



THE POPULARITY OF NEW MEDIA OVER OLD MEDIA

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LOWENA YONG XIN YI

## APPROVAL FORM

This research paper attached hereto, entitled “The Popularity of New Media Over Old Media”, prepared and submitted by Lowena Yong Xin Yi in partial fulfillment of the requirements for the Bachelor of Media and Creative Studies, is hereby accepted.

\_\_\_\_\_

Supervisor

Chong Eu Choong


Date: \_\_\_\_\_

## DECLARATION

I declare that the research presented in this paper, titled “The Popularity of New Media Over Old Media” is the result of my own independent work. All sources of information, including printed, electronic, and personal communications, have been duly acknowledged in the bibliography and references. This work has not been submitted previously for any other degree or qualification and adheres to the highest standards of academic integrity.

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## **Abstract**

This study investigates the increasing preference for new media platforms, including social media, online news, and streaming services, over old media sources such as radio, newspapers, and television. An online survey, created with Google Forms, was distributed to 50 respondents aged 18 to 34, capturing insights into media consumption habits, demographic backgrounds, and perceptions of both new and traditional media. Qualitative analysis methods were used to interpret the data, with Microsoft Excel facilitating the organization and categorization of responses. Excel's analytical functions allowed for the identification of key patterns and themes, shedding light on factors influencing the shift toward new media. The findings aim to reveal reasons behind these evolving media preferences and to illustrate how changes in media consumption impact interaction, communication, and perception among younger generations. By examining this shift, the study provides a comprehensive view of the media landscape's transformation and its broader implications.

***Keywords:*** *New Media, Traditional Media, Media Consumption, Social Media, Online News*

## **Chapter 1**

### **Introduction**

#### **1.1 Background of study**

The media landscape has transformed significantly throughout these decades caused by the advancement of technologic and the accessibility of the internet. Old media includes newspapers, television and radio once are the main sources of information and entertainments. However, the rise of new media includes social media, online news and streaming platform have reshape the media landscape in how to produce, distribute and consume the contents.

New media has changed the way how people access and consume information due to the widespread accessibility of the internet. The present of internet has made people to obtain news and entertainment easier and faster compare to old media. Social media such as Facebook, Instagram and Twitter are the primary sources of news and information for most individual these days (Pew Research Center,2019). Streaming platform such as YouTube and Netflix provide contents based on interests and allows people to consume content conveniently (Smith, 2016).

Old media start to have a decline in audiences' size and influence. For example, the production of newspaper has decreased which causes many print publications shifted to digitals form to survive. Television and radio are facing a challenge from the on demand and streaming services that offers more flexibility and wider range of contents to the people. The transformation has raised the concern for the future of old media and the ability to adapt to the changes of modern audiences in preferences.

The factors that cause the popularity of new media to grow over old media are accessibility, interactivity, real time update and user generated content. People can access to new media on various devices including smartphones, tablets and computers which makes it convenient for

people to consume information anytime anywhere. Moreover, new media allows people to interact with the contents, share and having a discussion which creates more personalise experiences for the people. New media also provide real time updates like online news which is appealing to the fast-paced world (Hermida, 2018). New media such as YouTube and social media allows people to create and share their own contents which will create a sense of community and participation.

The transformation of old media to new media has present the challenges and opportunities for the media industry. Old media companies must innovate and adapt to survive includes making digital strategics, creates engaging online contents and start to use social media to reach wider audiences (Napoli, 2014).

## **1.2 Problem Statement**

New media platforms, such as social media, online news and streaming services is growing faster nowadays, this has caused a significant change in how people consume and interact with the contents. Also, it caused a high preference for new media over old media such as radio, newspapers and television. However, the underlying causes of this transformation remain unknown.

New media has various advantages, including improved accessibility, interaction, and the capacity to create user-generated content. However, it raises serious issues about its impact on behaviour in society, trust in information, and the overall media environment. As the importance of new media grows, it is critical to understand the important elements that determine its choice over old media, such as consuming habits, demographics, and perceptions of both media types.

This study aims to address a lack of information by analysing these characteristics and their implications for the changing media environment. By investigating how younger generations

interact with new media, the study will help on the larger change in culture toward digital platforms and its possible impact on media consumption behaviours. The findings will be critical for media organizations, advertisers, and politicians as they transition to a digital-first media ecosystem and promote educated, responsible media use among younger audiences.

### **1.3 Research Objectives**

1. To determine the causes of the popularity of new media over old media.
2. To determine the relationship between the media consumption habits and the popularity of media.

### **1.4 Research Questions**

1. Does people perceive new media as more credible than old media?
2. Does people find new media provides a more personalized and interactive experience compared to old media?

### **1.5 Significance of the Study**

In an era where new media platforms dominate daily life, this study is critical for understanding the elements that drive the appeal of new media over old media. This study attempts to provide insights into the various factors that influence media preferences across demographic groups, with a focus on accessibility, interaction, real-time updates, and user-generated material. The conclusions of this study will raise awareness among media organizations, advertisers, and politicians about the changing expectations of modern audiences, especially younger generations. This study, by identify specific preferences, provides useful information for old media organizations looking to alter their content, formats, and delivery methods to remain relevant. Furthermore, the study's findings can help media organizations and advertisers understand where their consumers are most engaged and why, allowing for more targeted and effective communication methods that appeal to younger generations. From a broader societal viewpoint, this study adds to the educational knowledge of how changes in media consumption

affect social interactions, information-seeking behaviours, and perceptions of credibility and trust. For politicians, the study provides vital information on the societal implications of the digital media ecosystem, which could inform policies on media accessibility, digital literacy, and regulation. Finally, this study seeks to foster a thorough awareness of the changing media environment by supporting programs that promote educated and balanced media consumption among the younger generations, so contributing to a more flexible and inclusive media landscape.

