
Media Consumption Patterns and Preferences among Young Adults: A Survey Study

Nugrah Juniar Umar¹, Hastuti², Wandu³

¹Politeknik Negeri Media Kreatif PSDKU Makassar, nugrahjunior@polimedia.ac.id

²Universitas Muhammadiyah Buton, hastutituo@gmail.com

³Institut Agama Islam Negeri Bone, wandi@iain-bone.ac.id

Abstract

This research examines the media consumption pattern and preferences among young adults, emphasizing the importance of understanding their engagement with media. Using a survey method, the data were taken from 50 respondents by considering specific criteria of young adults. The data were taken by using questionnaire through a close-ended questionnaire. The findings reveal that young adults engage with various media platforms, with streaming services and social media being the most popular choices. They spend a significant amount of time consuming media content, primarily in the range of 2-4 hours per day. The preferred media genres include entertainment, music, news, sports, and lifestyle, among others. Influencers on the media also plays significant role in shaping the attitude and behavior of young adults.

Keywords: *Young Adults; Media Consumption; Social Media.*

INTRODUCTION

In today's interconnected world, understanding the intricate ways in which young adults engage with media is crucial for comprehending their experiences and perspectives. Media consumption has transcended its role as a mere source of entertainment, and also becoming a powerful force in shaping the attitudes, behaviors, and cultural landscape of young adults. Media which everyone has known can act as a window to the world, exposing them to explore ideas, beliefs, and experiences. It also inevitable that the media influences their perceptions of social, political, and cultural issues, helping form their identities and informing their decision-making processes (McLeod, Wise, & Perryman, 2017). Media plays an significant role in establishing and reinforcing social norms, fashion, and lifestyle choices among young adults (Ahmad, Sudrajat, Faiza, & Ollianti, 2023). By examining their media consumption patterns, it can gain valuable insights into the factors that influence their choices, the motivations behind their media preferences, and the impact of media exposure on their perceptions and behaviors. This knowledge is invaluable for media creators, marketers, and educators, as it allows them to

create content, advertisements, and educational interventions that relevant with and positively impact of young adults. Additionally, by understanding media consumption among young adults contributes to a broader understanding of societal trends, shifts in cultural values, and emerging patterns of communication and engagement in the digital age.

Moving forward to the contemporary landscape, unraveling the complexities of how young adults interact with media is essential for comprehending their evolving attitudes, behaviors, and the broader culture. Recent research has highlighted the profound influence of media consumption on young adults' perceptions, opinions, and actions. The rise of social media platforms has transformed the way young adults connect, communicate, and form social bonds, with studies revealing its impact on self-esteem, and interpersonal relationships (Cingel, Carter, & Krause, 2022). Exploring on how young adults engage with media allows us to identify the potential risks and benefits associated with media consumption, enabling interventions and initiatives that promote media literacy, critical thinking skills, and responsible media use (Wong, Merchant, & Moreno, 2014). By acknowledging the multifaceted role of media in young adults' lives, it can shape media environments that empower and enrich their experiences, fostering a more informed, engaged, and media-savvy generation."

The media landscape has undergone some transformation in recent years, by the rapid advancements in technology and the widespread of digital platforms (Napoli, 2008). Traditional media, such as television and newspapers, have experienced a profound shift as they have been supplemented and even surpassed by the rise of online platforms, social media, streaming services, and mobile apps. These digital platforms have revolutionized the way young adults access and consume media content. With a few taps on their smartphones, the young adults can stream their favorite TV shows and movies on-demand, access news from around the world, engage with user-generated content on social media platforms, and explore a vast array of multimedia content available at their fingertips.

