

Netizens Prefer Online TV

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Abstract

Today, internet replaces TV as major source of information and entertainment for netizens. Watching habits of TV are changing. Live streaming TV programmes are easily available in the internet. Netizens are not preferring to watch TV by sitting one place idle in a fixed time for TV programmes. The web streaming facilities empower the netizens with flexibility related to watching TV. They choose the time and place for watching TV according their convenience. Netizen has now understandable power in terms of things and circumstances even with a logical point of view. Various web-based facilities have also worked to influence netizens in many ways. Their effect can be well understood today by the changes in netizens' speaking, debating, awareness and lifestyle. This study focuses on TV watching habits among netizens. The random sampling technique is used in this study. The age group is taken in between 15 to 30yrs. This age group is decided as per Internet and Mobile Association of India (IAMAI)'s September 2019 survey report on frequent users of internet in India. This research is carried out in the city of Raipur, the state capital of Chhattisgarh, India. Both positives and negatives are found in the changing TV watching habits among netizens in this study. A parallel focus on media habits is also done in this study.

Key words: Netizen, Internet, media habit, TV watching habit, web streaming

1. Introduction

Individuals utilize the Internet for our data from every single corner of the world. It incorporates each segment. It might be the travel industry, instruction, wellbeing, news, etc. There are different web indexes, for example, Yahoo, Google and so forth through which individuals can get data by visiting their site pages. For the most part a wide range of papers, magazines, spilling news video, films of the world are accessible on the Internet. With the presentation of 3G, 4G, 5G, and VoLTE, the speed of web access has expanded at a high rate. Any individual can get the most recent news about the world in seconds. Individuals can send an email to every one of the sides of the world. There are many talking sites that are utilized to send furthermore, get constant messages on the web. Individuals can associate with their companions on person to person communication destinations. They can even visit with them when they are online methods dynamic on the web. Interpersonal interaction destinations enable us to share pictures and recordings with others. We share our minutes through pictures and recordings with our companions and family members. Individuals are utilizing informal communication destinations, for example, Facebook, Whatsapp, Instagram and so forth for their business bargains. Counting the job of a significant wellspring of data, the Internet utility in the amusement field can't be thought little of. One search different site and watch sequential and motion pictures at his advantageous time. With the decrease in cost of Internet extra time, the utilization of the web is continuously expanding. If PC framework isn't accessible one can peruse the web over the portable telephones. All significant PDAs bolster perusing usefulness. I talk about the news part, at that point one can see the quantity of the individuals utilizing the web to get to news are getting increment step by step. They get the report from different news sites in their cell phones. Indeed, even numerous individuals

introduce the new applications to get the news routinely. They get paper, radio, also, TV in one contraption and that is the cell phone having web get to.

The use of internet by the huge number of people creates the term netizen. That means the internet users who is attempting to add to the internet's utilization and development. As a ground-breaking correspondence medium, the internet appears to offer extraordinary conceivable outcomes for social change. It likewise makes another culture and its own exceptional issues, for example, who will approach it. The suggestion is that the internet's users, who use and think most about it, have a duty to guarantee that is utilized valuably while additionally cultivating free discourse and open access. The number of youths is huge in the category of netizen. They use the internet for study, for entertainment and for disseminating information. They don't like the traditional medium for these works because their smartphones, laptop, computers laced with internet facilities give them more scope for their needs of information, communication and entertainment.

It is less evident that TV news and programmes has discovered its place in an undeniably advanced media condition, even as on the web video-on-request, portable, and social video more than the live, straight, booked programming related with conventional TV – turns out to be increasingly well known. TV news arrives at a contracting number of more seasoned watchers whose media propensities are progressively not quite the same as the populace everywhere, and particularly from the media propensities for the individuals who have grown up with computerized media. Innovative improvements and crowd inclinations have driven a development in review 'past the container' and a long-haul decrease in TV news and programme seeing on traditional television set. While significant TV slots are as yet pulling in huge crowds, these spectators are dissolving and maturing while a scope of new participants looks to get more youthful spectators who keep on getting some distance from customary TV