## **Chapter 2**

### **Literature Review**

#### **2.1 Introduction**

The development of new media has transformed the communication environment which causes a serious threat to old media. New media refers to various digital platforms such as social media, blogs and streaming services, that enable new modes of engagement and content consumption. This literature study investigates the elements that contribute to the increased popularity of new media over old media including accessibility, interaction and user-generated content. It also investigates the effects of this transformation on society and the media business.

#### **2.2 Accessibility and Convenience**

One of the main reasons for new media's popularity to increase is because it is easy to use and access. Digital platforms are widely available across numerous devices which allows users to access material at any time and any location. According to Pew Research Center (2021), the broad use of smartphones and internet connectivity has made digital media everywhere which causes users to have continuous and on-demand access to information and entertainment. This is in contrast to old media such as newspapers, radio and television, which frequently require specific devices and subscribe to programming schedules. The fall in print newspaper circulation and the growing preference for online news sources highlight this shift (Koundal and Mishra, 2021).

The concept of accessibility includes more than just the physical availability of devices. Digital platforms also provide user-friendly interfaces and tailored content distribution, which improves the entire user experience. The speed and accessibility of digital media have profoundly changed how consumers interact with information, defying old media's time and space limits (Pew Research Center, 2021).

### **2.3 Interactivity and User Engagement**

Interactivity is a unique feature of new media, contrasting it from old media. Kaplan and Haenlein (2010) said that social media platforms such as Facebook, Twitter and Instagram allow users to interact with information, share their thoughts and participate in discussions which results in a dynamic and participatory media environment. This level of interaction is almost non-existent in old media, where users are passive absorbers of information. Shahbaznezhad (2022) observes that the interactive aspect of new media enables real-time feedback and content personalization, considerably improving user experience.

The capacity to directly interact with content creators and other users has changed the media environment, making it more collaborative and community focused. Social media platforms enable two-way communication, allowing for dialogue and involvement that traditional media cannot offer. This engagement generates a sense of community and belonging among users, which increases the attractiveness of new media (Kaplan and Haenlein, 2010).

### **2.4 User-Generated Content**

User generated content (UGC) is also another factor which boosts the popularity of new media. Users now can create and share material easily on platforms such as YouTube, TikTok, Instagram and more. This transformation has caused the rise of influencers and content creators with enormous followers and various opinions when posing a challenge to established media organizations' gatekeeping role. New media's participatory culture not only expands the range of available information but also develops a sense of community and belonging among users (Wendland, 2024).

UGC platforms have transformed the media consumption landscape by making room for niche content and varied voices. This democratization of content creation has allowed people from many backgrounds to share their own stories and points of view caused more inclusive media

environment. The decentralization of content generation in new media has resulted in a more varied and inclusive media environment which allows previously excluded voices to be heard (Shilina, 2023).

## **2.5 Changing Consumer Preferences**

Consumer preferences have shifted toward new media, driven by a desire for rapid gratification and specific information. Deloitte (2020) discovered that younger consumers prefer streaming services and social media to traditional television and print media. This transformations in customer preferences have reflects broader behavioural shifts as people place a higher importance on uniqueness and flexibility. By providing these features based on users' behaviour has increase the relevancy and attractiveness of the information on new media platforms. Now users find new media are more appealing compared to old media because it offers contents that can be customized base on their needs (Deloitte, 2020).

## **2.6 Implications for Society and the Media Industry**

Both society and the media industry will be significantly impacted by the move towards new media. On the one hand, it has made information more accessible to all, allowing those who are marginalized to speak up and taking part in public conversations to a greater extent (Di Giovanna, 2021). However, the emergence of new media has also brought about problems, including the spreading of false information, the development of echo chambers, and the downfall of traditional journalism (Muhammed, 2021).

To remain important in the age of digital technology, media companies must invest in online platforms and develop unique business strategies. To tackle the challenges presented by new media, the growing media ecosystem requires a full examination of ethical norms and regulatory institutions. crucial media literacy and responsible content consumption are crucial



in light of the growth of false information and the construction of "echo chambers," in which users are exposed to material that reinforces their existing beliefs (Muhammed, 2021).

Furthermore, the disappearance of traditional journalism has an impact on the public's ability to access reliable and high-quality information. As new media evolves, media companies must find long-term solutions that support high-quality journalism while also ensuring the availability of accurate and reliable information.

## **Chapter 3**

### **Methodology**

#### **3.1 Introduction**

This chapter highlights the technique used to investigate the factors influencing people's choice for new media platforms like social media, online news, and streaming services over old media such as radio, newspapers, and television. This section highlights the research strategy, methods, and procedures used to ensure reliable data collection, analysis, and interpretation. This study uses a comprehensive method to acquire a better knowledge of how media consumption habits, demographic characteristics, and views influence media preferences among younger generations.