In the recent years people have witnessed the popularity of online streaming services like Netflix and other streaming videos, offering a vast library of movies, TV series, and original content (Summers, Brecht, Eager, & Gutarin, 2016). Moreover, the rise of other social media such as Instagram and TikTok has revolutionized how young adults consume and create content, providing an interactive and visually-oriented experience (Roth et al., 2021). Mobile apps that available in smartphone have also become central to media consumption which allows young adults to have fully access of news, music, podcasts, and other forms of media (Oyebode, Alhasani, Mulchandani, Olagunju, & Orji, 201). The increased availability of media content on digital platforms, combined with the ease of access and personalized recommendations, has empowered young adults to customize their media consumption experiences, selecting content that aligns with their interests, values, and identities. This shift has challenged traditional forms

of media, such as television and newspapers, to adapt and integrate digital strategies in order to remain relevant in an increasingly digital-centric media landscape.

Understanding this issue is important due to several reasons. Firstly, young adulthood is a critical period where individuals are exposed to a wide range of media content, which can significantly influence their beliefs, values, and behaviors. Media involved has also the potential ability to shape their attitudes, social norms, and worldviews. Secondly, young adults are early adopters in media consumption. Their preferences and habits are not only influential within their own age group but also have broader implications for media industries, advertisers, and content creators. By focusing specifically on young adults, it can expose emerging patterns, preferences, and trends that are crucial for developing effective media strategies and catering to their diverse needs.

Moreover, the lack of comprehensive research in this specific area highlights the need for a deeper exploration of young adults' media habits. By addressing this research gap, it aims to contribute to the existing body of knowledge by providing a nuanced understanding of young adults' media consumption patterns and preferences, enabling researchers, media practitioners, and policymakers to make informed decisions and interventions. The primary objectives of this study are to examine the media consumption patterns and preferences among young adults and to gain a comprehensive understanding of their engagement with media content. Specifically, this research aims to address the following questions: What are the prevailing media consumption patterns among young adults?.

RESEARCH METHODS

The research employed a survey method to gather data on media consumption patterns and preferences among young adults. A total of 50 students from young adults were selected as participants, using a purposive sampling approach that considered their status as young adults. The data instrument involved the use of a close-ended questionnaire, which allowed for standardized responses. The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS). By utilizing this methodological approach, the study aimed to obtain comprehensive insights into the media habits of young adults and provide a foundation for analyzing their preferences and behaviors.

RESULTS AND DISCUSSION

Based on the result of the questionnaire, the collected data in this research were presented into followings criteria:

Media Platforms:

The data on media platforms show on the preferred channels through which young adults engage with media content. The survey results indicate that streaming are the most frequently used media platform among the participants, with 40 students reporting its frequent use. This finding is consistent with the growing trend of streaming platforms and the increasing popularity of on-demand content consumption among young adults (Falkowski-Gilski & Uhl, 2020).

By the result of the questionnaire, social media emerges as the second most popular media platform, with 45 students indicating its frequent use. This aligns with previous research that has emphasized the prominent role of social media platforms in shaping media consumption behaviors and facilitating content discovery and sharing among young adults (Bhatli & Mejri, 2015). Television also remains a popular medium, with 35 students reporting its frequent use. This suggests that traditional forms of media still have relevance among young adults. This finding corresponds with studies that have highlighted the coexistence of traditional and digital media in the media consumption landscape of young adults (Bhavsar, 2018).

Moreover, the data also highlights the varying degrees of usage across other media platforms. Online news websites, print newspapers/magazines, radio, podcasts, and other platforms received different levels of engagement from the respondents, indicating the diversified media preferences and consumption habits among young adults.

Understanding the popularity and usage patterns of different media platforms among young adults is crucial for media companies, content creators, and advertisers. By recognizing the dominant platforms and the emerging trends, media entities can strategize content creation, distribution, and advertising efforts to effectively reach and engage their target audience. Additionally, it emphasizes the need for media literacy initiatives to promote critical thinking and responsible consumption across a diverse range of media platforms.

Media Consumption Time:

The data on media consumption time also provides valuable insights into the amount of time that young adults use to consuming media content daily. According to the survey results, a significant majority of students (25 students) reported spending 2-4 hours on media consumption per day. This finding indicates that media has substantial role for young adults, with a significant part of their daily routine devoted to engaging with various media platforms.