news and grasp computerized media. The change among more youthful individuals is now especially articulated. In a significant number of the most mechanically propelled markets, conventional TV seeing has started to disintegrate, and online video utilization is expanding. The ascent of the video-empowered web puts TV and advanced media in significantly more immediate challenge. As availability, gadgets, and record pressure configurations improve, this rivalry will turn out to be progressively extreme. What's more, the advancement will proceed as more established watchers with pre-computerized media propensities are step by step supplanted with more youthful ages who have grown up with computerized media, and as online video contributions create as far as substance, accommodation, and combination into individuals' networks and every day discussions. Watchers do not keep on spending on home excitement. This has provoked numerous TV makers to put resources into new, Web empowered models. In this way, even while conventional TV is being tested by the ascent of Internet video gushing, makers are grasping new purchaser practices.

All around, there has been an expansion in the utilization of news on account of the advancement of computerized news mediums what's more, India isn't a long way behind. The regularly expanding business sector for cell phones, uplifted availability, the negligible expense of web associations and an enormous youth populace are guaranteeing the multiplication of computerized news like never before. Driven by the ascent in vernacular content, an increasingly associated provincial masses and expanded utilization of cell phones, advanced news in India is required to increment by more than ten times throughout the following five years. EY's Digital News Report 2016, an investigation directed crosswise over 26 nations, noticed a move in the wellspring of news utilization between various age gatherings of individuals. More youthful segments of the general public are going to web-based life and other computerized types of substance

and are eliminating customary modes of news when contrasted with their more established friends. In a period where individuals know precisely what they are looking for and at a time where advertisers currently need to consider shorter abilities to focus, there is a gigantic requirement for flawless narrating aptitudes. Computerized substance is intended to be speedy, short and simple to devour. Consequently, it is nothing unexpected that news applications what's more, destinations like InShorts and Google Newsstand are on the ascent. Video as a narrating medium not just offers the capacity to consolidate news to the point of importance yet in addition offers high-commitment space for perusers and distributors the same. As indicated by Zenith's Media Consumption Forecasts report (2016), 73 percent of the advanced time in India was spent on versatile. These incorporate long range interpersonal communication destinations, sports channel locales, online news applications, spilling recordings and online TV news. Internet based life stages like Facebook, WhatsApp, Instagram and others are quickly changing the perusing and survey propensities for an expanding number of individuals, generally adolescents, as per a report by ASSOCHAM in 2017. The level of customers in India who lean toward stare at the TV appears on TVs has dove by 78% over the past year, as indicated by an Accenture 2017 Digital Consumer Survey. The quantity of individuals who like to stare at the TV appears on TVs has declined to only 10% from 47% per year sooner. The consistently expanding infiltration of the web principally through portable, upheld by WiFi and broadband has helped this wave. This combined with excellent substance facilitated by the content suppliers has lured the Indian purchasers to view fluctuated content both live communicate and video-on-request (VOD) on various gadgets. Although this report depends on all sort of TV programs, it is additionally relevant to the study on Netizen Prefers Online TV. Television utilization through cell phones (help of the web) is steadily expanding. Be that as it may, there are no study writes about online TV

utilization. Every one of the studies depend on media utilization, not on news or TV programme utilization. It is expected that netizen utilize more web access than other age gatherings. This examination study concentrates just on the propensities for online TV utilization by netizens. The school understudies are taken as the intended interest group because the analyst feels that the present school going understudies get to the web more than others. After the enormous computerized political decision crusades internationally, an insurgency in 4G web get to, developing inclines in news and perspectives on interpersonal organization stages pull in youth more to get to the web for the data. Although the number is barely any most TV channels go on air with live spilling in web stages. Subsequently, one can see the live announcements anyplace whenever with the condition that he/she has the web access in his/her cell phone/tab/pc/PC.

