

A study on the changing perception towards the New media-based communication channels

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Abstract

The proliferation of new media technology has changed how we communicate and access information. A study investigated the changing perception toward new media-based communication channels. The results showed a shift in preference towards using new media channels, such as social media and messaging apps, for communication and obtaining news. The convenience and accessibility of these platforms have contributed to their increasing popularity. However, there are also concerns about the negative effects of excessive use of new media, such as spreading misinformation and losing privacy. Overall, the study highlights the need for a balanced approach toward using new media communication channels.

Keywords: New media, digital media, technology, communication channels.

Introduction

The media and communication industry has undergone significant changes in recent years due to the advancement of technology. New media, such as the internet and mobile devices, has provided people with new tools to share and access information, leading to a shift in preference towards using these channels for communication and obtaining news. In this paper, the researcher has tried to explore the changing perception towards new media-based communication channels and their impact on society. One of the main reasons for the increasing popularity of new media channels is their convenience and accessibility. With the use of just a smartphone or computer, people can instantly connect with others from anywhere in the world. This has revolutionized how we stay in touch with loved ones, conduct business, and access information. In addition, new media has given individuals a platform to share their thoughts and opinions with a global audience. Social media has played a significant role in this, providing a space for people to express themselves and engage in public discourse. It has also given a voice to marginalized groups and allowed for the spread of alternative viewpoints. However, there are also concerns about the negative effects of the excessive use of new media. One significant issue is the spread of misinformation. With the ease of sharing information on social media and the lack of gatekeepers to verify the accuracy of the information, it has become easier for false or misleading information to spread quickly. This can have serious consequences, causing panic or impacting public policy decisions. Another concern is the loss of privacy. With the vast amount of personal information shared on social media and the use of

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tracking tools, people's privacy has become compromised. This has led to concerns about collecting and using personal data by both private companies and governments.

In addition to these concerns, there are also debates about the impact of new media on social interactions. Some argue that the reliance on digital communication has led to a decline in face-to-face interactions, leading to feelings of isolation and loneliness. Others argue that new media has allowed for the formation of online communities and facilitated building relationships despite physical distance. Despite these concerns, it is undeniable that new media has significantly impacted how we communicate and access information. As technology advances, it will be interesting to see how our perception of new media channels evolves. One trend that has emerged in recent years is using multi-platforms for obtaining news and information. With the proliferation of online news sources, people are no longer limited to traditional channels such as television and newspapers. This has led to a decline in the resources available for news and factual information in traditional media, with a shift towards entertainment content. It is important to consider the role of both traditional and new media in the context of these changes and their impact on human development. While traditional media, such as print newspapers and television, remain important sources of information for many people worldwide, the use of new media has allowed greater access to a diverse range of viewpoints and has given individuals a platform to share their thoughts and opinions. The changing perception towards new media-based communication channels is a complex and multifaceted issue. While there are concerns about the negative effects of these platforms, it is undeniable that they have revolutionized the way we communicate and access information. It is important to find a balance using these channels and consider the benefits and drawbacks they bring. As technology advances, it will be interesting to see how our perception of new media channels evolves and how they will continue to shape how we communicate and access information. The rise of new media, such as the internet and mobile devices, has provided people with new tools to share and access information. This has profoundly impacted the media, allowing individuals to communicate with global audiences and bypass censorship efforts. However, traditional media, such as print newspapers and television, also remain important sources of information for many people worldwide. The media landscape is varied and complex, with some traditional platforms seeing growth while others face challenges. The increasing trend of multi-platform usage, where people access news and information from various sources, has also impacted the media industry. It is important to consider the role of both traditional and new media in the context of these changes and their impact on human development.

Literature review

In recent years, the media and communication industry has undergone significant changes due to the advancement of technology. The rise of new media, such as the internet and mobile devices, has provided people with new tools to share and access information, leading to a shift in preference towards using these channels for communication and obtaining news.

Several studies have been conducted on changing perceptions of new media-based communication channels and their impact on society. A study by Johnson and Kaye (2018) found that the convenience and accessibility of new media channels, such as social media and messaging apps, have contributed to their increasing popularity. These platforms allow individuals to instantly connect with others from anywhere in the world and have given a voice to marginalized groups.

