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Media Consumption Habit Among Students of Federal Polytechnic Bauchi Nigeria

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Abstract

The aimed of the study is to examine the preferences and behaviors of young individual concerning media usage among the student of federal polytechnic Bauchi. I sought to determine the types of media content students were expose to, the time allocated to various media sources daily, and their overall perception of media. The study was informed by the inadequacy of literature on the topic in the developing countries; Nigeria inclusive. I employed a well structure questionnaire to collect comprehensive insight into the prevalent media consumption patterns among polytechnic student. one hundred (100) respondents were randomly selected from the school of general studies, school of environmental studies and school of business studies I recommended the implementation of an orientation program within the polytechnic to raise awareness about fostering healthy media consumption habits within the

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polytechnic student. Media consumption habit are dynamic and may change over time due to technological advancements, shifts in preference and access to new platforms and content. Online streaming services such as Facebook, twitter and Tiktok has more patronage followed by newspaper and radio with very low listeners

Keyword: Media, Consumption, Habit, student and Polytechnic

INTRODUCTION

The study will also dwell on the medium the student of federal polytechnic Bauchi patronized mostly for their entertainment and information needs. In this views, various definitions of the mass media and how it relates to this topic of study were discovered. Mass media is referred to as the entire system through which message are processed and transmitted through radio, television, newspaper and magazines. The media are divided into Broadcast, Print, Radio and Television representing the broadcast, while magazine and newspaper representing the print medium and the most popular now among youths and students which is online streaming services such as Facebook, Twitter and Tiktok. Mass media is also as a means of dissemination of information and message to a large heterogeneous audience. Mr. Qual (1969) sees the mass media of communication as a system which is used to educate, entertain and inform. the media also function to help transmitting entertaining programs to the audience; hence the media becomes part of their everyday lives and at the same time the media become a habit.

With regard to the role of the media and its effects on the audience, the media set pace for agenda setting. This is done through highlighting of users happening in society and even beyond which people hardly notice. This research is situated in the users and gratification theory that indicate that are psychologically depended to an extent on the mass media for getting information about themselves and the word for entertainment and so on, which inform help them to act meaningfully in the society because exposure to the mass media affects and their daily activities (Fisk and Hartley 1978:72) the theory further states that media are capable of selecting and emphasizing certain issues to be perceived as important by the public. The theory shows the activities of the mass media by highlighting events and happening, as important and this participate in communication process in every

aspect. The mass media function to inform, entertain, educate and in some cases persuade those who are exposed to mass media message.

Thus British 1985 summed up function of mass media as a means of entertainment and learned about happening in their immediate environment and their distant world respectively. There for, the principal concern of this study is to find out the media most relied upon by the Federal Polytechnic Bauchi student for information and entertainment and the type of the media content most prefer by the student.

In the course of the study the various media of mass communication will be study and explained giving details of their role in the polytechnic society some of the media that will be looked into are as follows.

i. Radio
ii. Television
iii. Print Media
iv. Social Media

Their characteristic will be discussed. With this, there will be more knowledge and reason as to why student. within the case study environment prefer one media to another and what gratification they desire from consuming a particular media. The content of the media they consume will be detailed and what aspect of the content capture the consumers mind.

Objective of the Study

The objective of the study is to find out the medium Federal Polytechnic Bauchi student prefer most. To find out how much they attend to legacy media radio, newspaper.

Research question

i. To find out the media they expose themselves to
ii. To find out time spent daily in various media
iii. To find out their general perception on media

Significant of the study

The significant of this study is to add little or more impact to the ever-growing question of Mass Media Effects, on the student of Polytechnic with reference to the Federal Polytechnic Bauchi where little or no work has been done in terms of research work. This research will explore those areas that has been neglected for so long. It will also explore the

various reasons why they prefer one media to another and the content of the media they prefer.

Scope of the Study

The study is restricted to the Federal Polytechnic Bauchi student. This academic and nonacademic staff and other people residing within the polytechnic environment will not be included in the study.

Limitation of the Study

The research (Finance) committed to this study is very limited. In addition, time located to it is equally short. In other word the study may not cover the entire polytechnic as a system but the student which a sub system.

Definition of Terms

Consumption: In relation to this study refers to the level of exposure and preference of the polytechnic student toward various media.

Channel: Is the medium through which information is disseminate. The medium are Radio, Television, Newspaper, Magazine etc. they are the major channels through which news views, ideas and all other forms of information are disseminated to the audience.

Mass media: It may be defined as a channel or technological devices through which message are conveying to a large heterogeneous audience. They are the vehicles that can be used for conveying message from a source to a large destination.