#### **3.2 Research Design**

A survey-based method is employed in this study to collect data from people aged 18 to 34. Surveys are useful in descriptive research because they enable the efficient collection of data from a wider sample and give a systematic format for capturing both quantitative and qualitative insights. Given the online integrity of new media, an online survey administered using Google Forms is ideally suited to this study's aims because it reaches a digitally native population in a convenient and accessible method.

The survey includes both closed and open-ended questions to collect a variety of data. Closed-ended questions allow for the collection of quantitative data, such as frequency of media use and platform preferences. In contrast, open-ended questions allow participants to comment on their preferences and motives, providing qualitative insights into issues such as accessibility, interaction, and content appeal that may drive new media development.

#### **3.3 Sampling**

This study uses convenience sampling to collect data from respondents aged 18 to 34 years. Individuals aged 18 to 34 are the target demographic, as they are more active on new media

platforms and are frequently at the vanguard of the transition from old to new media. Respondents will be recruited via prominent online channels for this age range, such as social media platforms and university online groups. This guarantees that the study is accessible and relevant, as well as that responses are collected efficiently.

This study will have a sample size of 50 participants. The focus is on gaining detailed, qualitative insights into media viewing habits, views, and preferences rather than generalizing findings to a larger audience. While convenience sampling may create biases, such as low generalizability, it is suitable for the scope and objectives of this investigation. This technology enables efficient data collecting and delivers important insights into the media behaviours and preferences of a digitally connected population.

### **3.4 Data Collection**

This study will collect data through a structured online survey sent via Google Forms. This strategy is appropriate for accessing the study's target group, those aged 18 to 34 who are likely to connect with digital platforms. Online surveys are efficient, cost-effective, and accessible from several locations, allowing for diverse replies from the target demographic. Google Forms provides a simple, user-friendly interface for both respondents and researchers, making it easier to collect and organize data for future study.

The survey will include both closed and open-ended questions to provide a comprehensive insight of participants' media consumption habits, perceptions, and preferences for new and old media. This combination of question types allows for a balance of quantitative data, such as frequency of media consumption and preferred platforms, as well as qualitative insights into participants' reasoning and attitudes. The survey is divided into three sections: demographics, media consumption patterns, and media perceptions and preferences.

In the first section, respondents submit demographic information such as their age, gender, and level of education. Gathering this data is critical for understanding the sample's composition and investigating potential demographic aspects that may influence media preferences.

The second section discusses media consumption habits, focusing on the frequency and type of media consumed, covering specific platforms such as social media, streaming services, and old media such as television and newspapers. This section tries to illustrate the intensity and variety of respondents' media participation.

The final section focuses on media perceptions and preferences. Respondents are asked to score their opinions on trust, dependability, and involvement with each media form. This section investigates the attractiveness of new media features, such as interactivity, real-time updates, and user-generated content.

### **3.6 Data Analysis**

The data analysis process for this study is intended to identify the primary elements influencing people's preferences for new media over old media between the ages of 18 and 34. The study interprets and categorizes the data collected from online survey responses using qualitative analytic methodologies.

Quantitative data from closed-ended survey questions will be analysed using descriptive statistics in Microsoft Excel. This includes computing frequencies, percentages, and averages for media consumption patterns, platform preferences, and the sample's overall demographics. For example, frequency analysis will be used to determine the most and least commonly utilized media platforms, and cross-tabulation may be used to investigate any correlations between demographic factors and media preference. This statistical analysis provides a broad overview of consumption habits and helps to reveal currently behaviours within the sample.

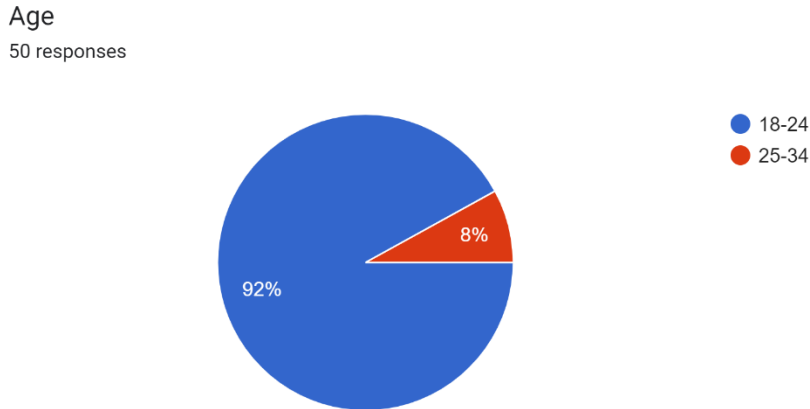
A thematic approach will be used to discover recurring themes and patterns in the qualitative data collected through open-ended questions on participants' media preferences, perceptions, and motives. Thematic analysis is looking through open-ended responses to find and code key phrases, keywords, and feelings. The coded data is then sorted into themes like accessibility, content diversity, real-time updates, and user-generated content. This strategy will assist in interpreting complex attitudes and motivations for the migration to new media platforms.

To ensure ideal interpretation, responses will be thoroughly checked several times to validate themes and maintain coding uniformity. The data-generated themes will then be analysed and synthesized to provide insights into the larger implications of new media adoption for content engagement and interaction. This complete data analysis approach, which combines quantitative research of usage trends with qualitative examination of preferences and perceptions, ensures a thorough grasp of the variables influencing the popularity of new media.