However, the study also found that there are concerns about the negative effects of excessive use of new media. The spread of misinformation and privacy loss are just some potential drawbacks. The study highlights the need for a balanced approach toward using new media communication channels.

Another study by Williams and Guerra (2019) examined the impact of new media on social interactions. The study found that while some argue that the reliance on digital communication has led to a decline in face-to-face interactions, others argue that new media has allowed for online communities and facilitated the building of relationships despite physical distance.

A review by Smith (2020) on the use of multi-platforms for obtaining news and information found that the proliferation of online news sources has led to a decline in the resources available for news and factual information in traditional media, with a shift towards entertainment content. The review also found that using multi-platforms has allowed greater access to diverse viewpoints.

Overall, the literature suggests that the changing perception toward new media-based communication channels is a complex and multifaceted issue. While there are concerns about the negative effects of these platforms, it is undeniable that they have revolutionized the way we communicate and access information. It is important to find a balance in using these channels and consider the benefits and drawbacks they bring. As technology advances, it will be interesting to see how our perception of new media channels evolves and how they will continue to shape how we communicate and access information.

Objectives

- To know the perception of people towards new media based communication channels
- To study how new media has affected traditional media

Methodology

This study used the random sample method and included both primary and secondary data. Primary data was collected using a survey method with a self-administered close-ended questionnaire. The primary data was prioritized as it was collected directly from the field. Both quantitative and qualitative data were collected using a descriptive method.

Sampling

The population of this study consisted of students from a coaching center in Bhopal. The coaching center was selected through the chit method, a type of random sampling technique. Two classes from the coaching center were chosen using this method, resulting in a sample size of 80 for the study.

Data Interpretation

Table 1 showing demography of the respondents.

SN		Category (s)		
1	Age (in years)	18-21 years	22-25 years	26-28 years
		46.3% (37)	35% (28)	18.7% (15)
2	Education	Senior secondary	Graduation	Post-graduation
		31.3% (25)	41.3% (33)	27.4% (22)
3	Occupation	Students 100 (100%)		

- Table 1 show that the age of the respondents was in-between 18-28 years in which maximum number of respondents (46.3%) was in the age group of 18-21 years. 35 % respondents were in the age groups of 22-25 years and least number of respondents (18.7%) belongs to the age group of 26-28 years.
- Out of all 41.3% respondents are at graduate level followed by 31.3% respondents who have just completed their senior secondary education. Least number of respondents i.e. 27.4% is doing post graduation from different colleges of Bhopal.
- Since the data is collected at a higher coaching center, all the respondents of this study are students.

Availability of media before and present

Table 2 Showing responses of respondents towards the availability of media before 10 years

SN	Category	Frequency	%
1	Newspaper and Radio	17	21.3%
2	Newspaper, Telephone and TV	28	35%
3	Newspaper, Mobile and TV	20	25%
4	Newspaper, TV and Computer	15	18.8%

Out of all, maximum number of respondents, 35%, has said that they had newspaper, telephone and TV before 10 years. 25% respondents said that they used newspaper, mobile and tv. 21.3% of participants said they had newspaper and radio before 10 years and 18.8% have said about newspaper, tv and computer. The data revealed that almost 100% of participants preferred newspaper before 10 years. The frequency of TV is 63 i.e. 78%.

Table 2.1 Showing responses of respondents towards the availability of media before 5 years

SN	Category	Frequency	%
1	Newspaper, Mobile and TV	35	43.8%
2	Newspaper, Telephone, Mobile and TV	26	32.5%
3	All	19	23.8%

The data revealed that out of all 43.8% respondents had newspaper, mobile and TV before 5 years and 32.5% respondents had newspaper, telephone, mobile and TV.

Table 2.3 Showing responses of respondents towards the availability of media at present

SN	Category	Frequency	%
1	Newspaper, Mobile, TV and Internet	54	67.5%
2	All	26	32.5%

The data revealed that 67.5% respondents are using newspaper, mobile, TV and internet at present. 32.5% have all the media right now i.e. Newspaper, radio, telephone, mobile, television, computer and Internet.

