

DIGITAL MEDIA REACH: A COMPARATIVE STUDY ON RURAL AND URBAN PEOPLE IN THRISSUR DISTRICT

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ABSTRACT

Today India's media industry is growing very rapidly. It is shifting from tradition media to digital media. According to advertising revenue forecasting by IAMAI, Indian digital media is growing at the rate of 31% in 2016 as opposite to other media. The main aim of this study is to explore the digital scenes and compare the digital media reach in rural and urban area. This is primary data based study. Results of this study shows that, reach of digital media is increasing in rural and urban area. However, there is large gap in digital media reach in rural and urban area.

Key Words: Digital, Rural, Urban, Internet, Mobile, Digital tv.

INTRODUCTION

Digital media has changed the people's outlook, attitude and lifestyle. Today young people's lives are influenced by digital technology including the internet, mobile and digital TV. Youth are the early adopter of digital communication. Business Standard "Indian youth spend about 60% of their time on internet or using their mobile phones. An average Indian youth spend 25,800 minutes a month, over 14 hours a day in digital world." Government of India also encourages the digitization in television industry by making it mandatory for cable and TV operators to convert the digital infrastructure, which increase the growth of digital cable and DTH. In this way media reaches the millions of people and create the awareness among the people and advertisement on digital media drives the demand for products and services.

Digital media are any media that are encoded in a machine-readable format. Digital media is digitized content that can be transmitted over the internet or computer networks. This can include text, audio, video, and graphics. Digital media can be created, viewed, distributed, modified and preserved on computers.

Digital media is simply the delivery device of the communication between two people connected through computers. Those computers could be desktops, laptops, mobile devices, gaming platforms or servers. The media could be text based like in blogs and webpage, video based like in video chatting or over social sharing or through virtual simulations.

OBJECTIVES

1. To make a study on digital media reach on urban people.
2. To make a study on digital media reach on rural people.
3. To make a comparative study on digital media reach between urban and rural people.

METHODOLOGY

The study is conducted in thrissur district by taking 60 samples using convenient random sampling method. To collect data a questionnaire was framed containing both personal and topic related questions.

STATEMENT OF THE PROBLEM

Digital media has changed the people's outlook, attitude and lifestyle. Reach of digital media is increasing in rural and urban area. However, there is large gap in digital media reach in rural and urban area. This study is to make a comparative study of digital media reach on urban and rural people.

REVIEW OF LITERATURE

1. M. Neelamalan and P. Chitra (2009) conducted the research on New Media and Society: A Study on Impact of Social Networking Sites on Indian Youth. The sample size is 100 and divided into two categories each of 50 are teens and youth in the age of 20 -22. This study showed that 98% of member in social networking site are member of orkut. 54% of member were member of more than one network site. 42% of youth make the friends on such sites based on their likeness.

2. Research Centre on Media, Information and Technology Education (2009) conducted the research on Digital Media and Youth: Social Use of New Technology. This is the qualitative research. The sample size 64 students were taken. Study revealed that digital media is a habit of the youth and somehow adolescents seem to be used to them in their social in two directions with friends and with peers. Messenger is considered as a very easy and

inexpensive way to get in contact with friends. Adolescents are perfectly conscious of role played by the media. This study revealed that technology has migrated in our private life and daily life.

3. Edward j. (2012) has done the research on Digital Development in Rural Area: Potentials and Pitfalls. This study showed that social interaction (e- mails) and entertainment are among the principal applications of internet for home user and especially for children. Internet has become the part of everyday life. Telecommunication is only one piece in more complex puzzle of rural development. It is part of complicated process that goes beyond the rural and urban. There will always be the rural penalty since face to face hand shake to use.

4. Sandra Cortesi and Momin Malik (2013) conducted the research on Youth and Digital Media from Credibility to Information Quality. This paper seeks to map how younger user of age of 18 and under search for information and how digital media and social pattern affects these activities. This study revealed internet has become one of the most important information sources of young people who have access to digital technology and basic skills to use it. Survey further indicate that online information play a significant role in decision making and information quality to credibility, relevance, reliability and accuracy, truthfulness are the objective component of larger analysis.

