

Full Research Paper for the 73<sup>rd</sup> Annual International Communication Association's Conference scheduled to held between 26 May 2023 – 30 May 2023 in Manipal Institute of Communication, Karnataka, India.

### **Title of the Research Paper**

#### **Content Consumption Pattern of Mass Media in New Normal: A Study of Post Covid-Scenario in India**

#### **Author and Institutional Affiliation:**

1. Dr. Shirish Kashikar, Professor & Director, National Institute of Mass Communication and Journalism (NIMCJ), Ahmedabad – 380015, India.  
Email: [ghanurdhari1969@gmail.com](mailto:ghanurdhari1969@gmail.com); Mobile: 994453407.
2. Dr. Shashikant Bhagat, Associate Professor, National Institute of Mass Communication and Journalism (NIMCJ), Ahmedabad – 380015, India.  
Email: [shashibhagat4p@gmail.com](mailto:shashibhagat4p@gmail.com); Mobile: 9726098398.

**Keywords:** Covid-19, Lockdown, Corona virus, Print Media, Electronic Media, Newspaper, Television, Digital Media, social media, Online Activity, Webinar, Infotainment & Edutainment, Movies, Web series, Online courses, digital learning, media consumption.

## **1. Introduction**

### **1.1 Understanding Communication**

The word 'communicates' generally related to 'common'. It is derived from a Latin word *communicare* which means to share, to make common. When we communicate, we make things common. When we communicate, we make things common for everyone. Understanding of communication is that it involves social contact. There is often a sender (source) and a receiver in communication. It entails the exchange of signals between the participants. These cues could be gesture or visual (photographic), verbal or graphic. Essentially, communicating includes deciphering codes that are performed with the eyes, body, or voice. There is always a process involved, regardless of how it is carried out, in which a meaning intent is initiated and sent to the interlocutor (receiver). Communication is the process of both ascribing and producing meaning. It is the interaction and sharing of ideas among group members. Giving individuals information or communicating thoughts and feelings is referred to as communication. It is acceptable to assume that communication is the act of transmitting data and messages from one location to another and between individuals. In addition, communication is thought of as a way to link individuals or locations. As a result of the necessity of communication between levels, departments, and personnel for an organization to function, it is also viewed as a crucial managerial role.

A subject area that deals with information transmission and broadcasting is known as communication. Any of the many occupations that deal with the dissemination of information, including journalism, public relations, radio, and advertising, may be involved. The information above demonstrates that humans communicate every day in a variety of ways and through a variety of channels. In other words, the modern man communicates in a variety of ways, including speaking, using a phone, blogging, watching television, creating art, and using hand and body movements as well as facial emotions. This might take place in private, intimate spaces or over great distances. The internet is one illustration. A variety of interpersonal and intrapersonal abilities, including listening, speaking, analysing, and assimilation, are used in the act of communication. Collaboration and cooperation are made possible.

One of the main barriers to meaningful communication processes and the transmission of the essential facts, concepts, and points of view is noise. There are many distinct types of noises, including various interpretations of messages, linguistic limitations, emotions, and attitudes. The last step in the communication process is feedback. When the recipient reacts to the message sent by the sender and sends the message back to the sender, it occurs.

Above all, language is the fundamental form of human-to-human communication. It is how we communicate our thoughts, emotions, information, and wishes. Communication is the act of speaking to or with another person, whether they are nearby or far away, face-to-face or via text, phone, or other means such as body language or signs. Both humans and other animals are capable of performing it. Non-humans do not speak, it is vital to remember, but they most likely communicate by signals or symbolic behaviours. The important thing to note in this situation is that non-humans also communicate.

Communication is the process of conveying information, ideas, and opinions from one person to another or from one end to the other. Promoting beneficial interactions between people acknowledges the importance and purpose of the communication process. It is a process by which people's perceptions of meanings and their understandings grow.

The process of communication is said to be one of the fundamental ways that emphasizes the idea that sharing knowledge and understanding with others through communication is crucial. On the other side, the people can learn about many things and gather information. Since it is said that a life without purpose is a useless life, everyone has goals they hope to accomplish. It is clear that each person has various goals and aspirations. Every person chooses a variety of careers based on their skills and aptitudes.

## **1.2 Purpose of Communication**

People communicate to state their wants for acceptance, hearing, and appreciation. People use communication to connect and stay in touch with others, including friends, family, co-workers, and business partners. People converse mostly to socialize. The human being is a social animal that functions and lives in a society of other people with whom they maintain continual contact. The capacity for communication in humans allows for social interaction. People also communicate to accomplish goals or to express their thoughts and feelings. People primarily communicate with predetermined goals in mind.

The fundamental goals of communication are four. In comparison to alternative methods like email or print messaging, verbal communication is more effective for almost all of these goals. Information can be communicated through communication. This can be done verbally or using text-based media to communicate information like meeting times or policy statements to personnel of a company.

## **1.3 Mass Communication**

The process of transferring and distributing information to broad population segments via mass media is known as mass communication. It makes use of a variety of media because technology has improved the efficiency of information delivery. Journalism and advertising are two major examples of platforms used and studied. In contrast to interpersonal and organizational communication, mass communication concentrates on specific resources disseminating information to a large number of recipients. The main focus of the study of mass communication is how the ideas and information spread widely influence or persuade the actions, attitudes, opinions, or feelings of the audience.

Information can be quickly spread through mass communication to a large number of people who may not necessarily reside nearby. Through a variety of channels known as mediums, such as radio, television, social networking, billboards, newspapers, magazines, books, movies, and the Internet, mass communication is carried out. Mass communication is employed in the modern period to spread information quickly, frequently about politics and other divisive subjects. There are significant linkages between our culture and the media that is ingested through mass communication, which helps to polarize and divide individuals depending on important concerns.

## **1.4 Meaning and Understanding Content, Content Consumption Pattern**

Content is information presented with a purpose distributed to people in a form through a channel rightly (Margot Lester from the Word Factory). Information, purpose, people, form and channel are the key components of content. A quality content creation encompasses with diligent deliberation focuses on brainstorming ideas, deciding on content formats, producing it and making it available through website and other digital avenues. Content is anything that add values to the audience's life.

Content consumption pattern is differed from media to media and person to person. Audience segmentation, demographic profile are the major components while analysing and understanding consumption pattern. Study says that older segments prefer broadcast while youngest segment prefer radio due to Frequency Modulation (FM) and internet radio/podcast. Certainly, Covid has given extra impetuuous to both content creators and consumers on digital platforms because of on the move access and flexible consumption.

