DIGITALIZED YOUTH, KNOWLEDGE GAP, AND DIGITAL DIVIDE: A STUDY ON YOUNGSTERS' MEDIA USE FOR OBTAINING DAILY NEWS

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ABSTRACT

Survey was conducted to collect information on university students' media consumption and habits. The result shows that the ones who use digital and broadcast media for collecting news and information have more experience of using the Internet. There is a significant difference between males and females both for media use and content consumption. Females more than males both tended to consume more more media and news content of media. The age difference between the participants was another important factor played role in whether or not Internet users got information and news about entertainment. The results were discussed and interpreted within the framework of digital divide, knowledge gap, and the theory of uses and gratifications.

Keywords: Internet, digitalization, news, knowledge gap, digital divide, uses & gratifications.

DİJİTAL GENÇLİK, BİLGİ AÇIĞI VE DİJİTAL UÇURUM: GENÇLERİN GÜNDELİK HABER EDİNMELERİNDE MEDYA KULLANIMI ÜZERİNE BİR ÇALIŞMA

ÖZET

Üniversite öğrencilerinin medya kullanım alışkanlıkları üzerine anket araştırması yapılmıştır. Araştırma sonucunda, bilgi ve haber edinmek için internet ve televizyonu sık kullananların internet kullanımında daha fazla deneyime sahip oldukları bulunmuştur. Medya kullanımında ve içeriğinin tüketiminde, kız ve erkek öğrenciler arasında fark olduğu ortaya çıkmıştır. Kızların erkeklere oranla, hem medyadan gündelik haber edinmede çeşitli medyaları daha fazla kullandıkları ve hem de medyanın sunduğu çeşitli haber kategorilerini daha fazla tükettikleri görülmüştür. Katılımcılar arasındaki yaş farkı, onların internetten edindikleri haber ve enformasyonun eğlence alanında olup olmayacağını etkileyen diğer önemli bir faktör olduğu görülmüştür. Sonuçlar, dijital uçurum, bilgi açığı ve kullanımlar ve doyumlar teorisi çerçevesinde tartışılmış ve yorumlanmıştır.

Anahtar Kelimeler: İnternet, dijitalleşme, haber, bilgi açığı, dijital uçurum, kullanımlar & doyumlar.

INTRODUCTION

The free flow of information is very important for the public. First the newspaper, then the radio came, which were followed by television, and now the Inter-

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net has became the major source of information (Thorson 2008). It has been long ago, print and broadcast media questioned the future of news industries; the New York Times, for example, asked whether or not a print version will exist in ten years' time (Ahlers 2006). "The tremendous growth of the Internet has attracted the attention of many scholars. They worry about the demise of traditional mass media news under the threat of the Internet" (Ha and Fang 2012: 177).

"For the media to inform people, a prerequisite is that people pay attention to the news. Hence, the question of who the consumers of news has always been of interest to media scholars" (Shehata and Strömback 2011: 110). Callejo (2013) for example, examined the media consumption of young adults and adolescents in Spain and found that television viewing was the dominant form of media consumption. Shehata and Strömback's (2011) research results displayed that news consumption is positively related with education, age, socioeconomic status, political interest, knowledge, and involvement; the current study extends Shehata and Strömback's research from the fact that it is also related to gender. Peng and Zhu (2010) compared individuals' Internet and traditional media use in their studies and they found that Internet users' time spent with traditional media is less compared to nonusers, while both groups' social activities remain as the same.

Because of a need to understand the nature of the Internet better in the context of all available media according to news and information gathering, this study focused on youngsters' media preference. So, the aim of this study is to fill this gap by comparing five leading mass media in addition to family and friends. In order to accomplish this aim, media comparison questions of this study were employed from Parker and Plank's (2000) article entitled as A Uses and Gratifications Perspective on the Internet As a New Information Source. Parker and Plank asked a student sample to indicate their sources of consumer and community information on a check list. In the study, students were queried to indicate their sources of news and information by using a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree" for using certain types of media in their daily lives. They were asked to evaluate certain types of media (e.g, family & friends, television, Internet) for different news purposes (e.g., news, weather, finance, health) and their levels for those reasons to use them.