## Chapter 4

### Finding & Analysis

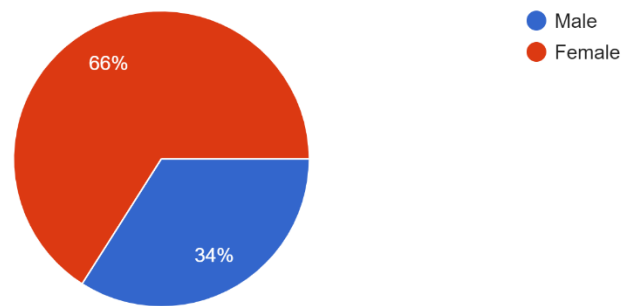
#### 4.1 Demographic Information



*Figure 4.1 Age*

The data shows that the age distribution of 50 participants in this study, with a majority of 92% which are 46 of respondents falling within the 18 to 24 age range, indicating a high concentration of young adults in this group. Meanwhile, only 4 of the respondents representing 8% are between the ages of 25 and 34.

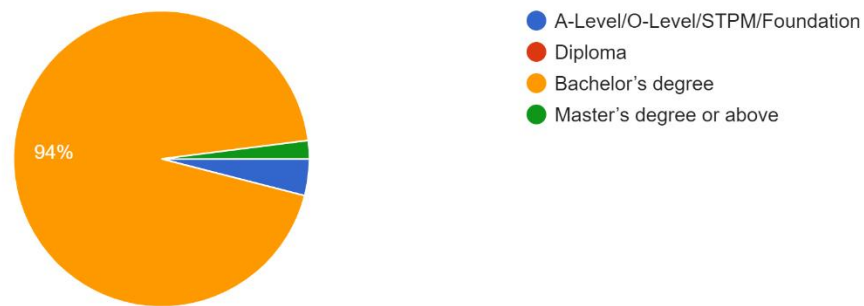
Gender  
50 responses



*Figure 4.2 Gender*

The data shows that a higher proportion of female respondents compared to male respondents. Specifically, 33 of the participants are female, accounting for 66% of the total sample, while 17 are male, representing 34%. This gender distribution, based on a total of 50 participants, reflects a notable gender imbalance within the respondent pool.

Education Level  
50 responses



*Figure 4.3 Education Level*

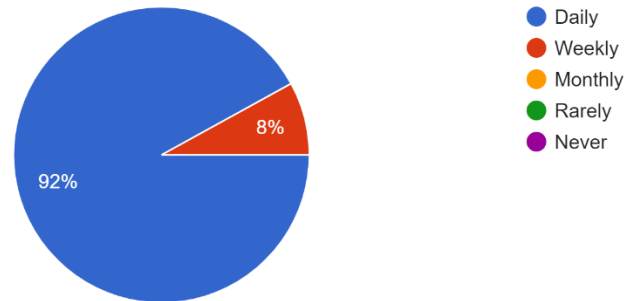
The data shows that the vast majority of respondents, 94% which are 47 of the respondents have attained a Bachelor's degree as their highest level of education. Meanwhile 2 of respondents indicating completion of an A-Level/O-Level/STPM/Foundation qualification and 1 of the respondents has a Master's degree or above. There are no participants are having a Diploma as their highest level of education.



## 4.2 Media Consumption Habits

How often do you consume new media (e.g., social media, online news, blogs)?

50 responses

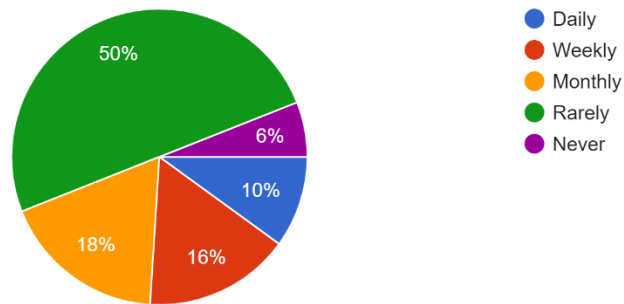


*Figure 4.4 How often do you consume new media?*

The data shows that 46 out of 50 respondents (92%) consume new media, such as social media, online news, and blogs, daily. In contrast, only 4 participants (8%) reported consuming new media on a weekly basis. This distribution highlights that most of the respondents engages with new media frequently, with daily access being the norm. This high rate of daily consumption underscores the central role new media plays in the respondents' information consumption habits and daily routines.

How often do you consume old media (e.g., newspapers, television, radio)?

50 responses

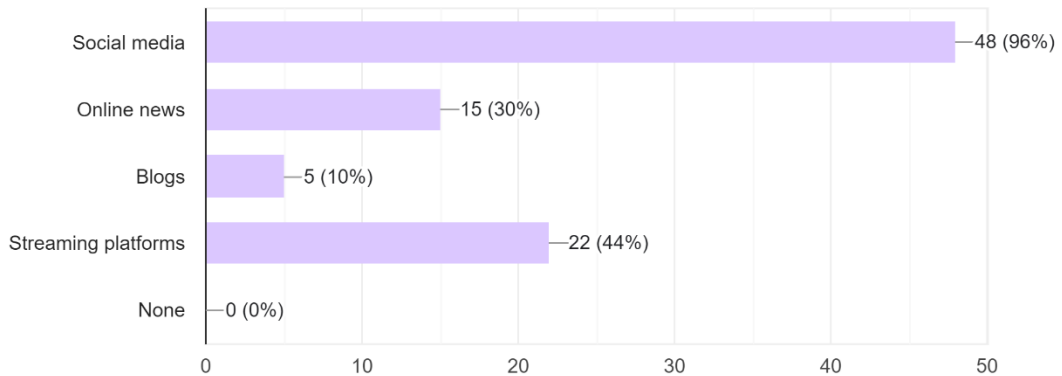


*Figure 4.5 How often do you consume old media?*

The data shows that diverse engagement levels with old media, such as newspapers, television, and radio, among the 25 participants (50%) consume old media monthly, while 9 respondents (18%) consume it weekly, and 5 respondents (10%) engage with it daily. Furthermore, 3 respondents (6%) indicated they never consume old media, and 8 respondents (16%) stated they consume it rarely. This distribution suggests that for this sample, old media is accessed less frequently, with most participants engaging with it on a monthly or less frequent basis.