## **2. Statement of Problem**

Novel Coronavirus COVID-19 had compelled us to quarantine at our home. The whole world was badly affected by this health crisis. Central and states government installed various mechanism to stop the spread of this deadly pandemic. Lockdown was one of the suitable options for the government authority to impose on people so that people must stay indoors at home and help others to break the chain of Corona virus. As the Covid-19 outbreak continued to spread across the presence and media and entertainment channels were only the options available for the people to get engaged themselves with family members. Social distancing and social isolation then were the compulsory habit and no surprise to say that people have started consuming enormous amount of content. For all of us various mediums including social media, emerged as a massive communication tool. Everything is considered as a new normal situation all over now, all sectors functioning with newer approach and media too has changed its content dissemination patterns and methods. Approx. 300 plus respondents both from rural and urban India have taken into study through Google form and Google auto generated data are used for data analysis. This research study will try to generate the sense about the media consumption pattern in India.

**Objectives of the Study:** The aim of the research is to understand and analyse-

1. Tools used for creating and disseminating contents.
2. Most preferred devices used for content consumption.
3. Internet consumption habit during lockdown and post covid scenario in new normal.
4. Which media is more credible in terms of information disseminating?

### 3. Review of Literature

The print media is the first technological media where printed press led the news gets printed fast and reaches to the readers on time. Later on, radio, television and other technological advancement came into existence in different development phases. In 21st century and beyond, digital & social media expanding its presence in 24x7 in human lives.

**3.1 Rayudu (2010)**, in his book titled *Communication* rightly emphasized the importance of communication that it is an exciting and truly challenging field of human interaction. Communication skills, a fascinating study, consists of five segments – speaking, listening, writing, readability and readable writing and non-verbal cues, which are completely neglected in formal understanding. Communication can be a fun, as we are interacting with others by exchanging facts, feelings, figures, emotions, ideas, opinion etc. These all points can be seen in the extension communication through mass communication and journalism.

**3.2 McQuial (1987)**, states that the media is commonly regarded as a vehicle for promoting and creating awareness, as well as assisting people in making beneficial behaviour changes in society. It has frequently been credited with societal evolution be influencing content consumption behaviour in different time and space of the audiences.

**3.3 Lloyd & Seaton (2006)** have expressed in this article that new media technologies are changing news journalism and other contents. For better or for worse, they change the nature of news and the way in which it is produced. Some feel that the world of news will be turned on its head as new technologies re-engineer the relationship between how views and information are exchanged, judged and assigned significance, and how public opinion is formed.

**3.4 Schiffman, Wisenblit and Kumar (2016)**, in their book *Consumer Behavior* significantly mentioned that there has been shift in media production process and content consumption behaviour especially in technology driven media. Emergence of cultural aspects that has a mix

of western and traditional values, development of technologies, the interface between marketing and media mix elements and technology, cell phone as a medium of communication.

**3.5 Knight and Cook (2013)**, book titled *Social Media for Journalists Principles & Practices* described that the media are changing, this is obvious to anyone who has been paying attention, but over the last decade the pace of change has increased beyond even the ability of the language we use to describe it or the rules we use to govern it. Who is a blogger, really? What is citizen journalism? Who operates under what privileges? A new media ecology has emerged, one that is social and fluid, and trades on connections and collaborative relations. The change in social relationships and networks that new technology has brought has also altered the way in which journalists are perceived by the public. This has put journalistic practice under far greater scrutiny. In addition, the way in which private life is increasingly on display on the internet has meant that journalists have a greater resource of material to gather and use in stories, but also a far greater deal with the fair use of content and information, and with the ethics of participating in these new social spaces as a journalist and as people.

#### **4. Research Methodology**

This survey is based on empirical research and questionnaire is designed using primary data type having various data variables like media preferences, internet data and content consumption, self-regulations and fact checking. Respondents' responses are collected through **Google Form** which are based on random sampling method considering variables like age, gender, qualification, data packs, content consumption patterns, activities done on social media etc. It also addresses the issues of fake and misleading information. Set of questions in questionnaire distributed to the random respondent via WhatsApp, email and SMS.

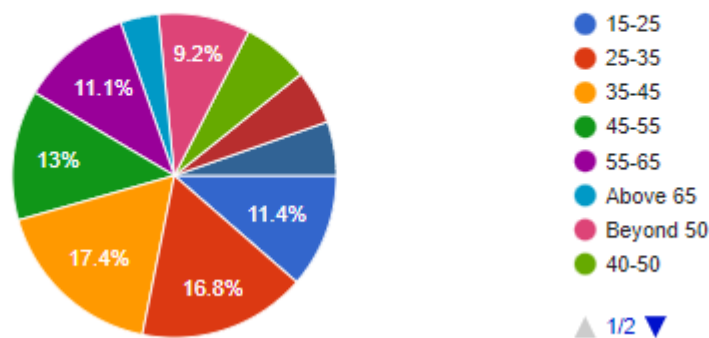
## 5. Data Analysis and Interpretations

In research emphasis has been on the necessity of careful collection of data and analysis as per the stated objectives and hypothesis in order to draw a wise conclusion and putting suggestions for further research. Here is analysis presentation of the research data:

### 01. Age-wise respondent distribution.

Age

316 responses

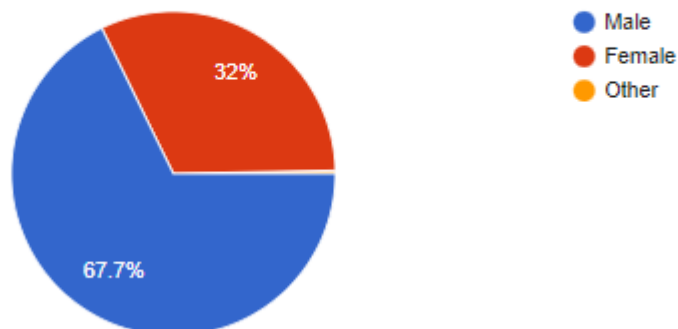


This data represents the respondent's age. Out of total 316 respondents, 47.2 percent belong to millennials, 11.4 percent represents Gen Z and 41.4 percent belongs to Gen X, Baby Boomers and the Silent Generations. India has recently stood the top position in the world's population. Undoubtedly, having a sizeable working-age population over the next 35 years or more is a substantial demographic bonus and with this there will be a big spurt can be seen in mass media consumption.

