

**TRENDS OF NEW MEDIA USING HABITS: A COMPARATIVE  
STUDY OF GENDER DIFFERENCES**

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**ABSTRACT**

The growth and development of new media have given wings to many information-sharing platforms like website, social media, blogs and literature. This paper is an attempt to know the gender differences in new media using habits. The present study is a descriptive research in which survey method is applied to meet the objectives. The result indicates that male respondents explore new media more every-day than the opposite gender. Male new media users are more active content creator than the female ones.

**Keywords:** Social Media, Web Users, Hindi Literature, Social Networking and Websites.

**Introduction**

Trends of new media have changed the life of common people and his/her learning environments and behaviours. The habits of using the new media have influenced the learning environment and behaviour that they can use new media at anytime, anywhere not only for educational purpose but also for interchanging of communication with others through the internet. In his book, Bennett (2003) stated that news media has changed communication and learning behaviour.

New Media has increased communication across all over the world and internet. It allows the

people to express themselves with blogs, websites, videos, pictures and other user-generated media. Certainly, individuals can produce homemade newsletters more but their distribution was limited. In the new media scenario, an individual can have as much reach and their distribution is not limited. In his book, Lievrouw (2004) stated that the World Wide Web is relatively new but more user friendly than other mainstream media. The new media become embedded and indispensable throughout the society, culture and the economy.

Nowadays habits of using new media by people, we can predict what will be the future of new media in higher education. Using new media has improved the learning and teaching methods which are the combination of traditional (e.g. printed books and journals) and digital media (e.g. webpages, websites, etc.). With the rising in new media, teaching and learning methods have influenced the current teaching and learning paradigms. This study, focusing exclusively on the viewing habits of women and men, that indicates the differences in viewing patterns of males and females and the motivation which drives them to use media for gratification. And we will also see how women are being portrayed in using media as compared to men.

With the onset of new media both male and female engaged in making and engendering identity through different online tools such as weblogs, fan pages, focus group discussions, etc. these tools articulate our preference associated with different fields of our lives. Media research provides a deeper and clear understanding of student's learning technology and also the habits of using new media by males and females. In their work Kessler & Bergs (2003) stated that globalization and medialization processes have led to an increase in communication efficiency and speed. The aim was to facilitate communication, to make it faster and less costly.

## **Review of literature**

Sharma & Goyal (2018) examined the use of social media for information dissemination. The objective of the study is to know media priming and truthfulness of the message. The researcher conducted the content analysis to meet the objectives. The result indicates that the tweets posted on BJP's official Twitter handle have a positive agenda. While these tweets are primed by the mainstream media.

In a research work "Malik, Dhir, and Nieminen (2016) examined the uses and gratifications

of digital photo sharing on social networking platform Facebook. The researcher conducted an online survey of 368 respondents. The result indicates that age is the positive correlation with disclosure and social influence gratifications; gender differences were identified among habit and disclosure gratifications; several photos shared were negatively correlated with habit and information sharing gratifications.

Papathanassopoulos, Coen, Curran, Aalberg, Rowe, Jones and Tiffen (2013) examined the dominance of Online and television media. The researcher suggested that as news media change, the media news consumption changes itself. There is a visible difference in news consumption in different countries with different media cultures and, consequently, different media behaviour, and different generations.

In a study Quan-Haase and Young (2010) examine the extension of digital technology. They conducted a comparative study to find out the gratifications obtained from Facebook and another instant messaging platform. The result indicates that social media fulfil the individual need of the user, hence it is very useful. Comparative analysis indicates that Facebook is providing more fun and knowing about the social activities occurring in one's social network.

In a study, Wilska & Pedrozo (2007) examined the digital media consumption style of youth. The researcher conducted a critical empirical survey to meet the objectives. The result indicates that ICT helped youth more to use digital technology. Young people's use of and attitudes towards ICT are surprisingly similar in both Finland and Brazil.

In his study Weiser (2000) investigated the gender differences in Internet use patterns. Survey method has been used to meet the objectives. The result indicates that the gender gap in Internet use is rapidly diminishing. Males use the Internet mainly for purposes related to entertainment and leisure, whereas women use it primarily for interpersonal communication and educational assistance.