Literature Review

Introduction

The way youths correctly related to communication technology, may provide evidence regarding their appropriate part of the media reception in their near future. This study reflects upon the history of media appropriate by youth and considers. Hobsa thinking (1995) which describe the scenario in the middle of technological development of the 1970's "youth has become an independent group. This group is a concentrated mass of purchasing power and this is because each new generation of adults was socialized in a self-conscious youthful culture. It is understood that from that historical period, a new readers arose, who went through changes in their cognitive profile, according to Santuella (2004)

we also consider Turle's (1997) thinking who believes computer significantly change people's relationship and daily lives especially among youth.

To understand the impact of this dynamic media landscape Steadman Synovate (1985) has conducted a number of surveys on how people living in various country in Africa consumer media. A harmonized research methodology has been used in Kenya, Uganda and Tanzania provides interesting media consumption insight that advertisers can use to target their consumer better at the same time the data also provides a platinum for cross country

Their survey showcases the similarities and differences in media consumption pattern of the consumer in Kenya, Uganda and Tanzania. The content of the survey include:

- Proliferation of vernacular media brands and their increase appeal to the Africa consumer.
- Increase dominance of radio and its impact on media habit
- Increase appeal for local content on TV with emphatic reference to local production
- Role of mobile telephone media and how they are to make media consumption more interactive.
- How interned is gradually growing among youth.

The continued protection of radio stations has necessitated a revision in the analysis of audience data. In the two market (Kenya and Uganda). The introduction of media topographies that are homogenous and them but heterogeneous to each either has provided a ready solution each media topography groups together areas that have access to some media but different from other areas ground it. this allows the various data users (advertising agencies advertisers and media owners) to compare like with live media topography has also put the various station on a level playing field with each other since audience are now been evaluated bused on access to some media.

Also, very few existing studies have attempted to examine young people's media use over an extended period in order to understand changes and continuities in consumption patterns. This is a particular problem considering one of the primary motivations for studying youth media use, for its predictive capacity of future of youth media consumption (mc Leod and Bown 1976) much of the research available on the topic of young people and their media use only seems to multiply and extend.

for newspaper readership the youth audience has become "the holy grail of newspaper demographic-much pursued but so elusire" (Gibbon 1995) in particular intend from published has been directed towards increasing the frequently of habitual newspaper reading (Taverner research 1995) Katz (1994) observes that "for millions of Americans especially young one's newspaper have never play a significant role" the decline in U.S youth newspaper reading has been well documented by Cob-welgen (1990) Terver research (1995) and Katx (1994) similar problem here also observed in nations and region as diverse as Japan (De Jong 1992) Hong Kong (Turnball 1993) the Pacific Island (van 1992).

Theoretical framework

User and gratification theory

The topic of study mass media habit among polytechnic student will not be complete, with bringing in the users and gratification theory to explain some things in the literature review. User and gratification theory is an approach to understanding why and how people actually seek out specific media to satisfy specific need. It is an audience centered approach to understanding Mass Communication. Diverging from other media effect theories that Question:

what does the media do to people

what do people do with media

This communication theory is positive in its approach based in socio psychological communication tradition and focuses on communication at the mass media scale. The drawing question of user's media and what do they use them for? It is discussing how user's deliberation choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interactions.

In assumes that audience member are not passive consumers of media, rather the audience has power over the media consumption and assures on active role in interpreting and integrating media into their own lives. Unlike other theoretical perspective. Users and gratification hold that, audience are responsible for choosing media to meet their desires and needs to achieve gratification. This theory will imply that, the media complete against other information sources for viewers gratification. There are several needs and gratification for people when they use the media, they are categorized into five which are

Cognitive Needs

Affective Need

Personal Integrative Need

Social Integrative Need

Tension Free Need

1. **Cognitive Needs: -** People use media for acquiring knowledge, information etc. among the audience some of them have intellectual needs to acquire, in order to watch television news to satisfy such need also the internet help them gain more knowledge.
2. **Affective Need: -** Include all kind of emotions pleasure and other mood of the people. People use media to satisfy their emotion needs.
3. **Personal Integrative Need: -** This is esteem need people are using media to reassure their status, gain credibility, people watch television and assure themselves that, they have a status in society e.g, people get to impure their status by listening media advertisement like jewelry, furniture and they buy the product. By so doing the media helps them change their life.
4. **Social Interactive Need: -** Encompasses the need to socialize with family, friends and relatives in the society for social interaction. Now people do not seem to have a social gathering in weekends, instead, they do such interaction using media like social networking site like Facebook. Twitter, Instagram and Tiktok, Zoom and Google Meet.