Approximately 15 students indicated spending 1-2 hours on media consumption per day. This group represents individuals who allocate a relatively shorter duration to media engagement compared to the first group. It is worth noting that a smaller number of students

reported spending less than 1 hour, 4-6 hours, or more than 6 hours on media consumption. This suggests that while there is variability in the time spent on media consumption among young adults, the majority is within the more than an hour range which also associated with mental health (Coyne, Rogers, Zurcher, Stockdale, & Booth, 2020).

Understanding the time spent on media consumption is important for researchers, educators, and policymakers to gain insights into the impact of media on young adults' lives. The duration of media engagement has implications for various aspects, including cognitive development, social interactions, and well-being. Previous studies have shown that excessive media consumption may be associated with negative outcomes such as sedentary behavior, decreased academic performance, and compromised mental health (Amedie, 2015).

For media companies and content creators, understanding the average time young adults spend on media consumption is crucial for developing effective strategies to capture and retain their attention. By aligning content offerings and distribution platforms with the time constraints and preferences of young adults, media entities can enhance user engagement and satisfaction. Furthermore, educators and policymakers can use these findings to promote media literacy and responsible media consumption practices among young adults. By raising awareness about the potential impact of excessive media consumption and providing guidance on managing media time effectively, they can empower young adults to make informed choices and maintain a healthy balance between media engagement and other aspects of life.

Preferred Media Genres:

The questionnaire also reveals media genres that are most preferred by the surveyed students. According to the results, entertainment, including movies and TV shows, emerges as the top choice among the respondents, with 45 students selecting this genre. This finding aligns with the widespread popularity of entertainment content among young adults, who often seek immersive and engaging storytelling experiences (Watts, Bonus, & Wing, 2020).

Music also has high position in terms of preference, with 35 students indicating their fondness for this genre. This highlights the significant role that music plays in the lives of young adults, as it provides emotional connections, self-expression, and serves as a form of entertainment and personal enjoyment (Abdumutalibovic & ganeshina, 2022).

Moreover, the data also reveals that students have diverse preferences beyond entertainment and music. News and current affairs, sports, lifestyle and fashion, comedy, and educational content also garnered interest among the surveyed students, albeit with varying numbers of preferences. This suggests that young adults have a multifaceted media consumption behavior

and engage with a range of genres based on their interests, information needs, and desire for personal growth (Pawanteh, Rahim, & Ahmad, 2009). Understanding the preferred media genres of young adults holds relevance for media companies, content creators, and advertisers. By gaining insights into these preferences, they can tailor their offerings to meet the demands of their target audience and develop content strategies that resonate with their interests. Additionally, educators and policymakers can leverage this information to align educational initiatives and media literacy programs with the genres that young adults are most inclined to engage with, thereby fostering critical thinking and enhancing their overall media literacy skills.

Following Influencers or Content Creators:

The survey results reveal a number of students (40 students) actively follow influencers or content creators on social media platforms. This finding highlights the influence and impact of social media personalities in getting the attention and interest of young adults. By choosing to follow these influencers, young adults likely seek inspiration, entertainment, information, or a sense of belonging within specific online communities (Croes & Bartels, 2021). As everyone know, social media has become a significant platform for individuals to showcase their talents, expertise, and unique perspectives. Influencers and content creators often develop a dedicated following by creating engaging content, sharing personal experiences, or offering valuable insights in their respective niches (Taillon, Mueller, Kowalczyk, & Jones, 2020). The fact that a significant majority of surveyed students actively follow influencers indicates their willingness to engage with and be influenced by the content shared by these individuals.

This questionnaire also shows a small number of students (10 students) who do not follow influencers or content creators on social media platforms. This can suggests that not all young adults are influenced by or interested in the content produced by influencers. It is important to note that individuals' preferences and choices regarding following influencers may vary based on personal interests, values, or other factors that shape their media consumption behaviors. Definietenly, by comprehending the phenomenon of following influencers or content creators has significant implications for marketers, brands, and advertisers. Influencer marketing has gained prominence as an effective strategy to reach and engage with target audiences, particularly among young adults who are more receptive to authentic and relatable content (Praswary & Darma, 2021). By recognizing the high number of students who follow influencers, marketers can leverage these platforms to connect with their target market, build brand awareness, and drive consumer engagement.