Web media participants used and using before and present

Table 3 Showing responses of respondents towards web media they used before 10 years

SN	Category	Frequency	%
1	No response	17	21.3%
2	Orkut	43	53.8%
3	Facebook	20	25%

Out of 53.8% respondents said that they had used Orkut before 10 years and least respondents were familiar with Facebook then. Only 25% participants said that they were using Facebook before 10 years. 21.3% respondents said they were not using anything before 10 years.

Table 3.1 Showing responses of respondents towards web media they used before 5 years

SN	Category	Frequency	%
1	What's app	29	36.3%
2	Orkut and Facebook	36	45%
3	LinkedIn and Skype	15	18.8%

Before 5 years, 45% respondents were familiar with Orkut and Facebook, 36.3% said about what's app and only 18.8% respondents said that they have used LinkedIn and Skype before 5 years.

Table 3.2 Showing responses of respondents towards web media they used at present

SN	Category	Frequency	%
1	Facebook and what's app	38	47.5%
2	Facebook, twitter and what's app	31	38.8%
3	Facebook, twitter, What's app, LinkedIn, Skype	11	13.85

Since the technology has changed a lot in the last 5 years, everyone has access of Internet now. The data revealed that 47.5% respondents are using Facebook and what's app at present. 38.8% are using Facebook, twitter and what's app and 13.8% are using Facebook, twitter, what's app, LinkedIn, Skype.

Technologies available to participants before and present

Table 3 Showing responses of respondents towards technologies available to participants before 10 years

SN	Category	Frequency	%
1	No response	12	15%
2	Laptop	23	28.7%
3	Desktop Computer	17	21.3%
4	Mobile	28	35%

Out of all, 35% respondents have said that they were using mobile before 10 years. 28.7% were using laptop, 21.3% were using desktop computers before 10 years.

Table 3.1 Showing responses of respondents towards technologies available to participants before 5 years

SN	Category	Frequency	%
1	Laptop	35	43.8%
2	Laptop, Desktop computer and Mobile	45	56.3%

In the context of using any technologies before 5 years, respondents said that 56.3% have said that they were using laptop, desktop computer and mobile. 43.8% have said about laptop.

Table 3.2 Showing responses of respondents towards technologies available to participants at present

SN	category	Frequency	%
1	Laptop and Mobile	52	65%
2	Desktop and Mobile	28	35%

65% respondents are using laptop and mobile at present and 35% are using desktop and mobile.

Consistency Measures of all data

The consistency of all factors in the questionnaire was evaluated using an item-to-total correlation. This involved measuring the correlation of each item with the total and comparing the computed value to a standard value. Factors with item-to-total correlation lower than the critical value were deemed inconsistent and removed from the questionnaire

Table 4 showing consistency of statements towards new media based communication channels

SN	Statement	Mean	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	New media technologies based communication channels provide more relevant information than traditional communication channels	1.60	.961	.989
2	New media communication channels have provided new dimensions to our way of thinking	1.50	.934	.990
3	New media communication medium have affected the content of traditional media	1.76	.951	.989
4	Communication channels based on new media technologies are threat to traditional media channels	1.58	.916	.990
6	The new media technologies has simplified the effect of information in the global world	1.46	.927	.990
7	The new media technologies have intervene into the right to privacy	1.89	.896	.990
8	In all condition the information exchange through new media technologies is not safe and secure	1.73	.961	.989

9	With the use of New media technologies the un-evenness in society has decreased	1.59	.961	.989
10	As compared to the aged, adolescents and youths use new media technologies more widely and frequently	1.48	.887	.990
11	The generation gap have taken a leap due to extensive use of new media technologies	1.45	.922	.990
12	Using web based communication channels is like killing valuable time	1.73	.955	.989
13	Extensive use of new media technologies are like as good as addiction	1.61	.957	.989
14	With the use of new media technologies equality is at a new high in society	1.73	.941	.990
15	The use of new media technologies have led to deterioration of familial ties and relations	1.74	.924	.990

After conducting a reliability test using SPSS, Cronbach's Alpha was found to be .969, which is above the cut-off value of .7. The table of consistency measures includes two main factors: Corrected Item to Total Correlation values and Cronbach's Alpha if the Item Deleted. For each item, if the Cronbach's Alpha if Item Deleted value is higher than the calculated reliability value of .969, then that item should be removed from the questionnaire and not included in the study.