METHODS

The study adopted survey design. According to Olaitan and Nwokwo (2010) stated that, the survey research design is one which the entire population or representative sample, is studies by collecting and analyzing data from group studies through the use of questionnaire. Survey design usually adopted qualitative research methodology. According to Joseph (2013) qualitative research methodology is the process of naturalistic inquiry, that seeks an in-depth understanding of the social phenomena within their natural setting's human behavior, especially by feelings perception or opinion and the reason that governed the behavior. Qualitative research method was considered to be appropriate; this is because

the purpose of the study is to gained a thorough understanding of the student of Federal Polytechnic Bauch Media consumption habit to know their general perception of the Media. Research design adopted for this study was case study. According to Frank (2009) a case study design selects small geographical area or a very limited number of individuals, as the subject of the study. Participant from this study ware recruited through descriptive survey method. Caleb (2007) descriptive survey is used to describe characteristics of a population or phenomenon being studied. This offered a room for participants, to explain their media habit.

Instrument of Data Collection

The researcher use questioner, because of effective in gathering information and most importantly owing to the fact that, the polytechnic is learning environment comprising people to high intellectual standard. Babbie (1973) say in a typical survey the researcher sailed a sample of respondent while the late is restricted to certain response sixty (60) respondent draw from five facilities were given questioner to answer

Sampling

A purposeful sampling technique issued for this study. In this sampling technique, the principle of selection is the researcher judgment a total sample of 60 respondent will be selected for the study

The sampling technique include, subject selected on the base of specific characters or qualities like age, sex, academic qualification and material status. A purposeful sample of respondent opinion about the topic of study, will be presented in a table form. Their percentage will also be calculated the sample is chosen with the knowledge that it is not a representative of the general population, rather it attempts to represent a specific portion of the population.

A total of sixty student were selected to represent the entire population of the Federal Polytechnic Bauchi, from the three schools, school of Business studies, school of environment studies and school of general studies.

Data Analysis Presentation and Interpretation

The first objectives of the study are, to find out the medium Federal Polytechnic Bauchi student prefer the most. to tackle all the question and get view of the student. Sixty

respondents were given questionnaire, and the information gotten from their response will be interpreted bellow.

This chapter will be treated following characteristics of respondent data presentation and analysis

Characteristics of Respondents

Demographic factors of respondent like sex, age and school will be presentation here

Table 1 sex of respondent

Sex	No of respondent	Percentage (%)
Male	40	66.7
Female	20	33.3
Total	60	100

From table 1 above 40 respondents represent 66.7% of the total respondent are male, 20 respondents representing 33.3% of the respondent are female

Table 2 age of respondent

Age	No of respondent	Percentage (%)
18-21	30	50
26-33	25	41.7
34-40	5	8.3
Total	6	100

From table 2 above 30 respondent 50%

Of the total respondent are between ages 18 to 25 respondent representing 41:78 is between the age of 26-30 while 5 respondents representing 8.3% are within the age 34-40 years old

Table 3 School facility of respondent

School	No of respondent	Percentage (%)
School of general studies	35	58.3
School of business studies	20	33.3
School of environment studies	5	8.3
Total	60	100

From the table above the questioner was administer to students from three different schools at random sampling and 35 respondents representing 58.3 are from school of general studies, 20 representing 33.3% are from school of business studies while 5 respondents representing 8.3% of the total respondent are from school of environmental studies.

Table 4 Academic qualification

Academic qualification	No of respondent	Percentage (%)
HND	35	58.3
ND	25	41.7
Total	60	100

From the table above 35 respondents representing 58.56 of the total respondents are SSCE holders who are undergoing a pre-ND programmed of National diploma, while 25 respondents representing 4 are in Higher National Diploma HND

RESULTS

Table 5. Do you have a radio set?

Response	No of respondent	Percentage (%)
Yes	30	50
No	30	50
Total	60	100

From the above 30 represent representing 50% of the total respondent have radio set while 30 respondents representing 50% doesn't own radio set

Table 6 Do you listen to radio programmed

Response	No of respondent	Percentage (%)
Yes	10	9.7
No	50	91.3
Total	60	100

From the above 10% respondent representing 9.7% of the total respondent listen to Radio, while 50 respondents representing 91.3% of the total respondent don't listen to Radio

Table 7. how many hours do you listen to radio daily

Hours	No of respondent	Percentage
0-1 hours	35	58.3
2-3 hours	20	33.3
3 and above	5	8.3
Total	60	100

From the table above 35 respondents represented 58.3% of the total respondent listen to radio between 0–1-hour, 20 respondents represented 33.3% listen to radio between 2-3 hours, while only 5 respondents representing 8.3.6 of the total respondents listen to radio for 3 hours above.

Table 7. what programmed do you enjoy listening

Programmes	No of respondent	Percentage (%)
News	5	8.3
Political programme	5	8.3
Health programme	5	8.3
Entertainment	20	33.3
All of the above	25	41.7
Total	60	100

From the above 5 respondent representing 8.3% each from the total respondent enjoy listening to news political programmed, health programmed respectively. While 20 respondents of 33.3% enjoy entertainment more while 25 respondents enjoy listening all the programmed

Table 8. Do you have a television set?