Furthermore, studying the motivations and patterns of following influencers can also provide valuable insights into the evolving dynamics of media consumption and the influence of

online communities on shaping consumer behaviors and attitudes. This information can inform content creators, social media platforms, and marketers in developing strategies that cater to the specific interests and preferences of young adults, ultimately enhancing their overall engagement and satisfaction (Larasati, 2021).

Influence of Recommendations or Endorsements:

The survey indicate that endorsements from influencers or friends have varying levels of influence on the media consumption choices of the surveyed students. The majority of respondents reported that these recommendations or endorsements are moderately influential (20 students) or somewhat influential (15 students) in shaping their media consumption decisions. This suggests that young adults consider the opinions and suggestions of influencers or friends when making choices about the media content they engage with (Scholz, 2021).

It is worth noting that a considerable number of students found the recommendations or endorsements to be very influential (10 students), indicating a stronger impact on their media consumption behaviors. This highlights the persuasive power of influencers and the significance of peer recommendations in guiding the media choices of young adults. The influence of recommendations or endorsements can stem from factors such as trust, relatability, and perceived expertise of the influencers or friends (Park & Lin, 2020). A small number of students (5 students) indicated that recommendations or endorsements were not influential at all in their media consumption decisions. This suggests that there are individuals who rely on their own preferences, critical evaluation, or other sources of information rather than external recommendations or endorsements. These students may place greater emphasis on personal taste, specific interests, or other factors when selecting media content.

Based on this finding it implies that the influence of recommendations or endorsements is crucial for marketers, advertisers, and content creators seeking to promote their products or content to young adults. Influencer marketing has become a popular strategy for brands to leverage the persuasive power of influencers in shaping consumer behaviors (Zietek, 2016). Additionally, recommendations from friends and peers hold substantial weight as social connections and word-of-mouth play a vital role in driving consumer engagement and adoption

Recognizing the varying degrees of influence, marketers can tailor their strategies to effectively utilize recommendations and endorsements, leveraging influencers or fostering positive word-of-mouth among young adults. This understanding can assist in developing targeted promotional campaigns, influencer partnerships, or referral programs that resonate with the preferences and behaviors of the target audience.

CONCLUSION AND SUGGESTION

In conclusion, the findings reveal that young adults engage with various media platforms, with streaming services and social media being the most popular choices. They spend a significant amount of time consuming media content, primarily in the range of 2-4 hours per day. The preferred media genres include entertainment, music, news, sports, and lifestyle, among others. Influencers on the media also plays significant role in shaping the attitude and behavior of young adults.

So, by understanding these media consumption patterns and preferences among young adults is vital for media companies, advertisers, policymakers, and educators. It enables media companies to create targeted and appealing content, tailor advertising strategies, and optimize user experiences. Advertisers can leverage influencers and user-generated content to effectively reach young adult audiences. Policymakers can develop media literacy initiatives to enhance critical thinking skills and empower young adults to navigate the media landscape responsibly. Educators can incorporate these findings into media education programs to equip students with the necessary skills to critically analyze and interpret media messages.

Suggestion

Future research in this field could further explore the media consumption patterns and preferences among young adults. Investigating the role of influencers and content creators in shaping young adults' media choices and behaviors would provide valuable insights for marketers and media companies. Moreover, exploring the relationship between media consumption and mental health among young adults would contribute to a comprehensive understanding of the effects of media engagement on their lives. Overall, future research should continue to explore various aspects of media consumption among young adults to keep with the rapidly evolving media and its implications for many parties.