### What type of new media do you consume the most?

50 responses

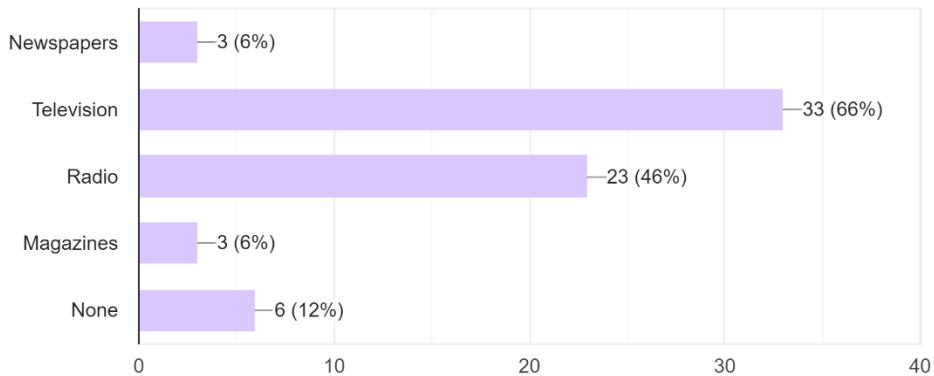


*Figure 4.6 What type of new media do you consume the most?*

The data shows that social media stands out as the dominant form, with 48 respondents (96%) indicating it as their most consumed type of new media. Streaming platforms follow, with 22 respondents (44%) listing it as their preferred medium. Online news is also popular, with 15 participants (30%) selecting it, while blogs are the least consumed, with only 5 respondents (10%) indicating it as their primary choice. Notably, none of the participants reported not consuming any form of new media, highlighting its pervasive role in their media habits. This distribution highlights the significant popularity of social media among respondents, reflecting its prominence in contemporary media consumption patterns.

### What type of old media do you consume the most?

50 responses



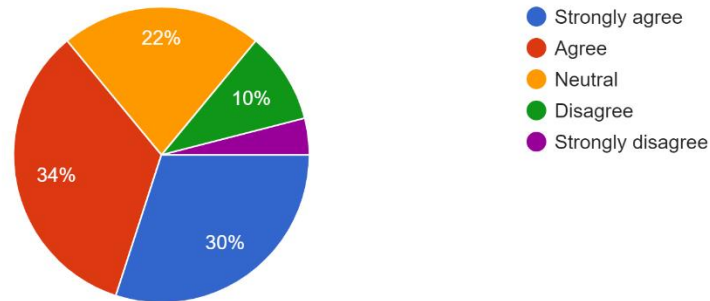
*Figure 4.7 What type of old media do you consume the most?*

The data shows that television is the most popular, with 33 participants (66%) identifying it as their primary form of old media consumption. Radio follows, with 23 respondents (46%) selecting it as their preferred choice. Newspapers and magazines are less frequently consumed, with only 3 participants (6%) each indicating them as their primary old media source. Additionally, 6 respondents reported that they do not consume any form of old media. This distribution highlights television's enduring popularity among respondents, while newspapers, magazines, and non-consumption are notably fewer common choices.

### 4.3 Perceptions and Preferences

Do you find that new media are more credible than old media?

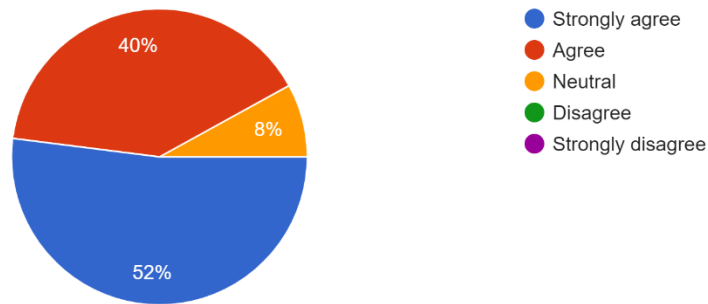
50 responses



*Figure 4.8 Do you find that new media are more credible than old media?*

The data shows that 15 respondents (30%) strongly agree that new media is more credible than old media, and 17 (34%) agree, making up a combined 49% who view new media as more credible. Meanwhile, 11 respondents (22%) remain neutral on the issue, neither favouring new nor old media in terms of credibility. On the other hand, 5 participants (10%) disagree, and 2 (4%) strongly disagree, indicating a minority who perceive old media as more credible. This distribution reflects a general trend among respondents towards viewing new media as credible, although a significant portion remains neutral, suggesting varied attitudes toward the credibility of different media types.