Parker and Plank compared 7 sources of information (print, television, family/others, radio, online service, agency/organization, and phone) for 8 different reasons (news/weather, politics, health, entertainment, shopping, campus information, job information, and consumer information) in their studies. This study extends Parker and Plank's study and six sources of information (five leading media and family & friends) for fourteen different news purposes (e.g., news, health, weather, shopping information) were compared to learn participants' media preferences.

CONCEPTUAL RATIONALE AND HYPOTHESES

THE THEORY OF USES AND GRATIFICATIONS (U&G)

Oxford dictionary defines gratification as "pleasure, especially when gained from the satisfaction of a desire" ("Gratification", n.d.). Gaining gratification depends on what kind of activities a person prefers. It ranges from watching television, surfing on the Net, reading book to conversations with family members (Katz et al. 1973).

With the establishment of the U&G theory, the consideration of audiences shifted from passive audiences to active audiences. According to the U&G theory, people are not passive readers, listerners, or viewers; but, they do chooce certain media, its channel, content, or section in order to satisfy their needs (Lee and Ma 2012; Wang et al. 2012). The main questions asked in the U&G theory are "What people do with the media?, Why do they use certain media instead of others? Why do they view certain TV channels/contents?, Why do they read certain sections of the magazines/newspapers? What gratifications do they gain by exposing themselves to certain media content?" (Wang et al. 2012).

Internet as a new technology has offered the U&G researchers a new medium to investigate. Soon after its entrance into peoples' lives, the questions that have been asked for old media, started to be asked for Internet too: Why do people use Internet?, What do people do with it? and What gratifications do they obtain from it? (Kaye and Johnson 2004).

For the investigation of media choices, the U&G has been the most popular and therefore frequently applied theory (Yuan 2011). But, until 1980s, media studies were limited and "most gratifications research has focused on specific media content or on the more general uses of a specific medium" (Elliot and Quattlebaum 1979: 61). Therefore, in the previous U&G studies in which several media (e.g., book, friends, magazines, and movies) compared to each other are rare (e.g., Elliot and Quattlebaum 1979). Based on the U&G theory, Internet as a new comer, offers its users many gratifications that are not supplied by the other media. One of these gratifications that is supplied by connecting to the Internet is 'news and information gathering'. Dimmick, Chen, and Li, (2004) examined daily news domain a decade ago and found that Internet has a competitive advantage and displacement effect for traditional media and in their study it largely displaced television and newspapers. Especially young adults (who are the sample of this study) may give emphasis to use both digital media (Internet) and broadcast media (TV) to get daily news and information more than other types of media. Based on this reasoning the following hypothesis was proposed:

H1: Young adults use digital and broadcast media for collecting news and information more than other types of media.

People who tend to use television and Internet when compared to the general population, are also the heavy users of mobile media and social media (Chan-Olmsted et al. 2012). Similarly, people who are the early adopters and users of Internet may use Internet and television (digital and broadcast media) for news and information gathering more than other individuals. Based on this expectation, the second hypothesis was formulated as below:

H2: Young adults who have more experience of using the Internet use digital & broadcast media to collect news and information more than other individuals.

DIGITAL DIVIDE AND KNOWLEDGE GAP

Wei and Hindman (2011) write about digital divide in their article and recommend a new definition for it: digital divide is inequalities in the use of communication and information technologies. In other words, digital divide is based on a difference between technological haves and have-nots. Inequities in the access to and use of digital technologies were focused and researched in the previous studies; however, with the widespread use of the Internet and its popularity for information and news gathering, some digital divide researchers have started to reconsider the notion of the digital divide and their focus shifted from material access to actual use (e.g., use of smartphones) (as cited in Wei and Hindman 2011).