REFERENCES

- Abdumutalibovic, M. A., & ganeshina, m. A. (2022). The art of music main forms of organization of learning and its role in the education of youth. *Gospodarka i Innowacje*, 23.
- Ahmad, W., Sudrajat, A., Faiza, S., & Ollianti, R. N. (2023). The influence of Social Media on Teenagers' Lifestyle: Behavioral Analysis Among Adolescents in Bandung. *Journal on Education*, 5(3).
- Amedie, j. (2015). The impact of social media on society. *Pop Culture Intersection*.
- Bhatli, D., & Mejri, C. A. (2015). The influence of Social Media on Consumption Practices. *Ideas in Marketing: Finding the NEw and Ploshing the Old*.
- Bhavsar, R. (2018). The Burgeoning DIgital Media CONsumption: A CHallenge for Traditional Television and Advertising Industries - An Analysis. *AMity Journal of Media & Communication Studies*, 8(1).
- Cingel, D. P., Carter, M. C., & Krause, H. V. (2022). Social media and self-esteem. *Current Opinion in PSychology*, 45.
- Coyne, S. M., Rogers, A. A., Zurcher, J. D., Stockdale, L., & Booth, M. (2020). Does time spent using social media impact mental health?: An eight year longitudinal study. *Computers in Human Behavior*, 104.
- Croes, E., & Bartels, J. (2021). Young adults' motivations for following social influencers and their relationship to identification and buying behavior. *Computers in Human Behavior*, 124.
- Falkowski-Gilski, P., & Uhl, T. (2020). Current trends in consumption of multimedia content using online streaming platforms: A user-centric survey. *Computer Science Review*, 37.
- Larasati, P. K. P. (2021). Efektivitas content Creator dalam Strategi Promosi di Era Digital. *Prosiding Seminar nasional Desain*, 1.
- McLeod, D. M., Wise, D., & Perryman, M. (2017). Thinking about the media: a review of theory and research on media perceptions, media effects perceptions, and their consequences. *Review of COMMunication Research*, 5.
- Napoli, P. M. (2008). Toward a model of audience evolution: new technologies and the transformation of media audiences. *Donald McGannon Community Research Center*.
- Oyebode, O., Alhasani, M., Mulchandani, D., Olagunju, T., & Orji, R. (201). SleepFit: A Persuasive MObile App for Improving Sleep Habits in Young Adults. *IEEE 9th International Conference on Serious Games and Applications for Health*.

- Park, H. J., & Lin, L. M. (2020). the effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the contezt of produc endorsement. *Journal of Retailing and Consumer Services*, 52.
- Pawanteh, L., Rahim, S. A., & Ahmad, F. (2009). Media Consumption among Young Adults: A Look at labels and Norms in everyday Life. *Jurnal Komunikasi, Malaysian Journal of Communication*, 25.
- Praswary, D. S., & Darma, G. S. (2021). Community Relations Millenial Content Creator in Forming A Brand Image. *International Journal of Economics, Business, and Accounting Research (IJEBAR)*, 5(4).
- Roth, R., Ajithkumar, P., Natarajan, G., Achuthan, K., Moon, P., Zinzow, H., & Madathul, K. C. (2021). A study of adolescents' and young adults' TikTok challenge participation in South India. *HUman Factors in Healthcare*, 1.
- Scholz, J. (2021). How consumers consume social media influence. *Journal of Advertising*, 50(5).
- Summers, J., Brecht, T., Eager, D., & Gutarin, A. (2016). Characterizing the wokload of a netflix streaming video server. *IEEE International Symposium on Workload Characterization (IISWC)*.
- Taillon, B. J., Mueller, S. M., Kowalczyk, C. M., & Jones, D. N. (2020). Understanding the relationship between social media influencers and their followers: the moderating role of closeness. *Journal of Product & Brand Management*, 5.
- Watts, J., Bonus, J., & Wing, H. (2020). Celebrating your circle of life: Eudaimonic Responses to Nostalgic Entertainment Experiences. *Journal of Communication*, 70(6).
- Wong, C. A., Merchant, R. M., & Moreno, M. A. (2014). Using social media to engage adolescents and young adults with their health. *Healtcare*, 2(4).
- Zietek, N. (2016). *Influencer marketing: the characteristics and components of fashion influencer marketing*. Universities of Boras, Faculty of Textiles, Engineering, Business.