DATA ANALYSIS AND INTERPRETATIONS

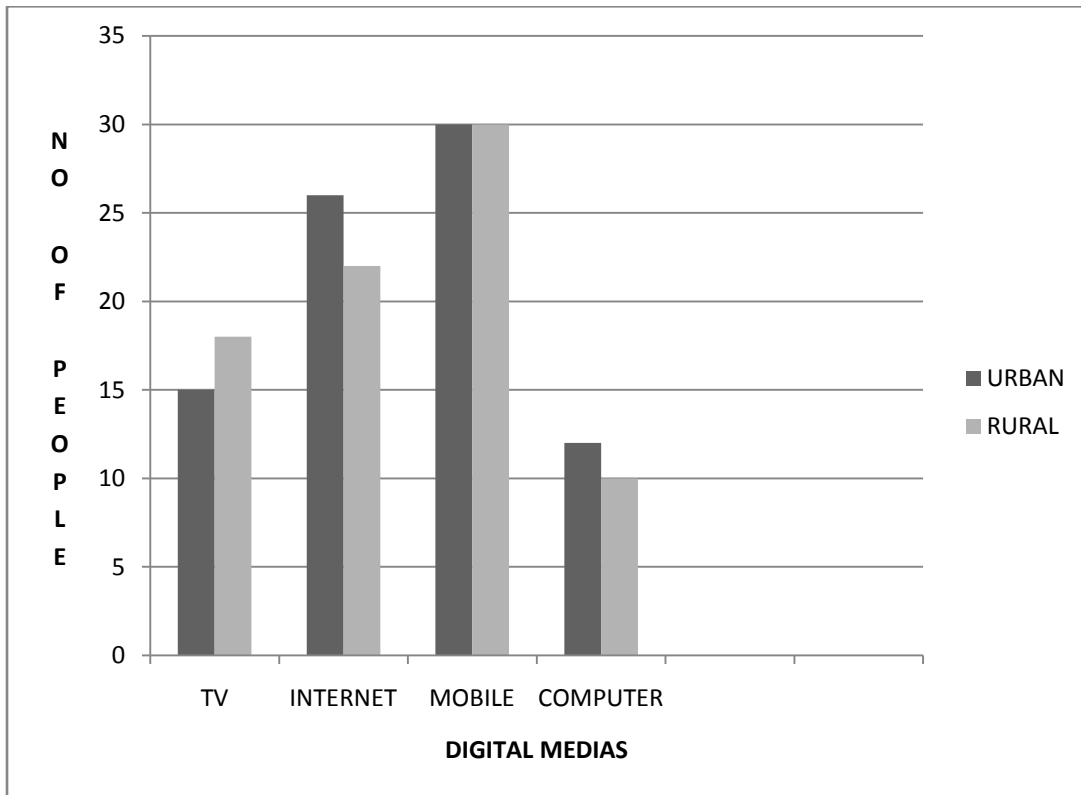
Table showing mostly used Digital media

Table 1

	URBAN	RURAL
TV	15	18
INTERNET	26	22
MOBILE	30	30
COMPUTER	12	10

Diagram showing mostly used digital media

Diagram 1



From the diagram it can be seen that in both rural area and urban , the mostly used digital media is mobile. All respondents use mobile phones.