Mobile news adoption is spread especially among young adults due to the perception of its relative advantage and ease of use (Chan-Olmsted et al. 2012). Yet, there are few studies that compared new and old media use in terms of digital divide and knowledge gain (e.g., gathering daily news and information on different subject categories). One of those few studies comparing new and old media is based on the comparison of MP3 players to traditional radio for music listening habits. Because new technologies are the greatest threat to traditional use of radio, uses and gratifications of MP3 players of undergraduate students ages between 18-24 were examined. In their studies, the majority of participants preferred MP3 players over traditional radio as a listening source and traditional use of radio is particularly preferred while driving cars as a source of news and information (Albarran et al. 2006).

Although, it is a debate among scholars, it is common sense that there is a usage and knowledge gap between people who use digital technologies for information and news gathering and those who do not. These do-not ones belong to the group using technology largely for entertainment. So, using the Internet as a toy or as a tool makes a big difference on the the user's way of living (Wei and Hindman 2011). The same communication tool (e.g., smartphones) may be perceived by males and females in different ways and used for different purposes (e.g., collecting different types of news). Finding gender nuances for media usage, information consumption, and technology use helps organizations to create suitable communications environments (Gefen and Straub 1997). Similarly, find-

ing the popularity of news subjects conveyed by the media helps the purpose of the media organizations for cooperating with the right advertisers on finding the right commercial context. For the exception of radio in Hypotehsis 4, see Albarran et al (2006) for the reasoning.

H3: There is a significant difference between young females and males about using their smartphones for Internet connection.

H4: There is a significant difference between young females and males for media consumption (except radio) to get daily information and news.

H5: There is a significant difference between young females and males to get information and news from different subject categories.

METHODOLOGY

Instrumentation

Closed-ended questions were used to gather demographic information. Media comparison questions consisted of a 5-point Likert scale questions "Strongly Disagree" to "Strongly Agree" and asked participants to indicate their agreement levels of using certain media in their daily lives to access information and news about many subjects. If the participants didn't use the specific medium in their daily activities, they were asked to indicate "0" for that medium.

Population, Sample and Contact method

Cluster sampling was employed to draw the sample from the population. The survey was conducted in 13 different UFND course classes at a private university in Western Turkey. UFND (Univeristy Foundation) Courses are compulsory courses that every single student has to take in order to graduate from the University. From the pool of 57 UFND classes, 13 UFND classes were randomly picked and visited one by one. During 3 weeks' time, 184 questionnaires were collected. The final sample size of this research is 166, as 18 questionnaires were not in usable format.

Dependent and Independent Variables

Independent variables: Using five leading media and family & friends for fourteen different reasons to get information and news.

Dependent variables: The year of using the Internet, the frequency of using the Internet, and the hours of using the Internet.

APPLIED STATISTICS

Frequencies, one-way ANOVA, and factor analysis were used for interpreting the results of study-1. The findings were significant at $p \leq 0.05$ level. For data analysis, SPSS statistical package was employed.

Validity

The validity of six types of media were assessed by maximum likelihood in factor analysis and four factors (radio, family & friends, television & Internet, magazine, and newspaper) were valid.

Reliability

Cronbach alpha of this study can be seen on the Table 1.

Table 1. Reliability Results for Items

Items	Cronbach alpha
Radio	.943
Family & friends	.906
Digital & Boradcast	.902
Newspaper & Magazine	.922

RESULTS

Descriptive Results

Demographic Background

More than half of the respondents were between 18 to 21 years old (57.8%). Females (59%) were more than males (41%). Since the probability sampling was used, the students were representing all the departments (seven faculties and one vocational high school) of Yasar University. The participation was higher from the Faculty of Economics and Administartive Science (22.3%) and less from the Faculty of Architecture (6%) and Faculty of Art and Design (6%). Freshmen were almost half of the respondents (48.8%).

