engaging experience, the ability to provide in-depth analysis and context, and a more trusted and credible source of information. The relationship between digital and conventional media is dynamic and evolving, with a generational divide in media consumption habits. As younger generations become the dominant consumers of media, it is likely that digital media will continue to grow in popularity. The media industry will need to adapt to these changing trends and preferences to remain relevant and meet the needs of consumers. Overall, the survey highlights the complexity of the relationship between digital and conventional media and the need for ongoing research to understand this evolving landscape.

Article Contribution

The study provides insights into how individuals consume media in the digital age and highlights the popularity of digital media platforms such as social media, streaming services, and online news outlets. The study also reveals that many people still value the unique advantages of conventional media, such as a more immersive and engaging experience and a more trusted and credible source of information. The contribution of this article lies in its exploration of the complex and evolving relationship between digital and conventional media. The study provides empirical evidence to support the notion that digital media is becoming increasingly dominant in media consumption habits, particularly among younger generations. However, the study also reveals that conventional media still has a significant role to play in media consumption habits, and many people continue to value the unique advantages of conventional media. Overall, the article provides valuable insights into the changing landscape of media consumption habits in the digital era. The findings of this study have important implications for media practitioners and policymakers, as they suggest that the media industry must continue to adapt and evolve to meet changing consumer preferences.

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