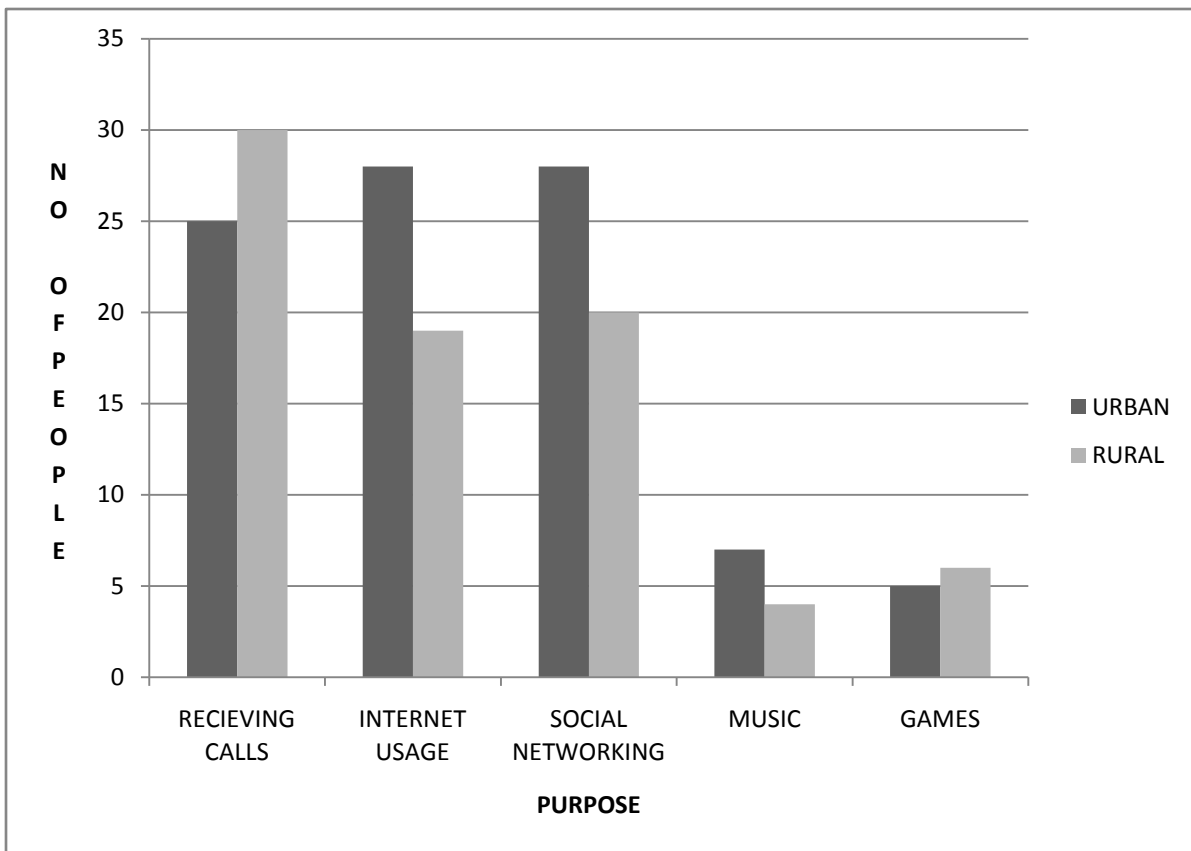
Table showing the purpose of using mobile phone

Table 2

PURPOSE	URBAN	RURAL
RECIEVING CALLS	25	30
INTERNET USAGE	28	19
SOCIAL NETWORKING	28	20
MUSIC	7	4
GAMES	5	6

Diagram showing the purpose of using mobile phones

Diagram 2



From the diagram it can be seen that in urban area the main purpose of using mobile phones is for social networking and in rural area the main purpose of using mobile phone is to make calls.