**Methodology:** This part of the study contains research problems, objectives, hypothesis, research design and sample design.

**Research Problems:** Research Problems of the present study is as follows:-

1. Is there a relationship between the gender of respondents and his/her new media - websites, blogs, and social networking sites using habits?

2. Is there any relationship between gender of the respondent and his/her habit of posting own written Hindi literature/comments on new media platforms like websites, Facebook pages and blogs?
3. Is there any association between the gender of the respondent and its impact on his thinking regarding new media and growth of Hindi literature?

**3.2 Research Objectives:** Research objectives of the present study is as follows:-

**RO1:** To know the relationship between the gender of respondents and his/her new media-websites, blogs, and social networking sites using habits.

**RO2:** To find out the association between gender of the respondent and his/her habit of posting own written Hindi literature/comments on new media platforms like websites, Facebook pages and blogs.

**RO3:** To find out the association between the gender of the respondent and its impact on his thinking regarding new media and growth of Hindi literature.

**Research Hypothesis:** Research Hypothesis of the present study is given as follows:-

**Ha<sub>1</sub>:** There is an association between the gender of respondents and new media-websites, blogs, and social networking sites using habits.

**Ha<sub>2</sub>:** There is an association between gender of respondents and the habit of posting own written Hindi literature/comments on new media platforms-websites, Facebook pages, blogs.

**Research Design:** This is descriptive research. Survey method has been used to meet the objectives. Data is collected with the help of a closed-ended questionnaire which is quantitative. Cross-sectional research design has been adopted in data collection. Both dependent and independent variables are used in the present study.

**Sample Design:** All the people who use the new media platform are the universe of the present study. People who write-read the Hindi language on new media platforms are the sampling element. Sampling unit consists of all the people who read-write Hindi literature on various new media platforms. Purposive sampling technique has been used to collect the response from 500 respondents.

**Analysis:** This part of the study contains analysis with is based on cross-tabulation of the gender of the respondents and his/her opinion on certain subjects.

**Gender and its relationship with new media-websites, blogs, social networking sites using habits.**

Gender	Use of new media-websites, blogs, social networking sites etc.					
	Never	Sometimes on need bases	Once in a Month	Once in a Week	Everyday	Total
Female	2.3%	9.9%	0.6%	8.2%	78.9%	100.0%
Male	3.4%	9.1%	0.6%	5.3%	81.6%	100.0%

Table: 01

Table-01 indicates that 78.9% of total female respondent use new media websites, blogs, and social networking sites every day. 8.2% female respondents use new media once a week. Another 9.9% female respondents use new media sometimes on need bases. 2.3% of the total female respondents never use new media. On the other hand, 81.6% male respondents use new media-websites, blogs, and social networking sites every day. Another 9.1% of total male respondents use new media once a month. While, 3.4% male respondent never use new media-websites, blogs, and social networking sites.

**Gender and its association with the habit of posting own written Hindi literature/comments on new media platforms-websites, Facebook pages, and blogs.**

Gender	You post your own written Hindi literature/comments on new media platforms - websites, Facebook pages, blogs.		
	Yes	No	Total
Female	53.8%	46.2%	100.0%
Male	59.7%	40.3%	100.0%

Table-02

Table-02 indicates that 53.8% of total female respondents post own written Hindi literature/comments on new media platforms-websites, Facebook pages, and blogs, remaining 46.2% of total female respondents don't post any own written Hindi literature/comments on

new media platforms. On the other hand, 59.7% of total male respondents post his/her own written Hindi literature/comment on new media platforms. Remaining 40.3% of total male respondents never post his/her own written Hindi literature/comment on new media platforms.