### 02. Sex-wise respondent distribution.

Sex

316 responses



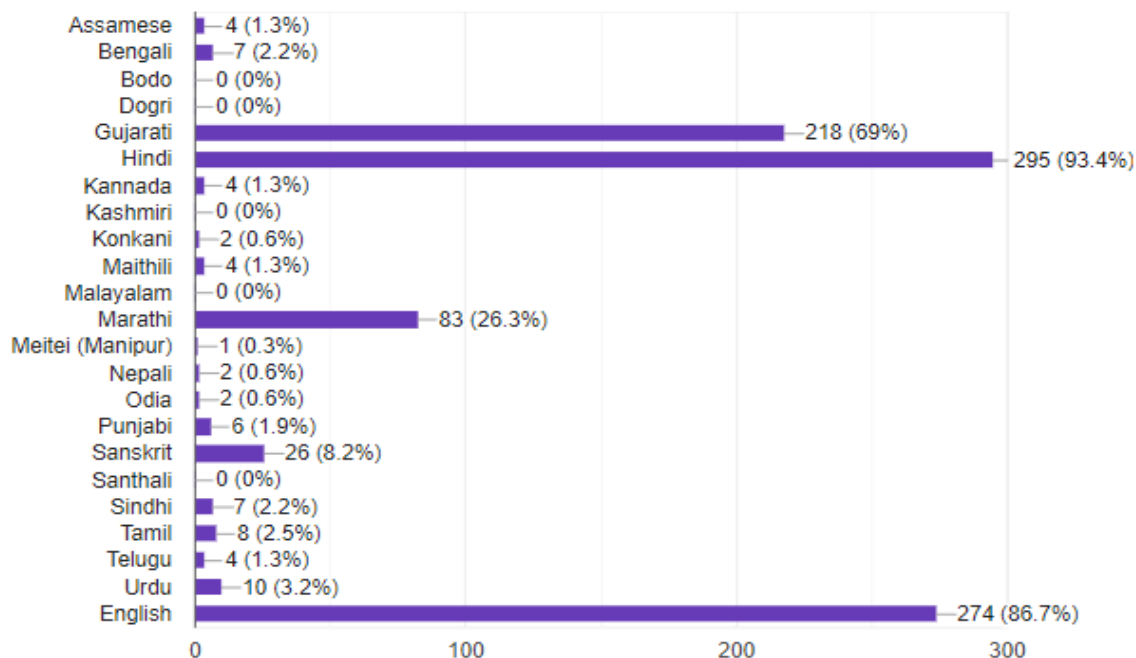
Significantly 67.7 percent male and 32.3 percent female respondents have participated in the survey which indicates that media consumption is more accessible for male and female.

### 03. Language-wise respondent distribution.

Languages Known - Read, Write and Speak (Tick all that applicable)

[Copy](#)

316 responses

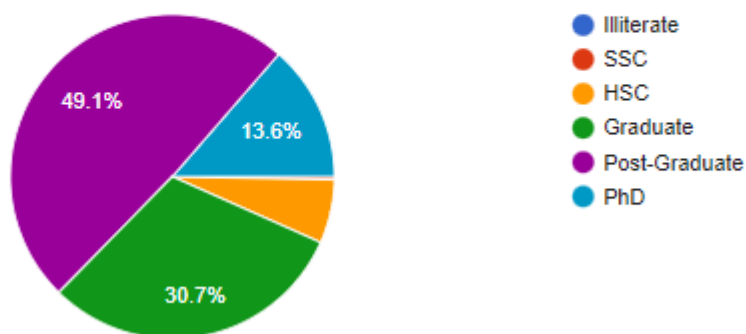


This data clearly indicates that with highest represents Hindi is still the preferred language for content consumptions followed by English, Gujarat and Marathi. There is slight enhancement in Sanskrit language and less participation can be found in other language may be due to survey reach or respondents may skip as a forwarded messages from known or unknown sources.

### 04. Education-wise respondents' distribution.

Educational Qualification

316 responses



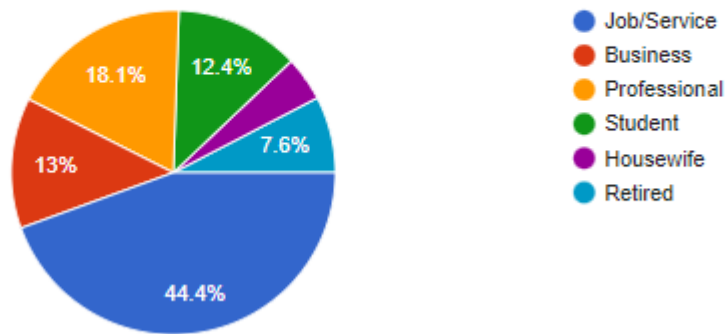
49.1 percent respondents have participated in the survey who have studied post-Graduate, 30.7 percent from Graduation and 13.6 percent have completed doctoral program. 6.6 percentage of

respondents have studied at SSC and HSC level. This data shows the importance of academics in media consumption and academic participation.

### 05. Occupation-wise respondent's distribution.

#### Occupation

315 responses



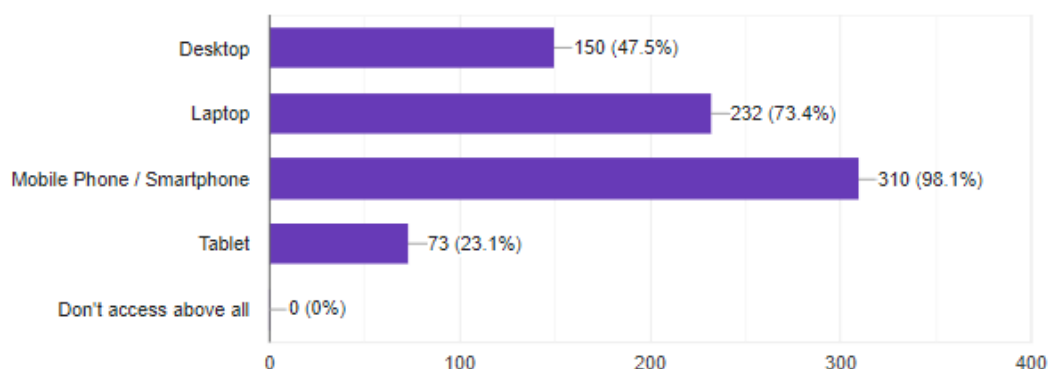
Understanding the occupation is utmost important in research survey. This data shows that 44.4 percent of respondents are from job/service background, 18.1 percent participants are from professional, 13 percent participants are from business, 12.4 percent participants are retired from job, profession or business and remaining 12.1 percent participants are from housewife and other disciplines.