2. Literature review

There is no doubt that traditional TV watching has been impacted by the Internet, social media, and smart phones. Traditional TV now must compete with independent web channels, web streaming video and social media websites, but it can survive with the adoption of new technology such as telecast in online platform. Recent studies have provided insights on how the popularity of blogs, social media, and other user-generated content venues have impacted the way in which news is consumed and reported. An in-depth search demonstrates that there are a mere handful of research reports that specifically focus on online TV news and programmes. Instead, a lot of research has been done about online TV websites, streaming videos, e.g., on YouTube and online publishing, which includes observations that can more or less extend to online TV watching habits.

Douglas A. Ferguson & Elizabeth M. Perse in their research article “The World Wide Web as a Functional Alternative to Television” (2000), suggest that there are perhaps more similarities between television viewing and Web surfing than differences. The major broadcast and television networks are probably wise to establish Web sites and cross-promote their programming.

Douglas Ahlers in the book (Winter, 2006) chapter “News Consumption and the New Electronic Media”, says that there is not a one-size-fits-all pattern of news consumption. Instead, there is a broad range of news consumption behaviors. Some users go online only for their news, others do not abandon the traditional news media, some are light users of all media, and still others embrace all media and multichannel news consumers. For only a small group, the online news media acts as a substitute for the traditional news media. For the majority, it acts as a complement.

Oscar Westlund’ research article “From Mobile Phone to Mobile Device: News Consumption on the Go” [Canadian Journal of Communication, Vol 33 (2008) 443-46]) refers to the use of news services with the mobile device beyond time and space boundaries. He points to the fact that people’s patterns of news consumption are changing, partly because of the introduction of the mobile device as a news medium.

The Pew Research Center 2012 report says that online and digital news consumption, meanwhile, continues to increase, with many more people now getting news on cell phones, tablets or other mobile platforms, and perhaps the most dramatic change in the news environment has been the rise of social networking sites.

Karen Sabina Freeman in his research article “News Consumption Behavior of Young Adults in Malaysia” (IJSSH, 2013) uses the Uses and Gratifications theory supports his findings as young adults are a heterogeneous audience, and

the effect of age and gender are factors that influence the interest and usage of the news media. Young adults are not passive audiences. They make active media choices particularly about the type of news and media they prefer to access. While newspaper readership is on a decline among young people, adult's news consumption is oriented towards the digital media, especially internet websites and social networks. This shows that their appetite for news has not diminished, quite the contrary, interest in news and information is fairly high. Further, this study finds that news consumption and interest in news among young adults in Malaysia increases with age and maturity.

H.Shim's research article "Why do people access news with mobile devices?" in Research Online (2015) points out that it is possible that people hold off on making a decision about the suitability of types of news delivered through a mobile device in that the consumption of mobile news are not perfectly penetrated to news readers; alternatively, the perception about the suitability of news types on a mobile device might have not been fully created among smartphone users even though the content targeted in mobile devices differs tremendously from that of traditional media channels due to the exclusive characteristics of mobile devices (e.g., low bandwidths of wireless network, small screen size, reduced CPU, data storage limitation).

According to Musawenkosi W. Ndlovu (French Journal for Media Research, 2015), several specific and main factors are associated with young adults' growing disinterest in various mainstream traditional news media. These factors include news practitioners' detachment from everyday lives of young people, lack of time, use of another news medium, cost, and lack of interest in the contents, too much effort, and changing lifestyles. Given that the cultural environment within which these factors are associated is being transformed by new media technologies acting equally as sources of news.

Reuters Institute Digital News Report 2017 says that more than four in ten (41%) use social media for news while smartphone usage is sharply up again, matching the computer as the most important device for accessing news. In terms of media brands, general content television channels are consistently the main offline source of news in all the countries, with newspapers and radio networks behind. On the internet, however, these positions change depending on the country.

3. Objectives

- 1- To find out the utilization of internet for watching TV by college students.
- 2- To study attitudes of the students towards online TV.
- 3- To assess the receptivity of online TV contents.

4. Research Methodology

A methodology is a vital aspect of any research or investigation. It enables the researcher to look out the problems into a systematic, meaningful and orderly manner. The detailed methodologies adopted in this study are about the following aspects: samplings design, a period of study, sources of data, tools, and techniques.