Table 2. Demographic Profile of Respondents

	Frequency	%
Age		
18-21	96	57.8
22+	68	41.0
No answer	2	1.2
Gender		
Male	68	41.0
Female	98	59.0
Department		
Faculty of Communication	11	6.6
Faculty of Engineering	32	19.3
Faculty of Science & Letters	28	16.9
Faculty of Law	19	11.4
Faculty of Architecture	10	6.0
Facul. of Eco. & Admin. Sci.	37	22.3
Faculty of Art & Design	10	6.0
Vocational Highschool	19	11.5

Year in University		
Freshman	81	48.8
Sophomore	56	33.8
Junior	20	12.0
Senior	9	5.4

Note: N=166

Internet Background

The majority of the participants were using the Internet for more than 6 years (83.7%). Daily Internet users were 91.6%. The majority (35.6%) spent between 1 to 5 hours a day and almost a quarter of them (23.6%) use it more than 5 hours a day. More than three quarters (83.7%) use Internet at home and almost three quarters (71.7%) connect to the Internet by using their laptops or computers.

Table 3. Internet Use of Respondents

	Frequency	%
Experience of Internet Use		
0-1 year	1	0.6
2-3 year	1	0.6
4-5 year	25	15.1
6+ year	139	83.7
Frequency of Internet Use		
Daily	152	91.6
3-4 times a week	12	7.2
2 times a week	2	1.2
Hours of Internet Use		
5+ hours a day	39	23.6
3-5 hours a day	56	33.7
1-3 hours a day	53	31.9
1 hour a day	15	9.0
1-2 hours a week	3	1.8
Place for Internet Connection		
Home	139	83.7
University	2	1.2
Hostel	2	1.2
Other	23	13.9
Media for Internet Connection		
Laptop/computer	119	71.7
Tablet computer	2	1.2
Smartphone	27	16.3
Other	18	10.8

Note: N=166

FACTOR ANALYSIS RESULTS

Maximum likelihood was conducted and instead of 6 types of media, 4 types of media was found. TV and Internet merged together which showed that the participants percieved them together as 'digital and broadcast media'. In addition to this, participants merged newspapers and magazines which also showed that they percieved them together as the 'written media'. Therefore, in this study, the terminology of 'written media' will be used instead of newspapers and magazines; and 'digital & broadcast media' will be used to refer television and Internet. Radio had factor loadings of forteen items, family & friends had thirteen, digital & broadcast media had twenty, and finally the written media had twenty three items for factor loading which can be seen in Table 4.

Table 4. Media Use Factor Analysis

Items	Factor 1	Factor 2	Factor 3	Factor 4
1. News on radio	**.638**	.092	.210	.096
2. Finance on radio	**.712**	.022	.010	.055
3. Weather on radio	**.608**	.096	.095	.095
4. Health on radio	**.723**	.027	.061	.163
5. Medicinal herbs on radio	**.823**	.063	.033	.039
6. Cosmetics on radio	**.774**	.088	.014	.159
7. Fashion on radio	**.788**	.073	.051	.067
8. Entertainment on radio	**.400**	.179	.015	.024
9. Shopping information on radio	**.864**	.012	.035	.027
10. Campus information on radio	**.755**	.114	.077	.010
11. Occupational info. on radio	**.918**	.045	.111	.051
12. Travel and holiday on radio	**.754**	.072	.065	.083
13. Cooking and recipes on radio	**.845**	.082	.065	.019
14. New technologies on radio	**.825**	.028	.029	.036
15. News from family & friends	.019	**.543**	.007	.028
16.Finance from family & friends	.046	**.308**	.184	.012
17. Weather from family & friends	.004	**.513**	.097	.125
18. Health from family & friends	.017	**.539**	.162	.020
19. Cosmetics from f & f	.028	**.483**	.325	.103
20. Fashion from f & f	.083	**.657**	.091	.131
21. Entertainment from f & f	.018	**.710**	.315	.096
22. Shopping info. from f&f	.036	**.745**	.018	.142
23. Campus info. from f&f	.004	**.552**	.159	.020
24. Occupational info. from f & f	.105	**.621**	.121	.093
25. Travel & holiday from f & f	.017	**.757**	.052	.065