### 06. Respondent's access preference of digital gadgets.

Which digital gadget(s) do you access? (Tick all that applicable)

Copy

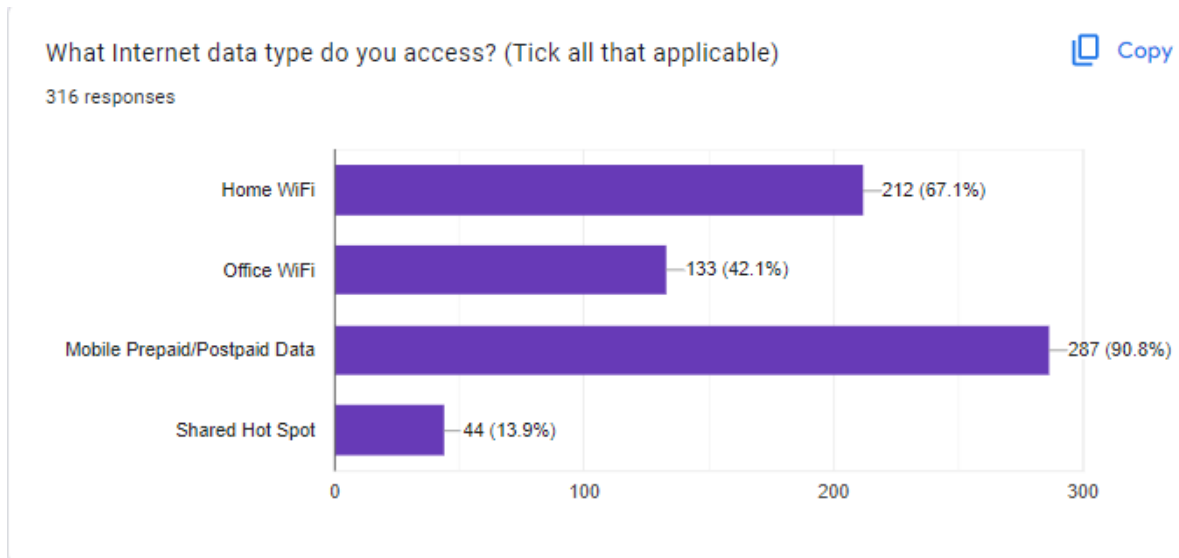
316 responses



It is clearly established that smartphones are the market leader. This data shows that 98.1 percent respondents are using handheld communication devices followed by laptop account for 73.4 percent and desktop computer account for 47.5 percent from

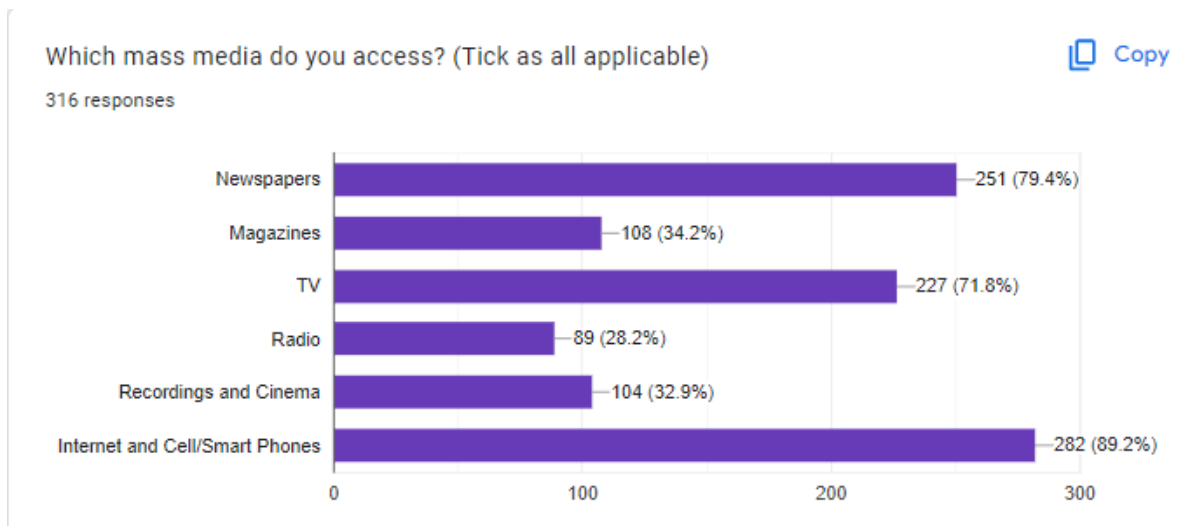
the total participants. Tablet (23.1 percent) is still not favourite and dependent device for respondents.

### 07. Access preference of Internet data.



Corresponding to previous question's answers. Mobile data (90.8 percent) is most favourite preferred choice followed by Home-Wi-Fi (67.1 percent), Office Wi-Fi (42.1 percent) and Shared Hot Spot (13.9 percent).

### 08. Access of mass media.

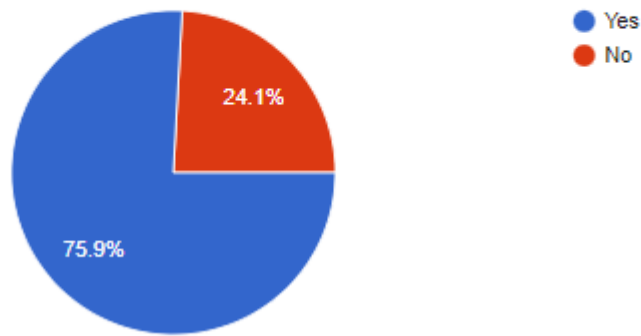


This data indicates that due to on the move nature internet-based media (89.2 percent) is the hot favourite for media consumers. The print media (Newspapers 79.4 percent) still leading from the front as a second preferred mass media followed by Television (71.8 percent), Podcasts and Cinema (32.9 percent) and Radio (28.2 percent) still struggling in the audience choice.

### 09. Respondent's views on media consumption habit.

Do you think that your media consumption habit has changed as what it was pre and during covid-19 time period?

315 responses

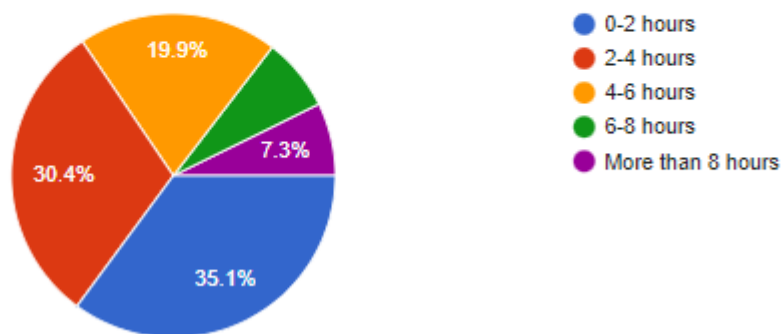


In new normal scenarios, respondents opined that Yes (75.9 percent) their media consumption patterns have changed, only 24.1 percent (No) are in the opinion that there is less or no significant change in media consumption habit due to Covid-19 pandemic.

### 10. Daily media consumption during first and second phase of covid-19.

How much time did you spend daily on media consumption during first and second phase of covid-19?