Sampling Design

For the purpose of selecting the sample units, convenience sampling method has been adopted. A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach. The sampling design includes two dimensions and they are:

Sampling Unit

The sampling unit includes the primary data collected from students at AAFT University of Media and Arts, Kharora, Raipur. The researcher thinks that the students are from various places of Raipur city and internet savvy.

Sampling size

The sample size for this study is 100 respondents.

Period of the Study

The existing study covers only 1 month that is the September 2019.

Sources of Data

The data for the present study has been collected mainly in survey method through a structured questionnaire. The main sources of primary data are from students of AAFT University of Media and Arts, Kharora, Raipur. The data for secondary sources are collected mainly from magazines, journals and periodicals and website.

Tools and Techniques of Study

After collection, the data, an in-depth of analysis and interpretation of various aspects with all dimensions are made and arranged. The analysis is done with help of statistical tools like mean and chi-square test. The ranking method is also used at the appropriate place to infer the findings and forward the suggestions.

5. Limitations of study

The researcher has his/her own limitations in each study and the present study is not free from the following limitations:

- The primary data has been collected from primary sources. The limitation of primary data is found to be present in the study due to not understanding properly the structured questionnaire.
- The data has been taken for a period of only one month for analysis and interpretation.
- The present study has been restricted only in AAFT University of Media and Arts, Kharora, Raipur. Other colleges and universities have been excluded. So, it is very difficult to generalize the findings of the study.
- Mainly Pi Figure has been used to show the data. No other statistical methods are used due to time limitations.
- Last but not the least, the time and resources are other limiting factors.

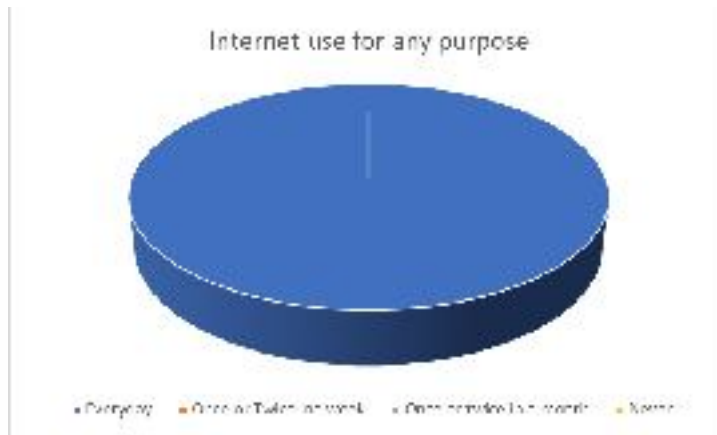
Therefore, the users of study should take utmost care and keep these said limitations in mind while using the findings and suggestions judiciously.

6. Analysis and Interpretation of Data

In this section, an attempt has been made to analyze, interpret and draw the conclusions by taking respondents 'views with regards to different aspects of online access to television news. The primary data has been collected from respondents. The followings deal with the respondents' views on the basis of questions and sub-questions present in the questionnaire.

Internet access for any purpose

All the college going students use the internet for various purposes. The first question to the respondents was about the accessibility of the internet for any purpose i.e. for work/leisure etc.). This was included access from any device (Desktop, Laptop, Tablet or Mobile) and from any location (Home, work, internet café or any other location). The results are in Pi-Figure as follows.

**Fig-1**

The interpretation of data says that all the netizens are using internet every day. They use it for study. They use it for online shopping, social network communication and entertainment.

Having TV in house

The second question to the respondents was about the TV sets in their households. This question is important for this study because the TV watching pattern is the key focus are of this study.

**Fig-2**

All the respondents have TV in their households. Though a few respondents are living in the hostels, they have TV facilities. It is concluded that all the netizens know about the traditional TV sets. Of course the TV sets are today becoming the Smart TV.

Use of medium for information and entertainment

This study is strictly focused on TV watching habit of netizens. Thus, the researcher has tried to find out the medium used by the netizens for information and entertainment.