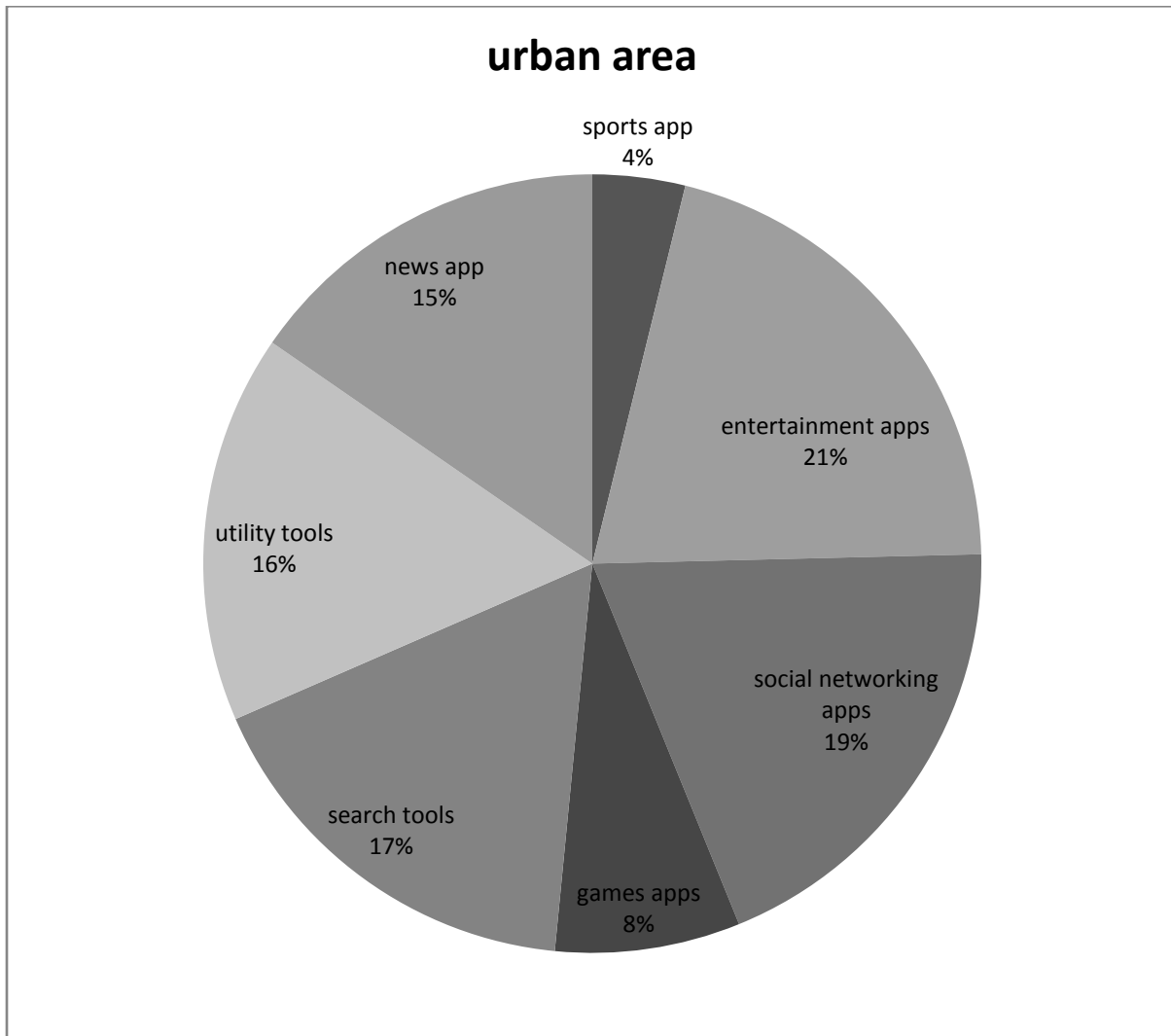
Table showing the different apps used in Digital devices

Table 3

apps	urban	rural
Sports apps	5	2
Entertainment apps	27	25
Social networking apps	25	24
Games apps	10	6
News apps	20	12
Search tools	22	15
Utility tools	21	16