316 responses

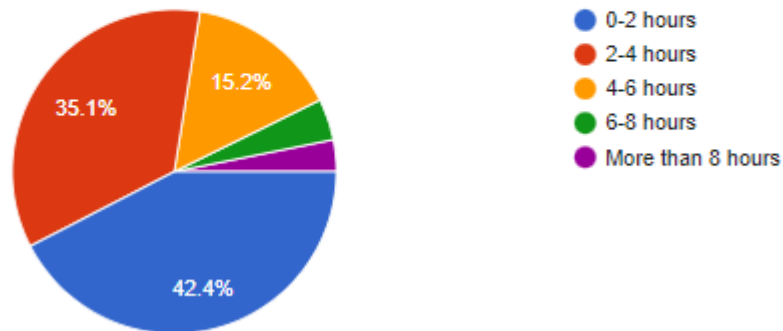


Significantly first and second phase of Covid-19, daily media consumption habit was fluctuated due to various restrictions imposed by central and state governments to stop spreading of novel coronavirus. This data indicates that 35.1 percent of respondents have spent (0-2 hours) on media consumption followed by 30.4 percent (2-4 percent), 19.9 percent (4-6 percent) and only 14.6 percent accounts for spending more than six hours on daily basis.

### 11. Daily media consumption post covid situation in new normal.

How much time do you spend now daily on media consumption in new normal (post covid-19)?

316 responses

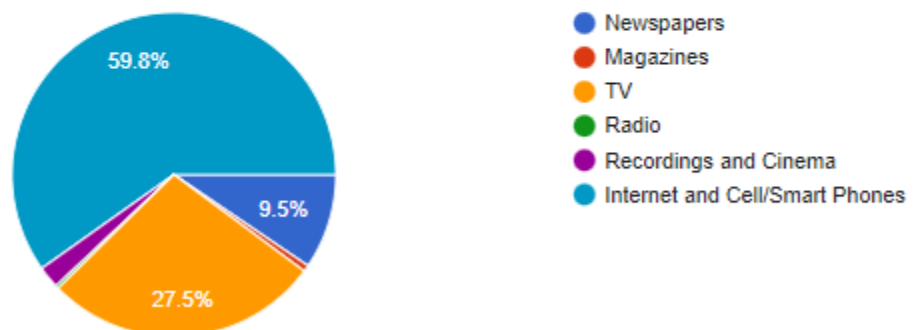


After ease down everything on ground as a new normal, this data indicates that post covid scenario there is a slight incremental shift has been noticed in respect to daily media consumption habit. From this data, the trending is predicting that 42.4 percent respondent are spending (0-2 hours), 35.1 percent (2-4 hours), 15.2 percent (4-6 hours) and 7.3 percent more than six hours daily on media consumption.

### 12. Preference of mass media access during lockdown and unlocking time period.

Which mass media did you access more during peak period of covid-19?

316 responses



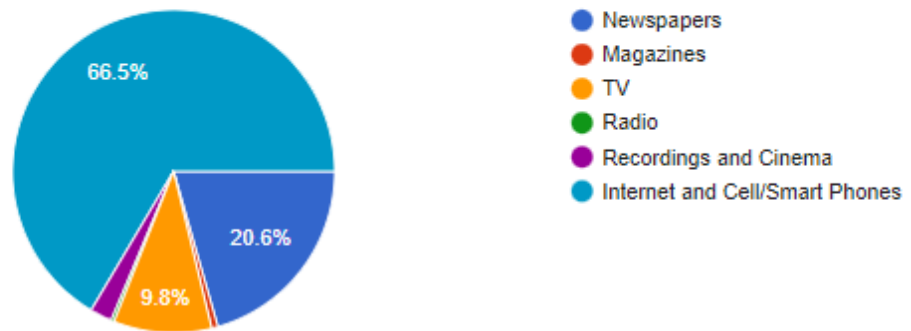
Undoubtedly it was expected from that internet and smartphones (59.8 percent) consumption will catch the maximum attention in the question and proven here. Television (27.5 percent) was the second preference of the respondents whereas Newspaper (9.5 percent) stood at the third position. Magazines, recording and cinema (3.2 percent) was the least choice of the

respondents. This data indicates that due to Covid-19 restrictions made internet and smartphones to obvious media choice.

### 13. Preference of mass media access in post covid new normal scenarios.

Which mass media do you access more now in new normal life?

316 responses

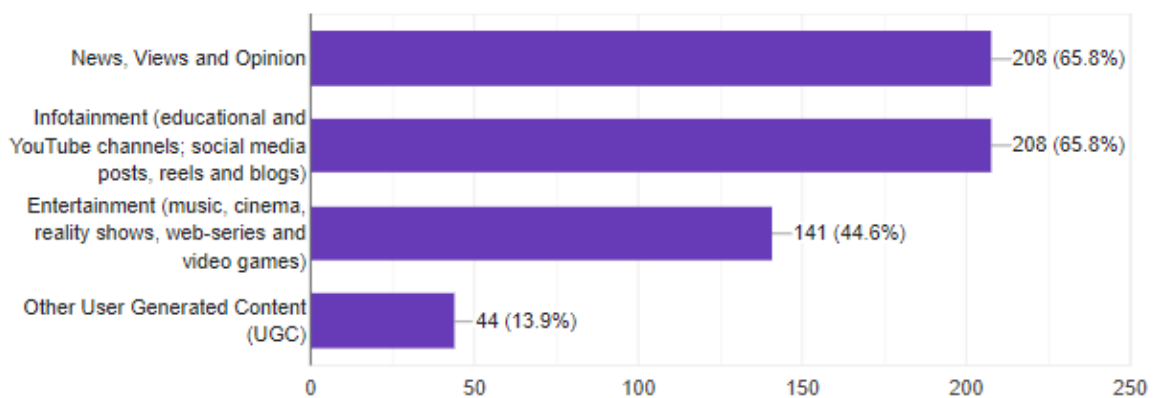


Here similar results are coming from the respondents about their media access choices in post covid situation. The data indicates that there is incremental shift in internet and smartphones (66.5 percent) consumption, Newspapers (26.6 percent), Television (9.8 percent) and Magazines, recording and cinema (3.1 percent) is the least choice of the respondents.

### 14. Frequency of media access by the respondents.

What type of media content do you access frequently?

316 responses



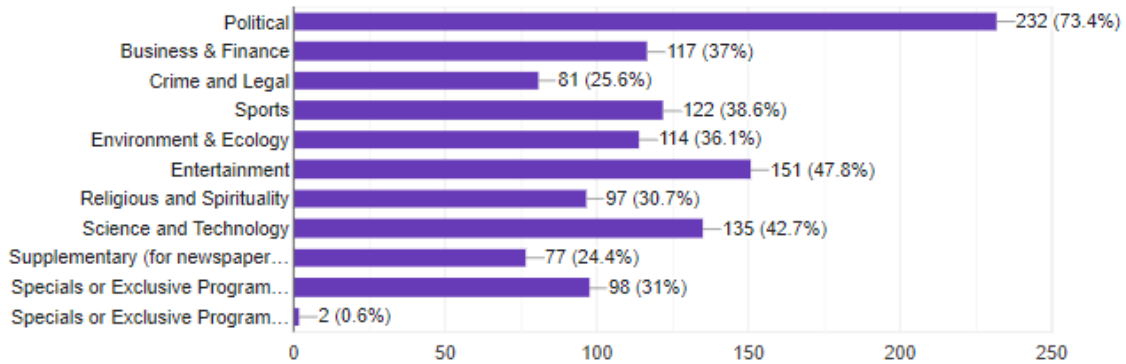
News, views and opinion (65.8 percent) and infotainment (65.8 percent) indicates that contents and its engagements are king in the media consumer world. Along with news, views and opinion and infotainment contents standing at the favourite choice for the media audience. Only Entertainment (44.6 percent) and other User Generated Content (13.9 percent) from the total respondents are meant to fill entertainment gap.