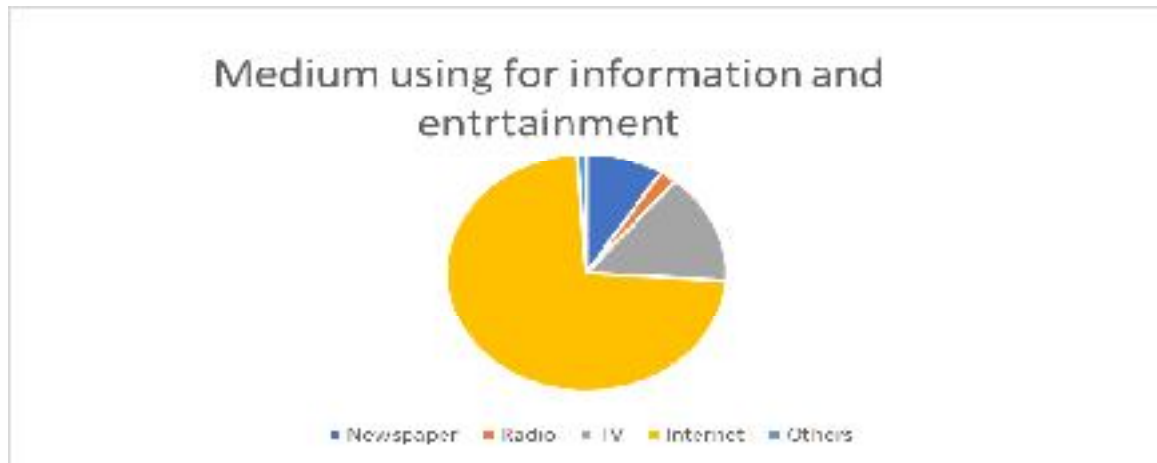


Fig-3

73% respondents use internet for getting information and for entertainment. 15% are with TV, 9% with Newspaper and 2% with Radio. Though the TV medium is the 2nd highest for information and entertainment, it is very low as per internet medium.

Knowledge of Online TV

To know the awareness among the netizens on online TV, the researcher finds the following result.



Fig-4

Among the respondents, 68% are aware of online TV and rest of 32% don't know about online TV. But the next view says about their uses of online tv.

Uses of internet for entertainment and news

It is important to find the source of entertainment and news by using internet. Here the source means the applications, websites, games etc.

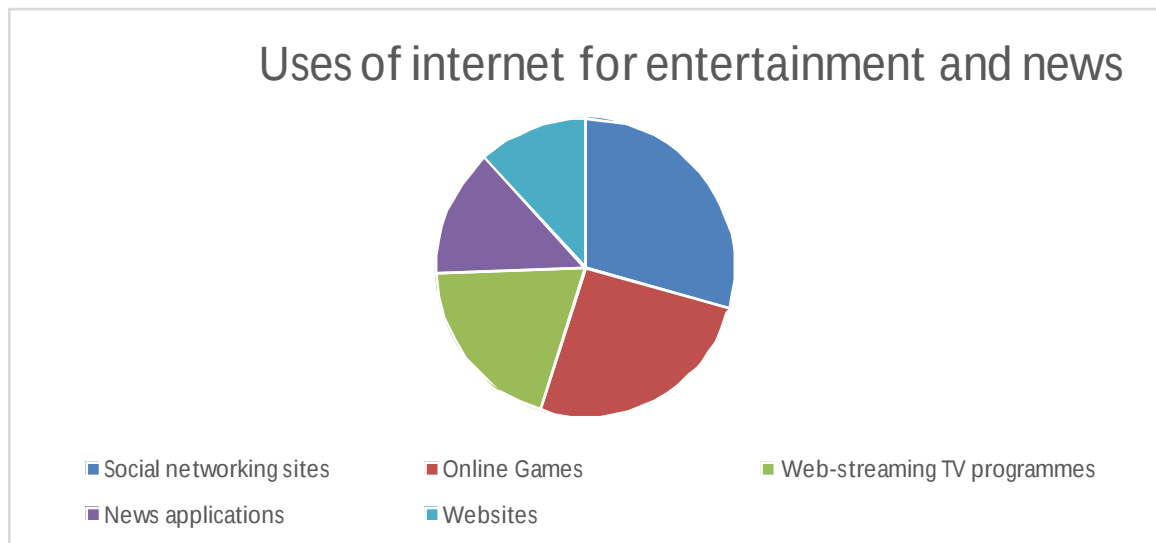


Fig-5

The researcher tries to find the source mostly used by netizens for entertainment and news. Though the use of social networking sites, online games, web-streaming TV programmes, news applications are mostly used, netizens specially the youths are very addicted to social networking sites and online games. But a good number of respondents say that they use the web-streaming TV programmes for the entertainment. Netflix, Amazon Prime, Hotstar are very popular among the netizens.