Reliability Measurement

Cronbach's Alpha test was used to determine the reliability of all items in the questionnaire. A reliability value above the standard Cronbach's Alpha (0.7) is considered good.

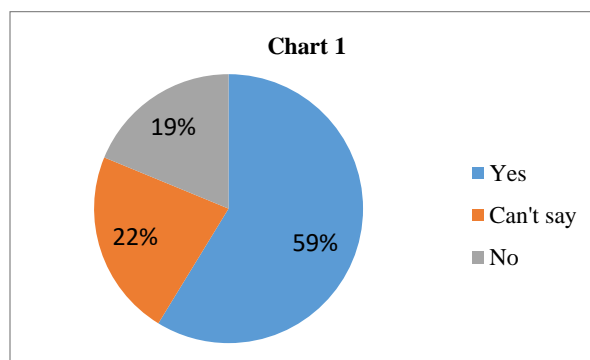
Table 4.1 showing Reliability Measurement

S. No.	Reliability Method	Calculated Value
1	Cronbach's Alpha	.969

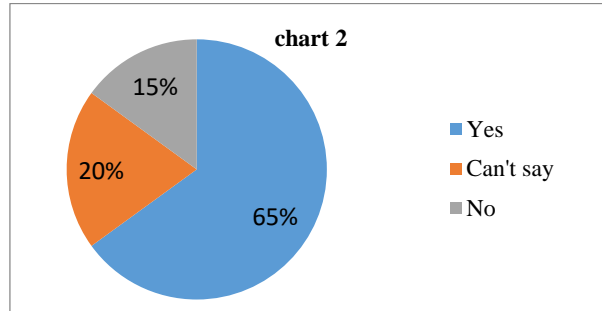
After conducting a reliability test using SPSS, the obtained Cronbach's Alpha value was found to be 0.969, which is above the cut off value of 0.7. This indicates that the questionnaire used for data analysis was extremely reliable and provided the researcher with the desired information from the data.

Table 5 showing perception of respondents towards various statements on new media and traditional media

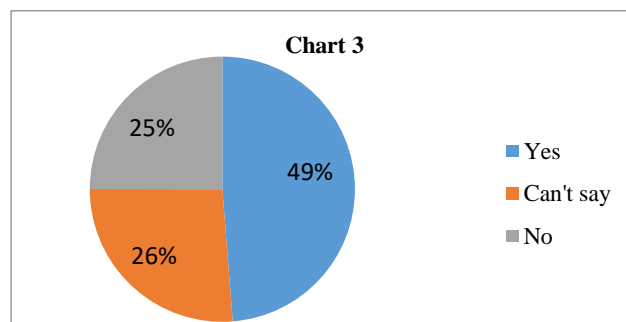
SN	Statement	Yes	Can't say	No
1	New media technologies based communication channels provide more relevant information than traditional communication channels	47 (58.8%)	18 (22.5%)	15 (18.8%)
2	New media communication channels have provided new dimensions to our way of thinking	52 (65%)	16 (20%)	12 (15%)
3	New media communication medium have affected the content of traditional media	39 (48.8%)	21 (26.3%)	20 (25%)
4	Communication channels based on new media technologies are threat to traditional media channels	44 (55%)	26 (32.5%)	10 (12.5%)
5	The elite class of people may use new media technologies more	13 (16.3%)	11 (13.8%)	56 (70%)



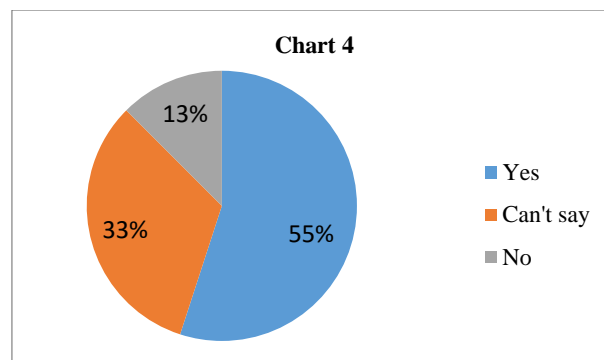
- Statement 1 and chart 1 revealed that out of all, 58.8% respondents said that new media technologies based communication channels provide more relevant information than traditional communication channels, 22.5% are not sure about this and 18.8% participants said that it does not provide relevant information.