## 15. Preference of news consumption.

In news consumption, what type of news do you access and consume more? (Tick all as applicable)

[Copy](#)

316 responses



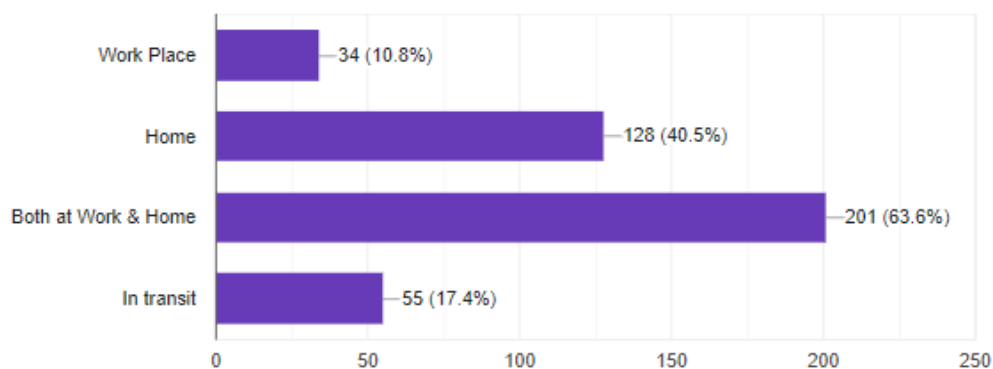
News is a very important component of mass media. This data from respondents' choices indicates that Political (73.4 percent) stands at top, Entertainment (47.8 percent), Science and Technologies (42.7 percent), Sports (38.6 percent), Business and Finance (37 percent), Environment and Ecology (36.1 percent), Special and Exclusive (31 percent), Religious and Spirituality (30.7 percent), Crime and Legal (25.6 percent) news and Supplementary (24.4 percent) are the news consuming choices.

## 16. Preferential place of use of digital media

Where do you use digital media? (Tick all as applicable)

[Copy](#)

316 responses



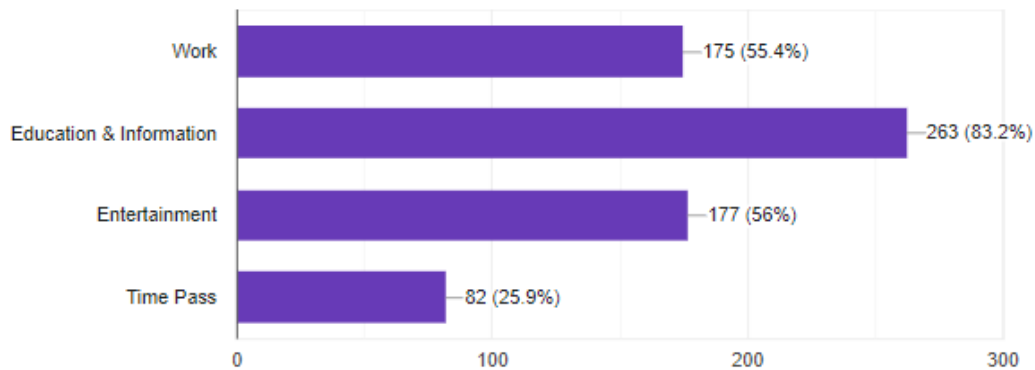
Majority of the respondents use digital media both at Work and Home (63.6 percent) followed by Home (40.5 percent) whereas Work Place and In Transit constitute 10.8 percent & 17.4 percent respectively. This indicates that people use maximum digital media at work and home for content access.

## 17. Purpose of using digital media

Why do you use digital media? (Tick all as applicable)

[Copy](#)

316 responses



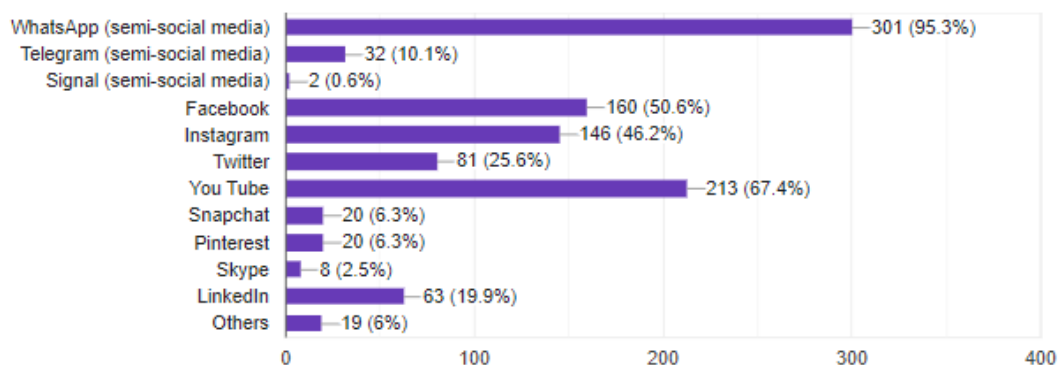
This respondents' data signifies that Education and Information (83.2 percent) is the ultimate purpose of using digital media followed by Work (55.4 percent), Entertainment (55.4 percent) and 25.9 percent of respondents opines that use of digital media for Time Pass.