Diagram showing the different apps used in Digital devices in urban area

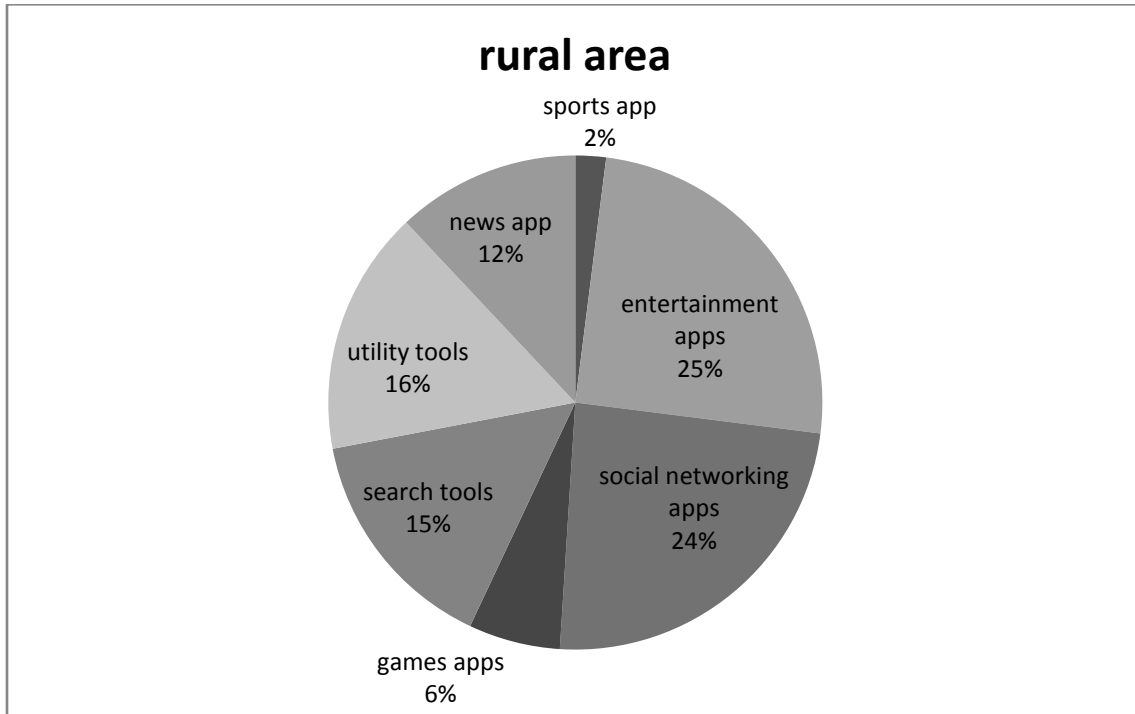
Diagram 3



From the diagram it can be seen that in rural area 21% of respondents use entertainment apps and only 4% of respondents use sports apps.

Diagram showing different apps used in digital device in rural area

Diagram 4



From the diagram it can be seen that in rural area 25% of respondents use entertainment apps and only 2% of respondents use sports apps.

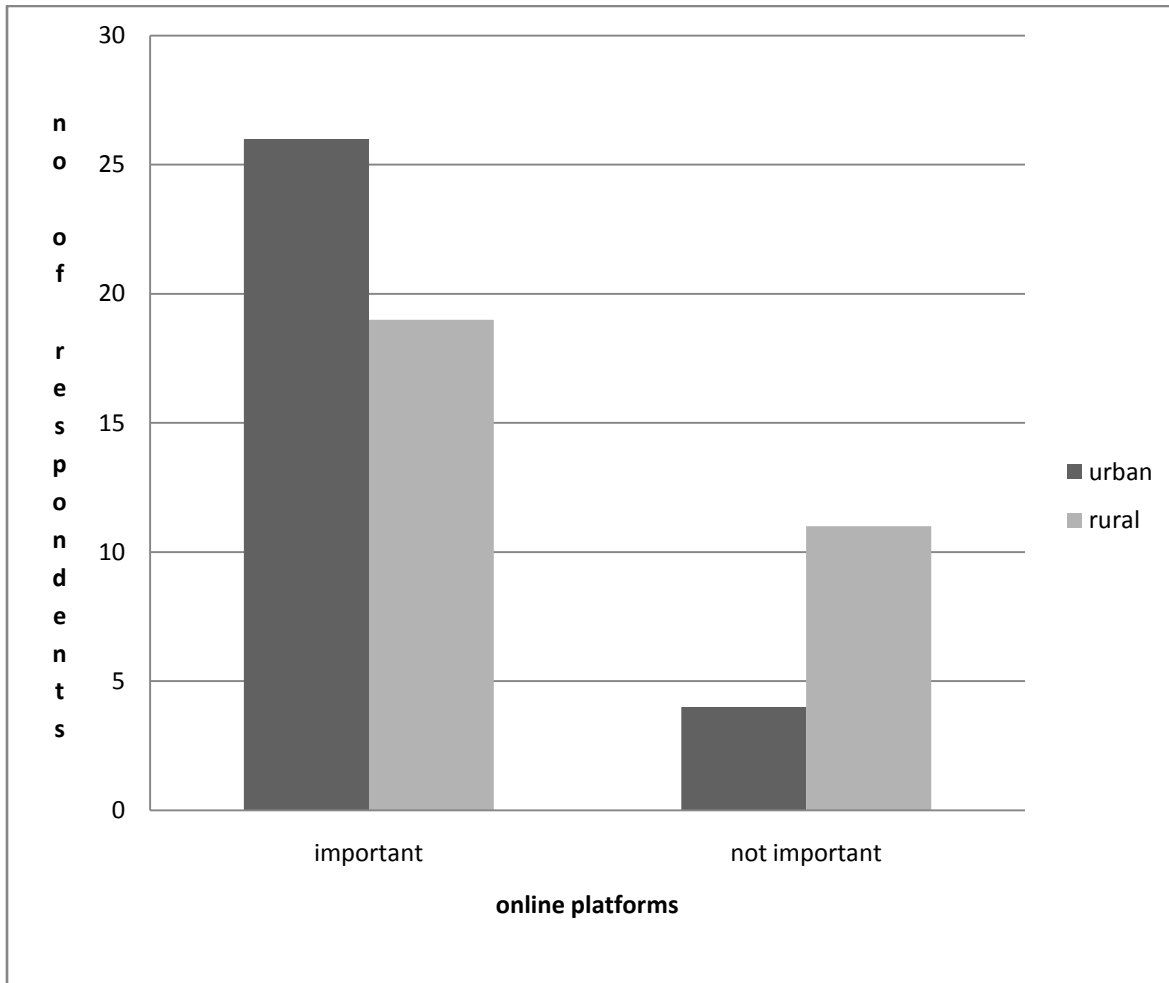
Table showing the importance of online platforms like online shopping, banking, trading