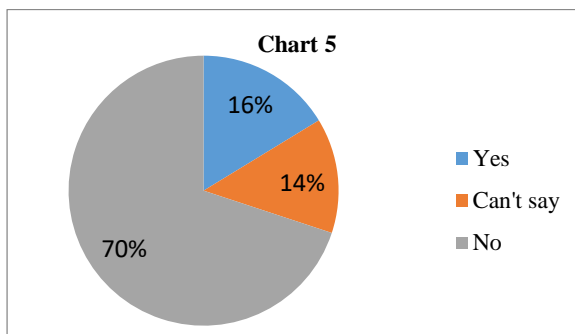
- Statement 2 and chart 2 revealed that 65% participants believed that new media communication channels have provided new dimensions to our way of thinking, 20% are not sure about this and 15% are negative on this.



- Statement 3 and chart 3 shows that 48.8% have said that new media communication medium have affected the content of traditional media, 26.3% are not sure on this and 25% participants don't think that new media communication medium have affected the content of traditional media.



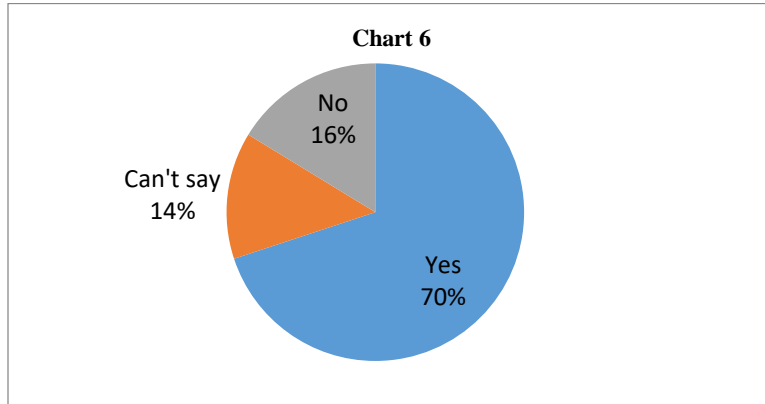
- Statement 4 and chart 4 shows that 55% respondents believe that communication channels based on new media technologies are threat to traditional media. 32.5% are not sure on this and only 12.5% have said that it is not a threat to traditional media.



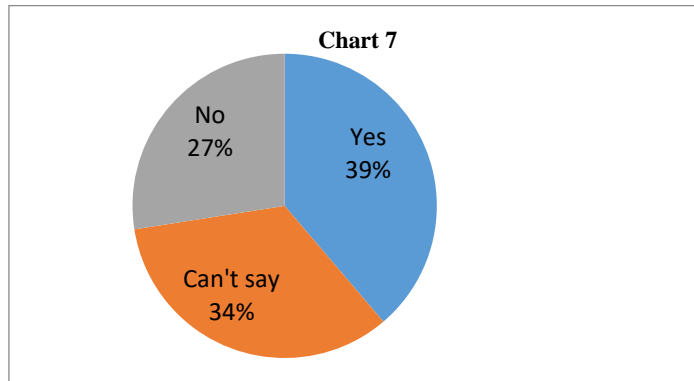
- Chart 5 and statement 5 shows that 70% of respondents said that elite class people are not the only one who uses new media technology more. 16.3% have said yes and only 13.8% have said they have not thought on this.