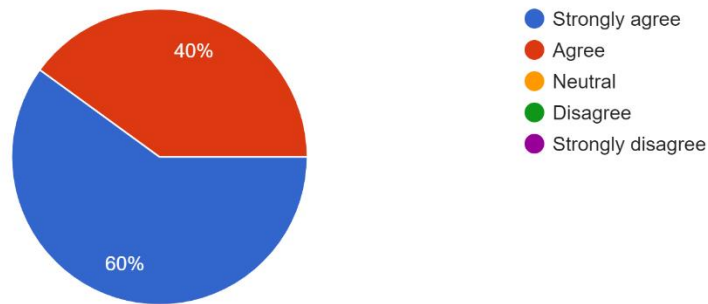
Do you find that new media provides a more personalized experience compared to old media?  
50 responses



*Figure 4.9 Do you find that new media provides a more personalized experience compared to old media?*

The data shows that 26 respondents (52%) strongly agree that new media offers a more personalized experience, while 20 respondents (40%) agree. Together, 92% of participants express a positive view of new media's personalization capabilities. Only 4 respondents (8%) remain neutral, and none of the participants disagree or strongly disagree. This distribution clearly highlights a strong preference for new media among respondents, with the majority recognizing its ability to deliver a more tailored and individualized experience than old media.

Do you find that new media provides a more interactive experience compared to old media?  
50 responses

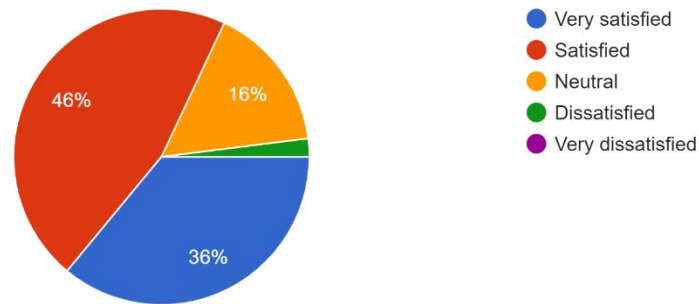


*Figure 4.10 Do you find that new media provides a more interactive experience compared to old media?*

The data shows that 30 respondents (60%) strongly agree that new media provides a more interactive experience, and 20 respondents (40%) agree. This results in a unanimous 100% positive response, with no participants selecting neutral, disagree, or strongly disagree. This distribution strongly emphasizes that all respondents view new media as significantly more interactive than old media, suggesting a clear preference for the engaging, participatory nature of new media platforms.

How satisfied are you with the content provided by new media?

50 responses



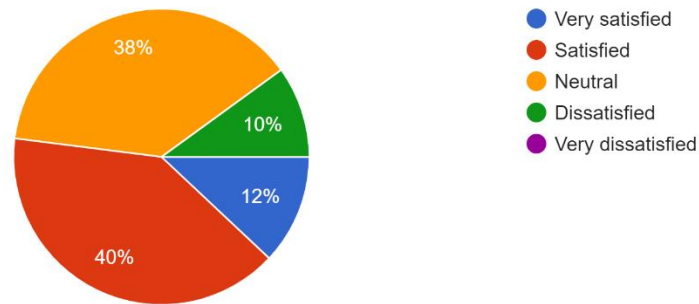
*Figure 4.11 How satisfied are you with the content provided by new media?*

The data shows that 18 respondents (36%) that are very satisfied with new media content, and 24 respondents (48%) are satisfied, meaning that a total of 84% express satisfaction. Meanwhile, 8 participants (16%) remain neutral, indicating neither satisfaction nor dissatisfaction. Only 1 respondent (2%) dissatisfied, and none of the participants are very dissatisfied. These results demonstrate a high level of satisfaction with new media content among respondents, with a significant majority expressing positive sentiments, while only a small minority feel dissatisfied.



How satisfied are you with the content provided by old media?

50 responses

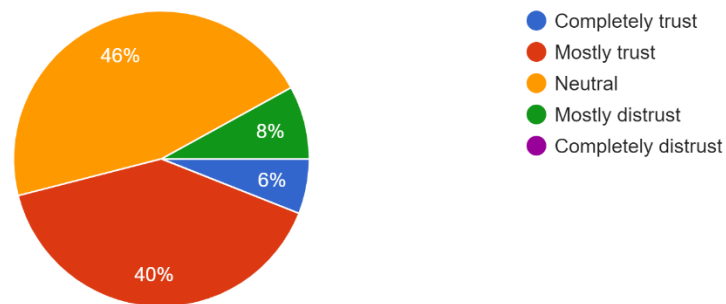


*Figure 4.12 How satisfied are you with the content provided by old media?*

The data shows that 6 participants (12%) are very satisfied, while 20 (40%) are satisfied, meaning that a combined 52% hold a positive view of old media content. Meanwhile, 19 respondents (38%) are neutral, expressing neither satisfaction nor dissatisfaction. A smaller group of 5 respondents (10%) feel dissatisfied, and none expressed being very dissatisfied.

Do you trust the information provided by new media sources?