Table 4

Online platforms	urban	rural
important	26	19
Not important	4	11

Diagram showing the importance of online platform like online shopping, banking, trading

Diagram 5



From the diagram it can be seen in urban area 26 respondents have importance for online platforms and in rural area only 19 respondents have importance for online platforms.

CHI- SQUARE TEST

Testing the independence of gender and usage of digital media

H₀ : The two attributes are independent

H₁: The two attributes are not independent

$$\chi^2 = \frac{(ad-bc)^2 N}{(a+b)(c+d)(a+c)(b+d)}$$

$$= \frac{((16*17)-(14*13))^2 60}{29*31*30*30}$$

$$= 0.60$$

Table value of χ^2 for one degree of freedom at 5% level of significance is 3.841

Calculated value is less than the table value, we accept the null hypothesis .Two attributes are independent. Gender and usage of digital media are not associated.

CORRELATION

Correlation between age and usage of digital media

Age (x)	No of digital media user in urban(y)	No of digital media users in rural(y)
10-20	4	3
20-30	12	19
30-40	8	6
40-50	6	2

Urban

$$r = \frac{n \sum xy - \sum x * \sum y}{\sqrt{n \sum x^2} * \sqrt{n \sum y^2 - (\sum y)^2}}$$

$$\sum x = 120 \quad \sum y = 30 \quad \sum xy = 910 \quad \sum x^2 = 4100 \quad \sum y^2 = 260$$

$$r = 0.865$$

In urban area there is a high positive correlation between gender and usage of digital media

Rural area

$$r = \frac{n \sum xy - \sum x * \sum y}{\sqrt{n \sum x^2} * \sqrt{n \sum y^2 - (\sum y)^2}}$$

$$\sum x = 120 \quad \sum y = 30 \quad \sum xy = 820 \quad \sum x^2 = 4100 \quad \sum y^2 = 410$$

$$r = .596$$

In rural area there is a moderate correlation between gender and usage of digital media.

FINDINGS

1. The mostly used digital media in both rural area and urban area is mobile phones .The main purpose of using mobile phones in urban area is for social networking and the main purpose of using mobile phones in rural area is to make calls.
2. In both urban area and rural area the mostly used app in digital devices is entertainment apps.
- 3.The importance that rural people give for online platforms is less when compared to urban people.
4. Coefficient of correlation in respect of age and usage of digital media is low in rural area when compared to urban area .The value in urban area is 0.865 and in rural area is .596.
- 5.There is no any association between gender and usage of digital media.

CONCLUSION

This study shows that media industry is shifting from traditional media to digital media. Digital media is growing very rapidly and it is growing at the rate of 31% annual as opposite to other media. Advances in the digital media have increased the number of people using the mobile phones and internet. Digital media increases the use of mobile and internet. Scope of digital media is also increasing in the rural area. Reach of digital media increase the awareness among the rural people now rural people also have access to internet. Still, there is gap regarding digital media in rural and urban area Rural people have not as much access to internet as urban people. There is also difference regarding mobile growth in rural and urban area .The main purpose for which rural people use mobile phone is to make calls. Lack of infrastructure, awareness, technical skills and illiteracy, used to olds habits are some of the reasons for this media reach gap.

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