Table 6 showing responses of participants towards effects of new media

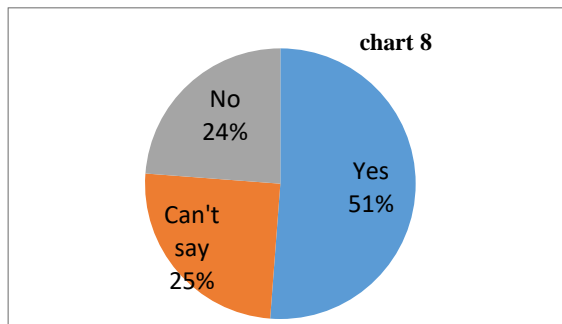
SN	Statement	Yes	Can't say	No
1	The new media technologies has simplified the effect of information in the global world	56 (70%)	11 (13.8%)	13 (16.3%)
2	The new media technologies have intervene into the right to privacy	31 (38.8%)	27 (33.8%)	22 (27.5%)
3	In all condition the information exchange through new media technologies is not safe and secure	41 (52.2%)	20 (25%)	19 (23.8%)
4	With the use of New media technologies the un-evenness in society has decreased	48 (60%)	17 (21.3%)	15 (18.8%)
5	As compared to the aged, adolescents and youths use new media technologies more widely and frequently	61 (76.3%)	00	19 (23.8%)



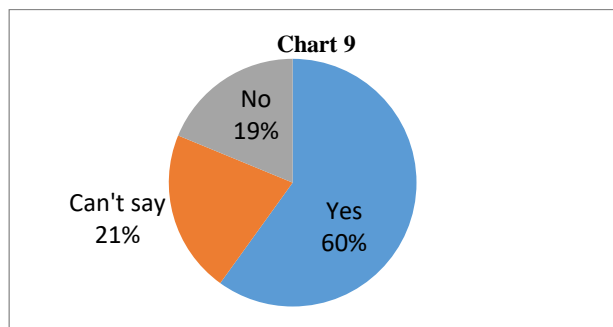
- Statement 1 and chart 6 revealed that on the basis of findings 56 i.e. 70% of the respondents agreed that the new media technologies has simplified the effect of information in the global world and only 13 i.e. 16.3% of them denied it. Where 13.8% respondents are not sure on this.



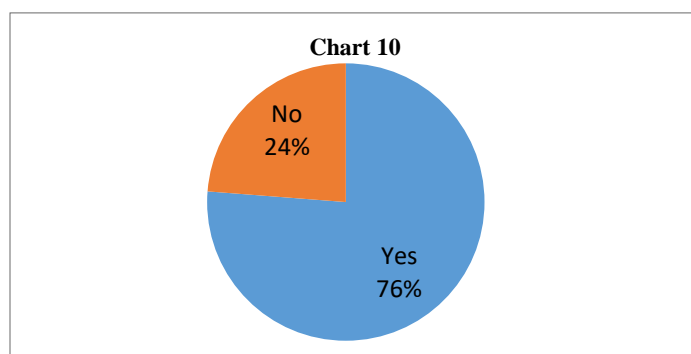
- Chart 7 and statement 2 shows that 38.8% participants said that yes the new media technologies have intervene into the right to privacy. 33.8% are neutral on this and 27.5% are negative on this statement.



- Chart 8 and statement 3 revealed that 52.2% participants think that information exchange through new media technologies is not safe and secure. 25% participants are not sure on this and only 23.8% are negative on this.



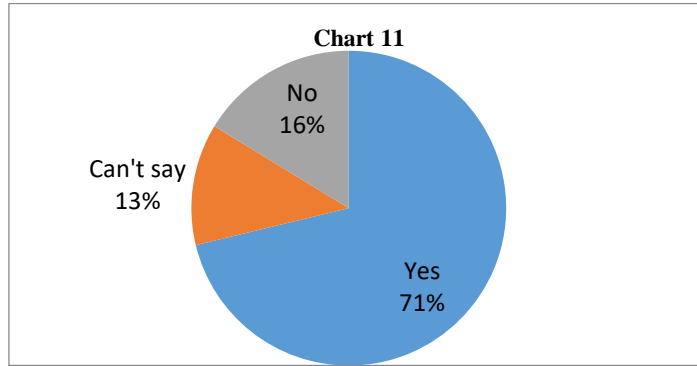
- Chart 9 and statement 4 revealed that 60% participants think With the use of New media technologies the un-evenness in society has decreased, 21.3% are neutral on this and 18.8% are negative on this statement.