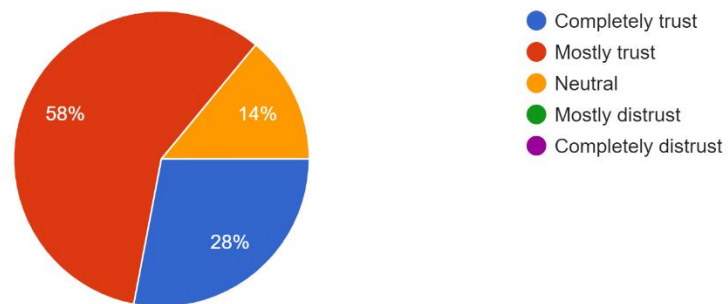
50 responses



*Figure 4.13 Do you trust the information provided by new media sources?*

The data shows that only 3 respondents (6%) completely trust new media information, while 20 respondents (40%) mostly trust it. A notable 23 respondents (46%) remain neutral, indicating ambivalence towards the credibility of new media sources. A smaller group, 4 respondents (8%), mostly distrust new media information, and none completely distrust it.

Do you trust the information provided by old media sources?  
50 responses

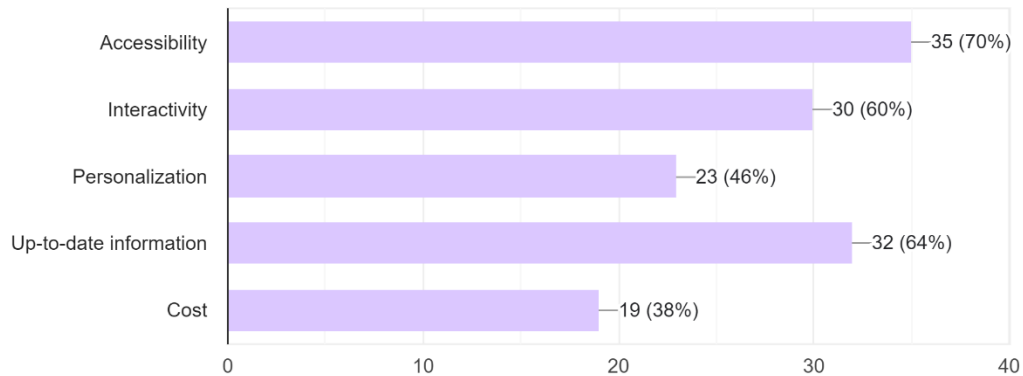


*Figure 4.14 Do you trust the information provided by old media sources?*

The data shows that 14 respondents (28%) completely trust information provided by old media, and 29 respondents (58%) mostly trust it, resulting in a combined 86% expressing a high degree of trust in traditional media sources. Additionally, 7 respondents (14%) are neutral, while none of the participants selected mostly distrust or completely distrust.

### What factors influence your preference for new media?

50 responses

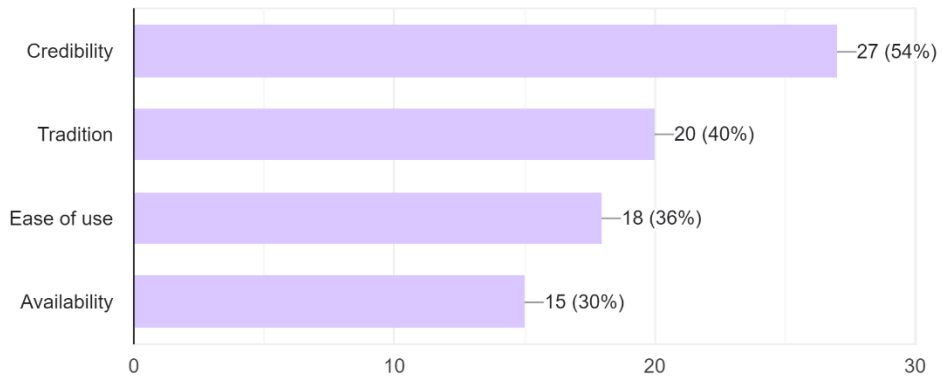


*Figure 4.15 What factors influence your preference for new media?*

The data shows that accessibility is the most influential factor, with 35 respondents (70%) indicating it as a key reason for favoring new media. Interactivity follows closely, with 30 respondents (60%) choosing it as an influential factor. Up-to-date information is also a significant factor, with 32 respondents (64%) highlighting it as a reason for their preference. Personalization is important for 23 respondents (46%), and cost is a factor for 19 respondents (38%).

### What factors influence your preference for old media?

50 responses

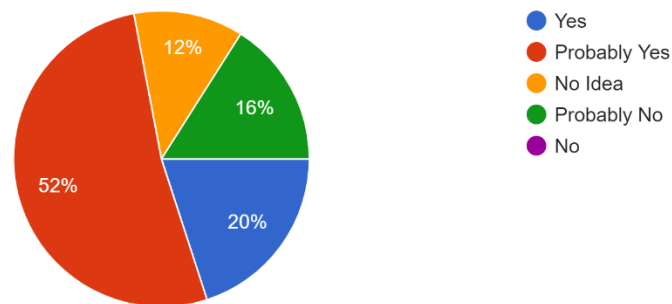


*Figure 4.16 What factors influence your preference for old media?*

The data shows that credibility emerges as the most influential factor, with 27 respondents (54%) indicating it as a key reason for favoring old media. Tradition follows, with 20 respondents (40%) expressing that it influences their preference. Ease of use is a factor for 18 respondents (36%), and availability is noted by 15 respondents (30%).

Do you think old media can survive in the future?

50 responses



*Figure 4.17 Do you think old media can survive in the future?*

The data shows that 10 respondents (20%) believe that old media can definitely survive in the future, while 26 respondents (52%) are optimistic, responding with "Probably Yes." A smaller portion, 6 respondents (12%), are uncertain and responded with "No Idea." Meanwhile, 8 respondents (16%) are sceptical, selecting "Probably No," and none of the participants believe old media definitively cannot survive.