26. Cooking & recipes from f & f	.004	**.538**	.157	.162
27. New technologies from f & f	.124	**.652**	.015	.005
28. Finance on TV	.212	.072	**.372**	.070
29. Health on TV	.115	.016	**.459**	.216
30. Medicinal herbs on TV	.216	.099	**.604**	.132
31. Cosmetics on TV	.215	.001	**.594**	.162
32. Fashion on TV	.035	.076	**.501**	.282
33. Shopping information on TV	.150	.100	**.399**	.285
34. Travel and holiday on TV	.245	.119	**.356**	.147
35. Cooking and recipes on TV	.146	.050	**.377**	.296
36. Finance on Internet	.021	.034	**.406**	.034
37. Weather on Internet	.049	.093	**.314**	.096
38. Health on Internet	.009	.012	**.551**	.004
39. Medicinal herbs on Internet	.032	.047	**.691**	.024
40. Cosmetics on Internet	.019	.122	**.671**	.018
41. Fashion on Internet	.101	.019	**.692**	.085
42. Shopping info. on Internet	.096	.064	**.572**	.044
43. Campus info. on Internet	.048	.087	**.589**	.064
44. Occupational info. on Internet	.005	.055	**.612**	.010
45. Travel & holiday on Internet	.082	.114	**.581**	.090
46. Cooking & recipes on Internet	.069	.040	**.662**	.131
47. New Technologies on Internet	.030	.191	**.373**	.102
48. News in newspaper	.010	.076	.039	**.390**
49. Weather in newspaper	.225	.116	.161	**.421**
50. Health in newspaper	.035	.051	.225	**.559**
51. Cosmetics in newspaper	.153	.083	.212	**.556**
52. Fashion in newspaper	.128	.002	.162	**.601**
53. Entertainment in newspaper	.145	.116	.175	**.524**
54. Shopping info. in newspaper	.051	.003	.033	**.713**
55. Occupational info. in newsp.	.203	.020	.195	**.320**
56. Travel & holiday in newspaper	.112	.022	.249	**.374**
57. New Technologies in newsp.	.133	.041	.042	**.539**
58. News in magazine	.123	.185	.004	**.378**
59. Finance in magazine	.246	.063	.066	**.342**
60. Health in magazine	.199	.115	.068	**.459**
61. Medicinal herbs in magazine	.235	.003	.211	**.326**
62. Cosmetics in magazine	.140	.274	.005	**.623**
63. Fashion in magazine	.204	.258	.072	**.616**
64. Entertainment in magazine	.070	.367	.214	**.623**
65. Shopping info. in magazine	.068	.166	.070	**.522**
66. Campus info. in magazine	.072	.054	.271	**.489**
67. Occupational info. in magaz.	.124	.289	.073	**.359**
68. Travel & holiday in magaz.	.145	.337	.084	**.452**
69. Cooking & recipes in magaz.	.066	.245	.003	**.536**
70. New Technologies in magaz.	.098	.199	.103	**.439**

Bold indicates a significant factor loading identifying the item and factor associated with it. All items shared a common prompt: "Indicate how much you agree with each option by marking the appropriate response, If you use the medium for the specified purpose" and were measured with a 5-point Likert-scale ranging from 'Strongly Disagree' to 'Strongly Agree'. If you don't use the medium for the specified purpose, please mark 0".

RESULTS FOR HYPOTHESES

H1 proposes that young adults use digital and broadcast media for collecting news and information more than other types of media. ANOVA results revealed that digital and broadcast media (M=3.56, SD=.97) was found to be the most used medium to get daily news and information than radio (M=1.09, SD=1.08), family & friends (M=2.86, SD=1.19), and newspapers & magazines (M=2.27, SD=1.05); confirming the first hypothesis.