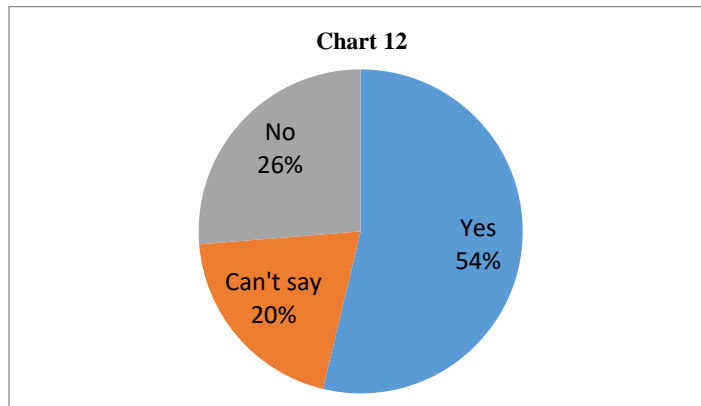
- Chart 10 and statement 5 shows that 76.3% participants have said that as compared to the aged, adolescents and youths use new media technologies more widely and frequently, 23.8% are negative on this.

Table 7 showing perception towards new media technologies and time

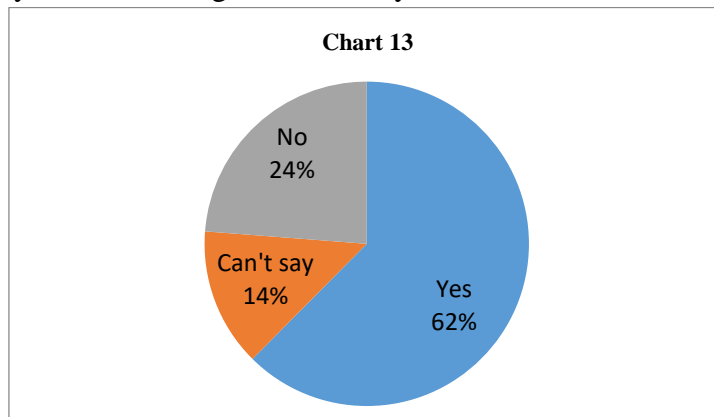
SN	Statement	Yes	Can't say	No
1	The generation gap have taken a leap due to extensive use of new media technologies	57 (71.3%)	10 (12.5%)	13 (16.3%)
2	Using web based communication channels is like killing valuable time	43 (53.8%)	16 (20%)	21 (26.3%)
3	Extensive use of new media technologies are like as good as addiction	50 (62.5%)	11 (13.8%)	19 (23.8%)
4	With the use of new media technologies equality is at a new high in society	38 (47.5%)	26 (32.5%)	16 (20%)
5	The use of new media technologies have led to deterioration of familial ties and relations	36 (45%)	29 (36.3%)	15 (18.8%)



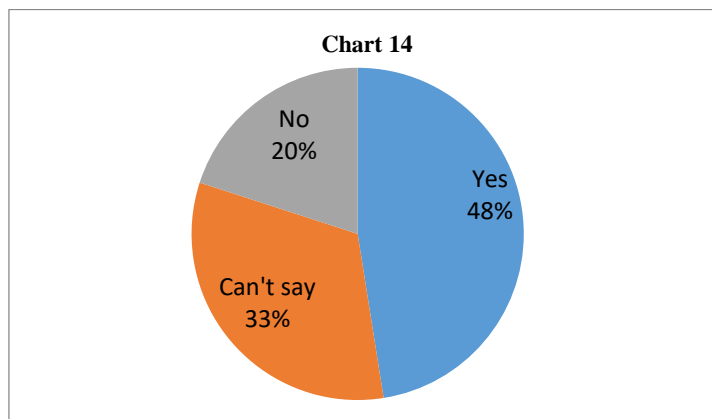
- Statement 1 and chart 11 revealed that Out of all, 71.3% respondents have said that generation gap have taken a leap due to extensive use of new media technologies, 16.3% are negative on this and 12.5% are neutral.