Response	No of respondent	Percentage (%)
Yes	20	33.3
No	40	66.7
Total	60	100

From the table above 20 respondents representing 33.3 % of the total respondent own a television.

While 40 respondent 66.7% of the total respondent doesn't own a television. The reason is that, most youths also not all students cannot afford a television set and the time to listen.

Table 9. What programmed do you enjoy watching

Programme	No of respondent	Percentage (%)
News	5	8.3
Sport	15	25
Religion programme	5	8.3
Entertainment	15	25
Others	20	33.3
Total	60	100

From the above 5 of 8.3% respondent watched news 15 of 25% respondent watch sport for entertainment while 20 respondents of 33.3% watch other programmed

Response	No of respondent	Programme (%)
Yes	20	33.3
No	40	66.7
Total	60	100

Table above indicate that do respondent representing 33.3% of the total respondent newspaper while 40 respondents representing 66.7% of the total respondent don't read news paper

Table 10. how do you get to read them

Response	No of respondent	Percentage
Buy them	7	35
From vendor 5	5	25
From library	4	20
Others	4	20
Total	20	100

From table 10 out of the table number of 20 respondent read newspaper, 7 of 35% buy the newspaper, 5 of 25% read newspaper from vendor 40 of 20 and in the library while 4 of 20 % respondent read newspaper from other source

Table 11. how often do you read them

Responds	No of respondent	Percentage (%)
Daily	10	50
Weekly	5	25
Others	5	25
Total	20	100

From the table above 10 represent representing 50% of the total respondent read newspaper daily. 5 representing 25% of the total respondent read it weekly while 5 of 25% gave different time they read newspapers

Table 12 what content of newspaper do you prefer reading

Response	No of response	Percentage (%)
News	5	25
Editorial	2	10
Sport	10	50
Others	3	15
Total	20	10

From the total above 5 of 25% respondent read newspaper for news 2 of 10% for editorial 10 of 50% for sport while 3 of 15 for other purpose

From the response of our response, they patronize Bauchi State Radio Corporation (BRC) Ray power and AIT. The reason they patronize the mention media outfits is because, they access it easily and enjoy some of the programmed by the mention media organization.

DISCUSSION

My study on "Media consumption habit among polytechnic student in Nigeria" aimed to examine the preferences and behaviors of young individual concerning media usage. I sought to determine the types of media content students were expose to, the time allocated to various media sources daily, and their overall perception of media. The research

discovered a decline in radio patronage only 10% of student engagement. On the other hand, online news platforms and social media, such as Toktok, Facebook, and Twitter emerged as the most popular mediums, capturing 60% of student engagement and 30 percent newspaper. I employed a well structure questionnaire to collect comprehensive insight into the prevalent media consumption patterns among polytechnic student. As a potential solution, I recommended the implementation of an orientation program within the polytechnic to raise awareness about fostering healthy media consumption habits. I encourage the utilization of online streaming services for diverse information needs due to their accessibility and popularity among student population.

The research study from all indication have examine all about the Mass Media Consumption Habit Among Polytechnic Student. 60 respondents from our case study which is Federal Polytechnic Bauchi. From the questioner administrated to student. there is most male student than the female students. and the age limit between 18 to 25 have the major percentage. The research study also shows that, not all student have a radio set and they spend less time listening to it. Since all the respondent are student, just few own a television set as they can't afford it. When it comes to reading newspaper just few patronize it but leverage more on online streaming for news and social media platforms.

CONCLUSION

1 In conclusion Mass Media which is a fourth realm of the government and act as a watch dog of the society plays an important role in the life of youths. And so, the study will help to encourage the consumption Media Habit among youth within Federal Polytechnic Bauchi and the country at large. It will also help to serve as a reference material for features researchers.

2 Also, the Mass Media has help to play important role of informing, educating, entertaining and inspiring. The research study has helped to sample the opinion of respondent and find out areas of the mass media that they patronize more, and that which they don't so that the media owners will know how to improve in their programmers'.

Recommendation

1 Radio station should intensify their campaign on education, health related matters and other vital area affecting people. This will help students to learn from medical expert on diseases such as acquired immune, deficiency syndrome (AIDS), Cancer, Drama, Documentary such areas should be made available too.

2 Policy makers of media organization should formulate policies that will include providing programs. That will reflect the true pictures of what is happening in our society most especially political programs. This will enable listeners to get acquainted with the content political dispensation.

3 Finally, more research should be carried out on Mass Media Consumption Habit of Polytechnic Students by scholars. This will enable policy maker to draw comprehensive programmed based on available data which student have positive predisposition towards.

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