H2 states that young adults who have more experience of using the Internet use digital & broadcast media to collect news and information more than other individuals. ANOVA result was significant between experience of using digital and broadcast media and Internet usage for gathering information and news $F_{(3, 158)}=4.349$, p=.006. It was not significant for radio $F_{(3, 160)}=.642$, p=.589, family and friends $F_{(3, 154)}=1.157$, p=.328, and newspapers and magazines $F_{(3, 158)}=1.125$, p=.341. The participants who had more experience using the Internet (for 6+ years of Internet experience: M=3.61; SD=.96) used digital and broadcast media to gather news and information more than other participants (for 4-5 years of Internet experience M=3.46; SD=.78). H2 was confirmed.

Table 5. One-way ANOVA Results for Hypotheses

	Gender	Age	Internet Experience
Radio	.64	.90	.64
Family & Friends	12.93***	2.21	1.15
Television & Internet	11.71***	.14	4.34***
Newspap. & Magaza.	10.50***	1.54	1.20

* $p \le 0.05$; ** $p \le 0.01$; *** $p \le 0.001$

H3 proposes that there is a significant difference between young females and males about using their smartphones for Internet connection. For connecting to the Internet, smartphone usage was significant with gender $F_{(1, 164)}=4.76$, p=.031. Females (55.4%) more than males (44.6%) used Internet on their smartphones, confirming the third hypothesis.

Table 6. One-way ANOVA Results for Using the Internet on PCs and Smart Phones

	PCs	Smart Phones
Gender	1.48	4.76*
Age	.36	.63
Internet Experience	.51	.13
Frequency	.75	.50
Hours	.12	2.01

*$p≤0.05$;** $p≤0.01$; *** $p≤0.001$

H4 proposes that there is a significant difference between young females and males for media consumption (except radio) to get daily information and news. ANOVA results were significant between gender and getting information from family & friends, TV & Internet, and newspapers & magazines (see Table 5 for significance); and as it was expected, it was not significant for radio (see Albarran et al, 2006). Females more than males tended to get daily news and information from family & friends [(Females: M=3.13, SD=1.01) vs. (Males: M=2.47, SD=1.32)], digital and broadcast media [(Females: M=3.78, SD=.71) vs. (Males: M=3.26, SD=1.18)], and written media [(Females: M=2.49, SD=.97) vs. (Males: M=1.97, SD=1.08)]. H4 was confirmed.

H5 proposes that there is a significant difference between young females and males to get information and news from different subject categories. ANOVA results showed that nine subject categories for getting news were significant in terms of gender; and females were getting more information and news than males about all of those categories which are weather [(Females: M=2.92, SD=.87) vs. (Males: M=2.50, SD=1.00)], health [(Females: M=2.76, SD=.90) vs. (Males: M=2.24, SD=1.11)], medicinal herbs [(Females: M=2.16, SD=1.13) vs. (Males: M=1.62, SD=1.29)], cosmetics [(Females: M=2.85, SD=.88) vs. (Males: M=1.79, SD=1.24)], fashion [(Females: M=2.95, SD=.83) vs. (Males: M=2.07, SD=1.24)], shopping information [(Females: M=2.81, SD=.85) vs. (Males: M=2.33, SD=1.17)], occupation information [(Females: M=2.72, SD=.94) vs. (Males: M=2.35, SD=1.19)], travel & holiday [(Females: M=2.95, SD=.91) vs. (Males: M=2.55, SD=1.11)], and cooking & recipes [(Females: M=2.77, SD=.97) vs. (Males: M=2.03, SD=1.28)], confirming the last hypothesis.