**Gender and its impact on the statement that “Do you think the arrival of new media platforms- website, blogs, social networking sites etc. has brought any change in the writing of Hindi literature?”**

Gender	The arrival of new media platforms-website, blogs, and social networking sites etc. has brought a notable change in the writing of Hindi literature.				
	Don't Know	Yes	A Little	No	Total
Female	7.6%	70.8%	15.8%	5.8%	100.0%
Male	4.4%	75.0%	13.1%	7.5%	100.0%

Table-03

Table-03 indicates that 70.8% of total female respondents think that arrival of new media platforms- website, blogs, social networking sites etc. has brought a big change in the writing of Hindi literature while only 5.8% of total respondents don't think so. While another 15.8% of total female respondents think that new media platforms-website, blogs, social networking sites etc. have brought a little bit of change in the writing of Hindi literature. On the other hand, 75.0% of total male respondents think that arrival of new media platforms- website, blogs, social networking sites etc. has brought a big change in the writing of Hindi literature while only 7.5% of total respondents don't think so. While another 13.1% of total female respondents think that new media platforms-website, blogs, social networking sites etc. have brought a little bit of change in the writing of Hindi literature.

**Gender and its relationship with the statement that new media- websites, blogs, social networking sites have provided a platform to budding writers.**

Gender	New media- websites, blogs, and social networking sites have provided a platform to budding writers.		
	Yes	No	Total
Female	93.6%	6.4%	100.0%

Male	97.2%	2.8%	100.0%
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Table-04

Table-04 indicates that 93.6% of total female respondents think that new media-websites, blogs, and social networking sites have provided a platform to budding writers. While remaining 6.4% of total respondents don't think so. On the other hand, 97.2 of total male respondents think that new media-websites, blogs, and social networking sites have provided a platform to budding writers. While remaining 2.8% of total respondents think that new media-websites, blogs and social networking sites have not provided a platform to budding writers.

**Gender and its relationship with the statement that the availability of Hindi literature on new media-websites, blog, social networking sites have got those readers who did not read Hindi literature in traditional media.**

Gender	Availability of Hindi literature on new media-websites, blog, and social networking sites have got those readers who did not read Hindi literature in traditional media.			
	Don't Know	Yes	No	Total
Female	16.4%	78.4%	5.3%	100.0%
Male	12.5%	80.0%	7.5%	100.0%

Table-05

Table-05 indicates that 78% of total female respondents think that availability of Hindi literature on new media-websites, blog, and social networking sites have got those readers who did not read Hindi literature in traditional media. While 5.3% of total female respondents do not think like that. On the other hand, 80% of total male respondents think that availability of Hindi literature on new media-websites, blog, and social networking sites have got those readers who did not read Hindi literature in traditional media. While 7.5% of total male respondents have against opinion.

**Chi-square test for hypothesis testing**

**Ho<sub>1</sub>. There is no association between the gender of respondents and new media - websites, blogs, and social networking sites using habits.**

Pearson Chi-Square Test		
Value	Df	Asymp. Sig. (2-sided)
2.575 <sup>a</sup>	8	0.958

There is no association between the gender of respondents and new media-websites, blogs, and social networking sites using habits because p-value 0.958 is higher than the level of significance i.e. 0.05. So, null hypothesis “there is no association between gender of respondents and new media - websites, blogs, and social networking sites using habits” fails to reject.

**Ho<sub>2</sub>. There is no association between gender of respondents and the habit of posting own written Hindi literature/comments on new media platforms -websites, Facebook pages, blogs.**

Pearson Chi-Square Test		
Value	Df	Asymp. Sig. (2-sided)
1.629 <sup>a</sup>	2	0.443

There is no any association between gender of respondents and the habit of posting own written Hindi literature/comments on new media platforms-websites, Facebook pages, blogs because p-value 0.443 is higher than the level of significance i.e. 0.05. So, null hypothesis “There is no association between gender of respondents and the habit of posting own written Hindi literature/comments on new media platforms-websites, Facebook pages, blogs.” fails to reject.

### **Conclusion**

Male respondents explore more new media than female every-day. It indicates that males are more interested to use social media. Male new media use more regularly posts his/her written comment on various new media platforms like websites, Facebook page and blogs. It indicates that male new media users are more active content creator than the female. Male new media users more positively think that arrival of new media platforms-websites, blogs and social networking sites have brought a measurable change in writing Hindi than the female users. Male respondents have more strong opinion than the opposite gender that new media- websites, blogs, and social networking sites have provided a platform to budding

writers. Female respondents have little bit less strong opinion than the male that availability of Hindi literature on new media-websites, blog, social networking sites have got those readers who did not read Hindi literature in traditional media.

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