## 18. Respondents top three social media platforms.

Which of the top THREE social media do you use frequently? (Tick all as applicable)

[Copy](#)

316 responses



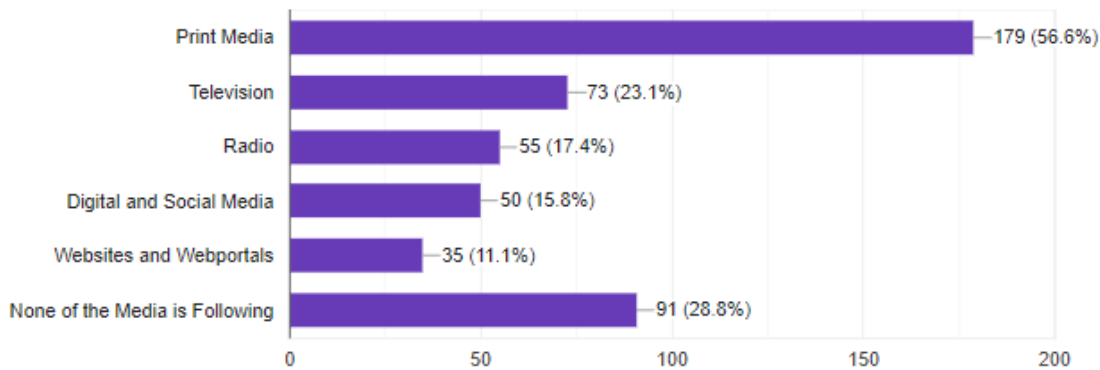
Amongst all social media tools, WhatsApp (95.3 percent) is the most favourite semi-social media for sending and receiving communications. YouTube (67.4 percent) is the second largest popular social media tools followed by Facebook (50.6 percent), Instagram (46.2 percent), Twitter (25.6 percent), LinkedIn (19.9 percent) and Snapchat (6.3 percent), Pinterest (6.3 percent), Skype (2.5 percent) and other (6 percent) are still struggling to find the place in user's mind and device.

## 19. Respondents' views on obeying legal and self-regulations.

Which media is strictly following guidelines and self-regulations? (Tick all as applicable)

 Copy

316 responses



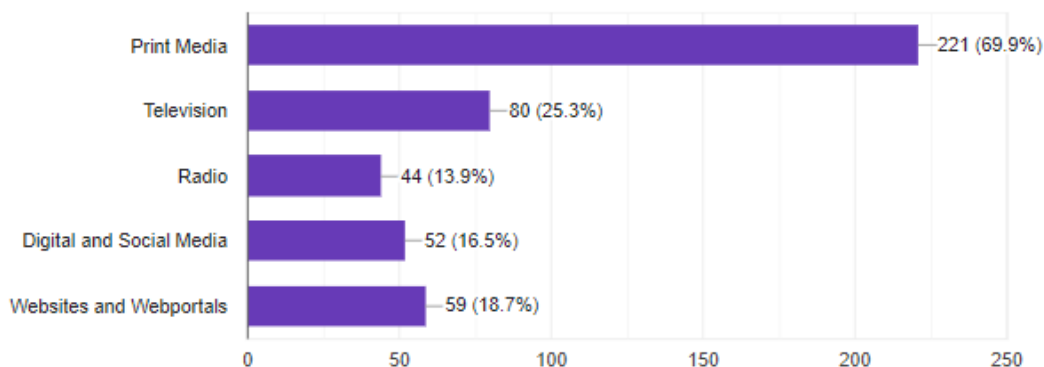
Print media (56.6 percent) is still a credible medium that has again proved here in this data. Television (23.1 percent), Radio (17.4 percent), Digital and Social Media (15.8 percent), Websites and Webportals (11.1 percent) and NOTA (28.8 percent) have failed to win the respondents' confidants in terms of implementing self-regulations. Therefore, self-regulation is a critical proposition to the mass media towards winning audience confidence.

## 20. Respondents' views on media trustworthiness during and post covid scenarios.

Which media you found most trustworthy before, during and after covid-19 time period? (Tick all as applicable)

 Copy

316 responses



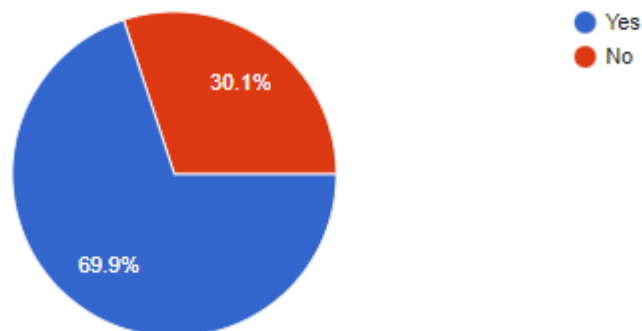
Respondents are having belief that Print media (69.9 percent) is trustworthy in before, during and after covid-19 time period followed by Television (25.3 percent), Website and Webportals

(18.7 percent), Digital and Social Media (16.5 percent) and Radio (13.9 percent). Hence, Print will remain most trustworthy media in India.

## 21. Respondents' views on encounter with fake contents.

Do you regularly encounter with fake contents?

316 responses



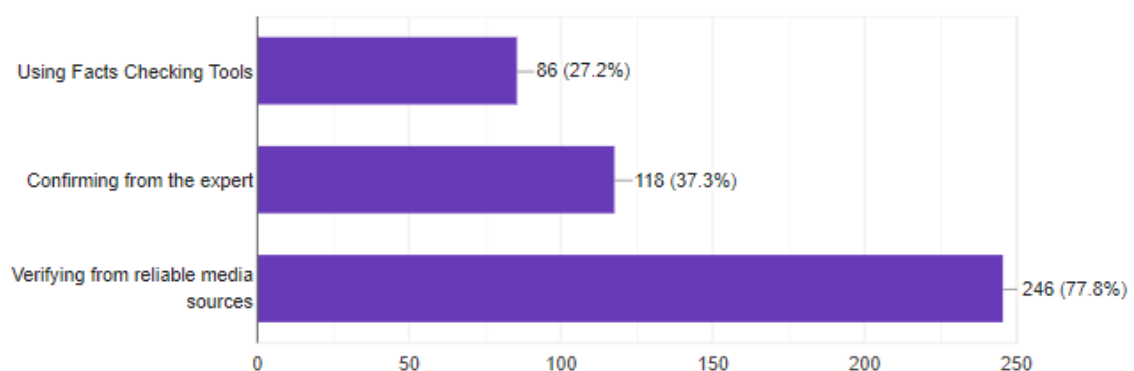
Fake contents are the big concerns in today's information and communication world as 69.9 percent respondents are in the Yes opinion, and only 30.1 percent believe that they don't feel so.

## 22. Respondents' take on confirming fake contents before forwarding to others.

How do you verify and confirm any fake contents? (Tick all as applicable)

[Copy](#)

316 responses

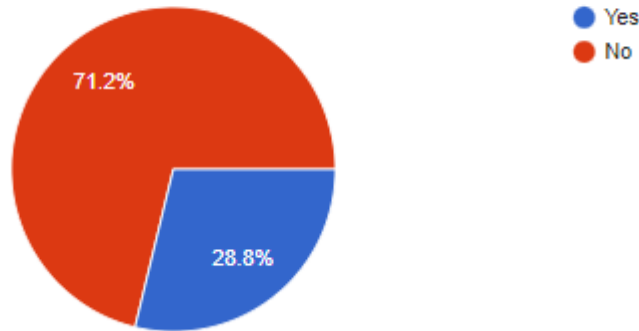


Respondents are alert now especially verifying from reliable media sources (77.8 percent) before forwarding in any social media account or groups. 37.3 percent respondents do confirmation from the experts, 27.2 percent using facts checking tools before forwarding messages to others.