Slight age difference of the participants was significant for getting information about the subject of entertainment [$F_{(2, 163)}=3.43$, p=.034]. 18-21 years old participants (M=2.82, SD=1.20) were interested in and tended to get more information and news about entertainment from media than 22+ years old participants (M=2.34, SD=1.08).

Table 7. One-way ANOVA Results for the Popularity of News & Information According to Gender and Age

	Gender	**Age**
News	1.72	1.58
Finance	.94	.41
Weather	8.16**	.99
Health	10.72***	.42
Medicinal herbs	8.14***	.34
Cosmetics	40.60***	.26
Fashion	30.17***	1.43
Entertainment	.58	3.43*
Shopping info.	9.33***	1.02
Campus info.	2.49	.03
Occupational info.	4.77**	.50
Travel & holiday	6.28**	.14
Cooking & recipes	17.42***	.22
New Technologies	.06	1.13

$p \leq 0.05$; ** $p \leq 0.01$; *** $p \leq 0.001$

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

For the technological haves and have-nots, the investigation of digital divide is one of the subjects of this study and an inequality was found between male and female consumers. As, Wei and Hindman (2011) suggest that examining users' actual use is important; therefore, in the current study, actual new and old media use were compared to each other and gender difference was foud. It is seen that although, youngsters in general connect to the Internet on their PCs more than smartphones, when males and females compared within smartphone usage, females tended to connect to the Internet via smartphones more than males which is a prominent result of this study. The Web sites of both Turkish and global enterprizes that sell to young females at certain ages should be more compatible with smartphones. Many companies have realized this and created mobile versions of their Web sites, however, in addition to the mobile versions of these Web sites, the creation of the full version of their sites, which respond better to the needs of the younger females, will make a change and put the company ahead of the rest in this competition. The result supports Gefen and Straub's (1997) suggestion on the creation of such communication environments which is not limited with the deployment of communication media, but also includes organizational training on communication media.

Use and knowledge gap between people who use digital technologies for information and news gathering and those who use it for mainly entertainment purposes is another discussed area in digital divide literature. Slight age difference of the participants was found to be curical whether or not they get news and in-

formation about entertainment. 18-21 years old participants tended to get more information and news about entertainment from both new and old media when they were compared to their peers whose ages were 22+ years old. This finding supports what is written on digital technology and using the Internet as a toy or as a tool (Wei & Hindman, 2011). For younger generations, the use of new media (in addition to old media) may be as if they play with a toy (e.g., playing atari in a game center); while for older generations its use means more than that. Older individuals' primary use of new media may be based on personal development (e.g., finding information on Net), while corporations' main usage is strategic communication with its target public.

In the context of the new media, U&G theory was included to explore the media habits of university students. Parker and Plank's (2000) study revealed the rise of the Internet for source of information, while showing still the reliance on print media. In this study, however, students were seemed to abandon traditional media (except TV) for the sake of digitalization. The participants may be using television and computer simultaneously or watching TV programs on their PCs and smarphones, and therefore as a result of factor analysis, Internet and television fell into one category which is called as 'digital and broadcast media'. It is mentioned by Dimmick, Chen, and Li, (2004), in light of the U&G, digital media (with broadcast media for this study) develop, compete, and are successful to provide utility or gratification to consumers, especially for young consumers. The results confirm Dimmick, Chen, and Li's results (with the exception that Internet replaces television) in a way that Internet has a competitive advantage over old media namely radio, newspaper, and magazines for news and information gathering.

Diverse area of news subjects which would be of interest to both males and females were included in this study; however, females more than males tended to consume media and more news content of media. This result should be taken into consideration by advertisers while placing their advertisements. The result of this study is the extension of Shehata and Strömback's (2011) research with regard to gender; while their study results showed that media consumption was highly correlated with other variables including age, education, political interest, and involvement.

The main limitation of the current study is that although Internet usage (e.g., year, duration, frequency) of participants was asked by using close-ended questions, it is lacking in asking the usage of other types of media (e.g., television, newspapers and so on).

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