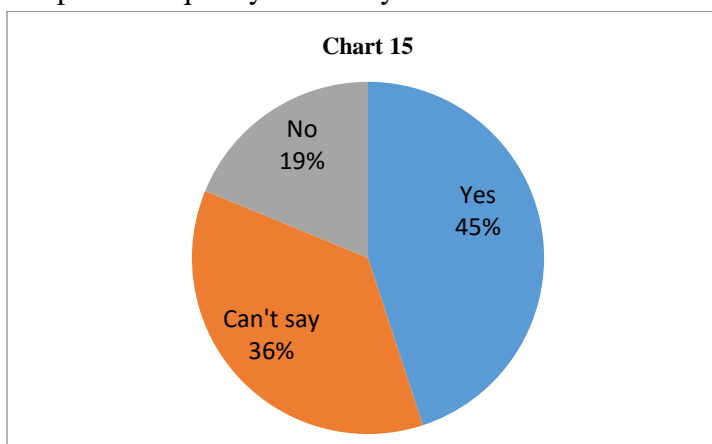
- Statement 2 and chart 12 revealed 53.8% respondents said that using web based communication channels is like killing valuable time, 26.3% are negative not this and 20% have said that they have not thought about this yet.



- Statement 3 and chart 13 revealed that 62.5% respondents think that extensive use of new media technologies is like as good as addiction whereas 26.3% respondents said surfing on web is not an addiction. 13.8% are neutral on this.



- Statement 4 and chart 14 revealed that 47.5% respondents said that with the use of new media technologies equality is at a new high in society, 32.5% are neutral and 20% said that new media has spread inequality in society.



- Statement 5 and chart 15 revealed that the use of new media technologies have led to deterioration of familial ties and relations, on this statement, 45% respondents are agree on this, 36.3% are neutral and 18.8% respondents are negative on this.

Major Findings and conclusion

The major findings of the study are as follows:

- Maximum number of respondents, 35%, has said that they had newspaper, telephone and TV before 10 years.
- 43.8% respondents had newspaper, mobile and TV before 5 years
- The data revealed that 67.5% respondents are using newspaper, mobile, TV and internet at present.
- Out of 53.8% respondents said that they had used orkut before 10 years.
- Before 5 years, 45% respondents were familiar with Orkut and Facebook.
- Since the technology has changed a lot in the last 5 years, everyone has access of Internet now. The data revealed that 47.5% respondents are using Facebook and what's app at present.

- Out of all, 35% respondents have said that they were using mobile before 10 years.
- In the context of using any technologies before 5 years, respondents said that 56.3% have said that they were using laptop, desktop computer and mobile.
- 65% respondents are using laptop and mobile at present.
- Out of all, 58.8% respondents said that new media technologies based communication channels provide more relevant information than traditional communication channels.
- 65% participants believed that new media communication channels have provided new dimensions to our way of thinking.
- 48.8% have said that new media communication medium have affected the content of traditional media.
- 55% respondents believe that communication channels based on new media technologies are threat to traditional media.
- 70% of respondents said that elite class people are not the only one who uses new media technology more.
- 70% of the respondents agreed that the new media technologies have simplified the effect of information in the global world.
- 38.8% participants said that yes the new media technologies have intervene into the right to privacy.
- 52.2% participants think that information exchange through new media technologies is not safe and secure.
- 60% participants think with the use of new media technologies the un-evenness in society has decreased.
- 76.3% participants have said that as compared to the aged, adolescents and youths use new media technologies more widely and frequently.
- 71.3% respondents have said that generation gap have taken a leap due to extensive use of new media technologies.
- 53.8% respondents said that using web based communication channels is like killing valuable time.
- 62.5% respondents think that extensive use of new media technologies is like as good as addiction.
- 47.5% respondents said that with the use of new media technologies equality is at a new high in society.
- 45% respondents said that the use of new media technologies have led to deterioration of familial ties and relations.

How the researcher is going to conclude such study where the data shows the changes occur in the last 10 years. People are so many technocrats now. They are very much dependant on new media based communication channels. The study shows that people has widely accepted new media in their daily life and it has provided new dimensions to our way of thinking. The frequent use of new media has simplified the effect of information in the

global world but on the other hand, it has created a gap between different age groups. Where a young age person is using new media based communication channels and gadgets very frequently, on the other side, a person of mid age does not feel comfortable in using such gadgets.

Hence, the study has reflected so many dimensions of new media technologies and showed the perception of people that how it is helping them in their daily lives.

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