## Chapter 5

### Discussion & Conclusion

#### 5.1 Discussion

The findings of this study reveal several significant insights into the evolving preferences for new media over old media among the younger generation. The survey responses highlight that accessibility, interactivity, and the availability of up-to-date information are the most influential factors driving participants' preference for new media platforms. This trend aligns with the characteristics of new media, which offer greater immediacy, customization, and a dynamic environment that resonates with a younger, digital-native audience. These attributes cater to the demands of modern media consumers, who often seek a highly interactive and personalized experience. Furthermore, the findings confirm that new media platforms such as social media and streaming services have successfully captured this demographic's attention, which is consistent with global trends in media consumption.

Conversely, the study shows that old media retains value primarily due to its credibility and the familiarity it brings. Although only a minority of respondents favour traditional forms like newspapers and magazines, there remains a noteworthy preference for television and radio. The credibility associated with old media sources, likely due to established journalistic standards and historical reliability, is still appreciated by a considerable segment of the audience. The influence of tradition and ease of use further explains why some respondents still turn to old media, even as digital platforms dominate their daily routines.

When it comes to trust, respondents express greater confidence in old media than new media, suggesting that while new media is preferred for its accessibility and engaging qualities, it is perceived as less reliable. This reflects ongoing concerns about misinformation, particularly on social media platforms. The mixed levels of trust in new media could be linked to issues of user-generated content and the lack of rigorous editorial oversight that typically defines

traditional journalism. Hence, while new media is favoured for content engagement, the credibility gap remains a crucial factor in the perception of media reliability.

The study also indicates that most respondents believe that old media can survive in the future, although many hold this view tentatively. While new media dominates, there is still opportunity for old media to flourish and coexist especially if it adjusts to the changing media environment. However, old media's future may be dependent on its ability to incorporate some of the aspects that make new media appealing, such as interactive content and real-time updates, while maintaining its reputation for credible reporting.

## **5.2 Conclusion**

In conclusion, this study has highlighted a significant change in media preferences among the younger generations. Which prefers new media for its accessibility, interactivity, and up-to-date content. However, old media remains relevant, thanks to its legitimacy and the trust that many people identify with it. While new media is more engaging and adaptable, a sizable section of the audience questions its trustworthiness, emphasizing the significance of adopting trustworthy standards for digital content creation and transmission.

The study's findings indicate that as media evolves, conventional media sources must adapt to be relevant in an increasingly digital environment. They can accomplish so by combining their natural qualities of credibility and tradition with the dynamic characteristics of new media. Furthermore, the findings highlight the significance of media literacy as consumers navigate a world in which the distinction between legitimate information and misinformation is blurred.

Finally, this study contributes to a better knowledge of the changing media environment and emphasizes the need of both new and old media in responding to changing consumer expectations. Future research could investigate how the incorporation of old media values into



digital platforms influences consumer trust and media consumption habits. This study suggests that, while the future is clearly digital, a balanced strategy that utilizes the capabilities of both new and old media may best serve consumers and contribute to a more educated society.

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## Appendix A

### Section 1: Demographic Information

This section collects basic demographic information to better understand the diversity of participants. For each of the following questions, please choose the most appropriate box to indicate your answer.

1. Age

- 18-24
- 25-34

2. Gender

- Male
- Female

3. Education Level

- High school
- Foundation
- Bachelor's degree
- Master's degree or above

### Section 2: Media Consumption Habits

This section focuses on your media consumption habits. For each of the following questions, please choose the most appropriate box to indicate your answer.

4. How often do you consume new media (e.g., social media, online news, blogs)?

- Daily
- Weekly
- Monthly
- Rarely
- Never

5. How often do you consume old media (e.g., newspapers, television, radio)?

- Daily
- Weekly
- Monthly
- Rarely
- Never

6. What type of new media do you consume the most?

- Social media
- Online news
- Blogs
- Streaming platforms
- None

7. What type of old media do you consume the most?

- Newspapers
- Television
- Radio
- Magazines
- None

### **Section 3: Perceptions and Preferences**

This section explores your perceptions and preferences regarding new and old media. For each of the following questions, please choose the most appropriate box to indicate your answer.

8. Do you perceive new media as more credible than old media?

- Strongly agree
- Agree
- Neutral
- Disagree

- Strongly disagree

9. Do you find that new media provides a more personalized experience compared to old media?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

10. Do you find that new media provides a more interactive experience compared to old media?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

11. How satisfied are you with the content provided by new media?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

12. How satisfied are you with the content provided by old media?

- Very satisfied
- Satisfied
- Neutral

- Dissatisfied
- Very dissatisfied

13. Do you trust the information provided by new media sources?

- Completely trust
- Mostly trust
- Neutral
- Mostly distrust
- Completely distrust

14. Do you trust the information provided by old media sources?

- Completely trust
- Mostly trust
- Neutral
- Mostly distrust
- Completely distrust

15. What factors influence your preference for new media?

- Accessibility
- Interactivity
- Personalization
- Up-to-date information
- Cost

16. What factors influence your preference for old media?

- Credibility
- Tradition
- Ease of use
- Availability



17. Do you think old media can survive in the future?

- Yes
- Probably Yes
- No Idea
- Probably No
- No