



**UNIVERSITI TEKNOLOGI MARA**

**MLS 760: INDEPENDENT STUDY**

**YOUNG ADULTS AND EVERYDAY-LIFE  
INFORMATION SEEKING: THE NEWS MEDIA  
CONSUMPTION**

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**MASTER IN LIBRARY SCIENCE**

**JULY 2014**

# **YOUNG ADULTS AND EVERYDAY-LIFE INFORMATION SEEKING: THE NEWS MEDIA CONSUMPTION**

## **Abstract**

There is a limited of research examining the everyday-life information seeking of young people, especially investigating the role that the news media has in providing information to young people for use in their everyday lives. The study proposed to distribute 335 questionnaire survey to four different age groups of young people between 15 and 29 years old in Selangor Public Library, Shah Alam. Recent research suggests that there are other factors in determining young people's level of news media consumption in everyday life information seeking. As a result, the issue concern are traditional print media are least preferred, and social media are perceived as important for communication with friends and news gathering. Purposeful information seeking was more likely to occur online, but both print and online newspapers retained an incidental role in providing information to students for their everyday lives. Young people are familiar to use range of media to suit their particular needs and purposes. Thus, access to a wide variety of sources is important for everyday-life information seeking (ELIS) by young people. News media consumption among young people is still an issue that needs further attention, because of its contribution to their socialization, understanding of the world they live in and to the vitality of the media organizations. These aspects, mainly the uses of different media and the relationship with this and the social issues are among of the concerns of this paper.

**Keywords:** Young people, news media consumption, everyday-life information seeking (ELIS), internet, social network

## TABLE OF CONTENTS

	<b>Pages</b>
Abstract	i
Table of Contents	ii-iv
List of Figures	vi
List of Tables	vii-viii
Acknowledgment	v
 <b>CHAPTER 1: INTRODUCTION</b>	
1.0 Introduction	1
1.1 Background of the study	1-3
1.2 Problems statements	4-5
1.3 Relevance of the study	6
1.4 Aim and Objectives of the study	6
1.5 Research questions	7
1.6 Hypotheses of the study	8
1.7 Scope of study	9-10
1.8 Significance of the research	10-12
1.9 Definition of term	13-17
1.10 Chapters Outline	18

## **CHAPTER 2: LITERATURE REVIEW**

2.0	Introduction	19
2.1	The evolution of news media	19-20
2.2	Young adults and Everyday life information seeking (ELIS)	20-22
2.3	News consumption among young adults	22-25
2.4	Format Preference: Print vs. Online	25-26
2.5	Process model based on Ellis's 'characteristics'	27-29
2.6	Conceptual Framework	29-34

## **CHAPTER 3: RESEARCH METHODOLOGY**

3.0	Introduction	35
3.1	Research paradigm	36-40
3.2	Population	41-42
3.3	Sampling size	42-44
3.4	Data collection	44
3.5	Instrumentation	
	3.5.1 The Questionnaire	45
	3.5.2 Questionnaire design	45
	3.5.3 Contents of the questionnaire	46-47
	3.5.4 Respondent	48
	3.5.5 Place of Distribution	48
	3.5.6 Procedure	49
	3.5.7 Pre-test	49
3.6	Pilot Study	49
3.7	Reliability Test	50

3.8	Validity Test	51
3.9	Data Analysis	51
3.10	Conclusion	52

#### **CHAPTER 4: FINDINGS**

4.0	Introduction	53
4.1	Part 1: Demographic profiles	54-56
4.2	Part 2: News Media Consumption Patterns	57-63
4.3	Part 3: News media content	64-71
4.4	Part 4: News media format/sources	72-84

#### **CHAPTER 5: DISCUSSIONS, RECOMMENDATIONS AND CONCLUSION**

5.0	Summary of the study	85
5.1	Discussion on major findings	
	5.1.1 News Media Consumption Patterns	86-103
	5.1.2 News media content	104-105
	5.1.3 News media format/sources	105-106
	5.1.4 Value of News	107-108
5.2	Recommendations	109-112
5.3	Future research	113-114
5.4	Conclusion	114

REFERENCES

APPENDICES