### 23. Respondents' take on attendance of having undergone to facts checking session or workshop.

Have you attended or undergone through facts checking session/workshop?

316 responses

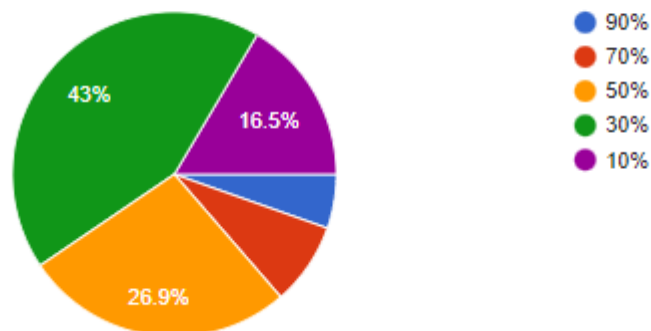


Unlike any other training programmes, 71.2 percent (No) respondents says did not attend any session or workshop related to fact checking whereas only 28.8 percent (Yes) respondents have attended any kind of session or workshop related to fact check.

### 24. General tendencies of online presence of respondents.

How much time (in percentage) do you spend online on daily?

316 responses



Everyone is having 24x7 time availability to perform all their tasks. 43 percent respondents do spend 30 percent of their total time on online whereas 26.9 percent spend 50 percent time on online activities, 16.5 percent spend 10 percent time on online and 13.6 percent respondents spends more than 70 percent of their total time on online activities.

## **Conclusions and Suggestions**

This research reveals various new avenues in media consumption pattern post Covid-19. It gives many avenues and raising new questions. When we check the respondent's data, some interesting findings tumbled out. In this follow up study, we included some new questions regarding post Covid-19 scenario.

In this research we got responses from almost every part of India. 23 regional languages speaking respondents participated in this survey. Hindi is still most preferred language (region wise) followed by English. Interesting, 44.4 percent respondents were from job or service background. 98.1 percent respondents by their communications through smartphone. This has changed the communication market scenario. As far as data consumption is concerned 90.8 respondents prefer mobile data.

Moreover, post Covid-19 print is again leading for credible news consumption with 79.4 percent followed by Television 71.8 percent. In new normal scenario 75.9 percent respondents, their media habit has changed. 35 percent respondents spending two hours for media consumption. It's a significant change. In post covid unlock time, internet and smartphones (59.8 percent) have ruled the hearts of consumers. It indicates slowly that it is replacing other media. 65.8 percent respondents are engaged in news, views and opinion and infotainment. It clearly indicates that trustworthy contents and infotainment is on forefront.

It is important to note that political and entertainment news have taken front seat (73.4 percent and 47.8 percent respectively) followed by science and technology news (42.7 percent), clearly indicates the changing interest area in various age groups. Still people use digital media for education and information (83.2 percent) is a significant revelation. WhatsApp 95.3 percent is still a semi-social media on the top of digital/social media followed by YouTube (67.4 percent). It indicates the easy reach and 'technological credibility' of this platform.

As per 69.9 percent respondents feels print media is still a credible medium followed by television 25.3 percent. It clearly indicates that restrictions of covid era have not damaged credibility of print media. In new normal, people have started verifying the messages or news they get from various sources with reliable media sources (77.8 percent). It indicates the continuation of fact checking trend. But, responding to undergone any fact checking workshops, only 28.8 percent respondents were affirmative. News and others content fact checking activities are expected to be done more aggressively.

### **Summary of Previous Research Paper Conducted in June 2020**

In June 2020 we did our first survey on the same subject focusing on Covid-19 effects of media consumption. It was based on various variables including age, genders, educational qualification, occupation etc. and other variable related people's behaviour on media consumption. People from 18 to 65 and above were participated in this research. 68 percent male and 33 percent female respondents studied from 10<sup>th</sup> standard to PhD have responded and participated in this study through online survey. Students, Businessman, housewives and retired persons were amongst respondents.

Our previous research was based on specific pattern of media consumption and its impact. It included news consumption, entertainment, infotainment and ethical, legal & self-regulation. Since, people of all ages were at home due to lockdown presuming they must be busy in self-education and self-entertaining but it was not the case so. People fetching information from

various sources to confirm the news spreading around them. Since various Print media outlets have stopped printing newspapers, people were heavily relied on digital and broadcast medium. As per respondents' views on news consumption they were dependent on television & radio (69.4 percent) and internet news updates i.e., social media (54.5 percent) and online news (51.9 percent) respectively. 64.5 percent preferred their regional language, followed by English (59.3 percent) and Hindi (50.6 percent). They spent at least five hours on news consumption which accounted for 67.3 percent. Apart from TV news they preferred movie, serials, music etc. for entertainment purpose. They spent one to two hours on various gadgets (32.6 percent). Interestingly, 80.5 percent respondents used digital media for getting information due to covid restrictions imposed by the Central and State Government. With 93.5 percent WhatsApp has the highest used semi-social media application during lockdown. Since, newspapers were almost got defunct, people heavily relied 69 percent on Television news. Besides Television news, people considered websites and portals as a trustworthy medium for official Covid-19 news. Even during those days of uncertainty, 78.4 percent of the total respondents said that they tried to verify news from reliable websites or news medium for fact check.

### **Limitations and Future Scope of the Study**

Content consumption pattern of mass media in new normal has ample of scope and a large area to study further. We have used limited resources to identify the issues and its probable solutions. Our sample size is considerably less than the previous research one. As our probable respondents were spread across the nation, it was difficult to gather a large portion of sample in a limited time period. Some limitations of resources were also there, but we tried to make it trustworthy research with relevant data and findings.

### **Declaration of Interests**

The authors of this research study declared no conflict of interest with respect to the research, authorship, and/or publication of article in any journal, books or in mass media publication.

### **References**

1. Rayudu, C.R. (2010), *Communication*, Himalaya Publishing House: Mumbai.
2. Mc Quail, D. (1987), *Mass Communication Theories: An introduction*, SAGE Publication: California.
3. Lloyd, J., & Seaton, J. (2006), *This can be done? Making the media and politics better*, Blackwell: Oxford.
4. Schiffman G. Leon, Wisenblit Joseph and Kumar S. Ramesh (2016), *Consumer Behavior*, Pearson: Chennai.
5. Knight Megan and Cook Clare (2013), *Social Media for Journalists Principles and Practices*, Sage Publication: New Delhi.
6. <https://www.sciencedirect.com/topics/social-sciences/media-consumption> dated [19/05/2023](#); 16:14:50.