Why not TV?

The netizens prefer the online entertainment over traditional TV sets. The preset technology makes the smart TVs with facility of internet connection, high

resolution, good audio quality. Still the netizens don't use the TV sets. To find out the answer the researcher gets the below result.

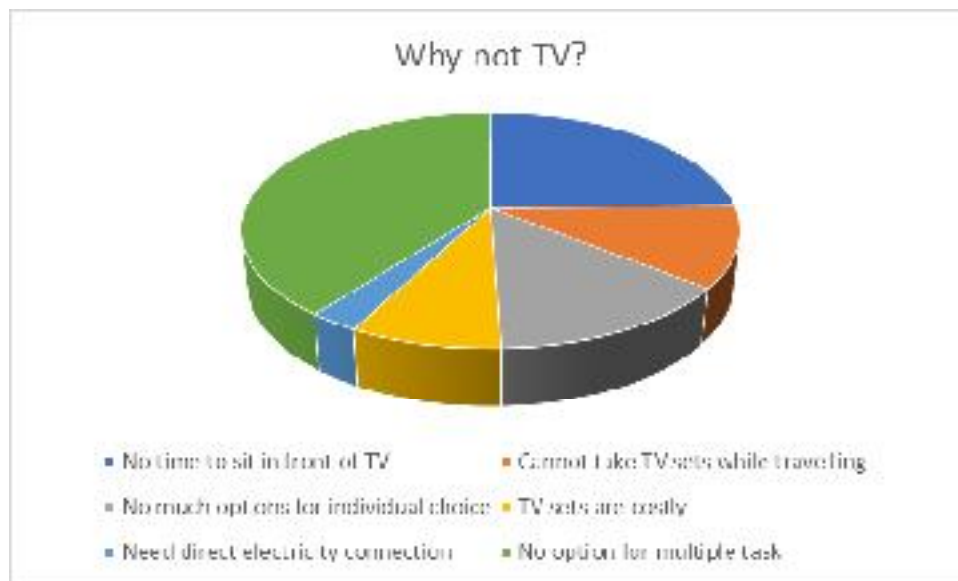


Fig-6

The interpretation says that the greater number of netizens require the multi-tasking device rather than the single tasking device. Though there are concerns over the cost of TV compare to smartphones, but this is not the big reason to avoid TV sets. The netizens want the medium which give them the information, communication and entertainment in the same time within seconds. It is not possible with a TV set. One can charge the smartphones, laptop, tablet etc. once for accessing the internet for a long time which is not possible for TV set without continuous electricity connectivity. There is not much individual preference while watching TV in the house. The family members don't use individual TV sets. But in case of smartphones each and everyone has their own phones. They easily access their choice of programmes with no disturbances.

7. Conclusion

It is a simple study to find out the netizens' preference over TV sets. The findings are very clear. Netizens don't want to waste time to seat in front of television. They have TV in their pockets in the shape of smartphones. Sports,

entertainment, news etc. whatever and whenever they want to watch, they watch them. They don't need to seat in front of TV and wait for the programme. The rapidly growth of web series on Netflix, Amazon Prime, Hotstar, YouTube are tremendously accepted by netizens. They are loving them. They can watch them and give feedbacks simultaneously including the sharing facilities. They can store the programs for watching later. The technological growth for providing speed internet access drives the netizens more to online TV or watching TV using internet more than watching traditional TV sets.

The study suggests more research on internet addiction of youths, innovative way of spreading knowledge using the internet and coming marketing threatens to TV sets due to online TV.

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