

Exploring Demographic Factors Affecting the Interaction of Digital and Print Media

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Abstract – The research analyses the varying relationships between online media platforms and printed newspapers. We evaluate the demographic differences of age, educational level, and digital literacy in influencing media consumption, as well as the perceived impact of online media. In this study, purposive sampling was used, and a total of 101 participants were recruited across the demographic spectrum to ensure that a broad base of participants was included. This methodological decision was critical in achieving a wide range of participants' ages (from 20 years old and younger to those of 60 years old and older), with various levels of education and employment statuses. Self-developed questionnaires provided quantitative data on the participant demographics, digital literacy, and their beliefs about how online media affected printed newspapers. To validate the findings, the various statistical techniques such as descriptive statistical analysis, correlation analysis, ANOVA, T-tests, chi-square tests and regression analysis were used. Our research established a positive relationship between digital literacy and age, and the consumption of online media with perception on the effect of digital media on the sale of newspapers as well as revenue obtained from advertisement. In particular, the young people with higher digital media literacy were more inclined to consume online media products and estimated the negative effects on traditional newspapers as being much bigger than the others. The implications of the study suggest that traditional media needs to come up with strategic adaptation mechanisms in view of declining dominance in the contemporary media world.

Keywords – Online Media, Evolving Media Dynamics, Demographic Factors, Digital Literacy, Traditional Newspapers, Traditional Media Outlets, Perception Impact.

I. INTRODUCTION

The phrase “online media” encompasses digital technologies that are characterized by their collaborative and dynamic nature, enabling users to access and disseminate information to others via the internet or mobile devices [1]. Online media refers to interactive methods of communication that enable individuals to create, alter, and distribute content to others [2]. These methods typically involve user-friendly and cost-effective technologies that are readily available. In addition, they are frequently characterized by interactivity, which allows the user to not only absorb information, but also become a creator. Online media users, in contrast to users of older forms of media, anticipate the ability to provide commentary or engage in discussions about a specific topic and subsequently share it with others. Web 2.0, as defined by Mohagheghi [3], is a term employed to define Second Generation World Wide Web, which has enabled the development of key features of the internet. The term “Web 2.0” originates from the software industry, where subsequent iterations of software applications are denoted by an incremental version number [4]. Similar to the situation in the software business, this latest iteration of the Web has novel features and functionality that were previously unavailable.

Traditional newspapers follow a one-way approach to convey news, involving searching, gathering, processing, and creating information. However, the Internet offers users the opportunity to enhance the transparency of the reporting process. This may be achieved by allowing site visitors to access and engage with the sources that reporters depended upon [5]. To fully utilize the distinctive online functionalities of websites, both journalists and users need to adopt new methods for processing news online, rather than treating it as a modified form of print journalism [6]. The Internet facilitates user engagement. Online publications offer a benefit. Due to its easily accessible nature, it provides publishers with the chance to create extra sources of income centered around their main product, which involves gathering and examining information. The media's interactivity has proven to be appealing to many, diverting the audience from television and leading them back

to a predominantly text-based medium. The use of the web by journalists in their profession is perceived to have various advantages pertaining to the distribution, production and collection of news.

Consequently, it is important to examine the influence of the internet on the input aspect of the process. This study on the impact of the internet is part of a broader inquiry on the effect of Information and Communications Technologies (ICTs) on journalism. Critics have argued that ICTs were instrumental in strengthening the performance of various sectors including the media [7]. Furthermore, it has also been realized that the introduction of the internet in journalism has brought about several trends. This has in fact changed the face of the communication industry and has raised questions about the role and future of media organizations as we have come to know them [8]. Moreover, internet also enriches the opportunities of journalists, offering them new tools and improving the ways of receiving the news. In addition, the level of understanding has been increased by the use of the internet in practicing the profession, especially concerning how it affects the work of journalists. This involves the analysis of professional competence, relationship between the journalists and the public, and codes of ethics for journalists [9].

This research provides an assessment of how the fluctuations in the media environment impacts on the demographic factors in the media usage and digital literacy. Newspapers are one of the most important means of media for the public and with increased use of the internet in the media advertising sales are decreasing. It is thus critical to understand how attributes such as age and educational levels influence the attitudes towards web and print media in order to define strategies that may be applied in the traditional print media. The purpose of this research is to offer more detailed understanding of these dynamics that could be used in determining direction for the industry and in developing the knowledge about media consumption patterns in the context of the new media landscape. The rest of the paper is arranged as follows: Section II reviews various previous works on dynamics related to online media and traditional newspapers. Section III provides a discussion of participant recruitment and sampling, as well as data collection and analysis. Section IV provides a critical analysis of the results, which include (i) age and digital literature in reference to online media on printed newspapers; (ii) effects of online media on newspaper business; and impacts of online media on printed newspapers business. Lastly, Section V provides a conclusion to the research, and proposed future research works on online media and traditional newspapers.

II. RELATED WORKS

Peñaloza [10] analyze the current situation of data news dissemination on online media platforms from many angles, including literature studies, a macro-study of the data news business and team, and a micro-study of particular data news cases. The components of communication include the subject, content, medium, audience, and effect. Loosen, Reimer, and De Silva-Schmidt [11] provide a comprehensive evaluation of the progress of data journalism on online media platforms and propose a corresponding strategy for data dissemination. Biemans, Griffin, and Moenaert [12] offered recommendations for industry development and contributed to academic research. Without a question, the field of journalism, especially print media, has been significantly impacted by the emergence of novel digital media technologies. Dahlgren [13] emphasized the importance of examining the influence that has led to a significant change from 'conventional' to 'online' or 'convergence' journalism.

Fortunati et al. [14] and Saltzis et al. [15] have been conducted to examine the transformations in newsroom structures, the evolution of journalists' roles and practices, and the growing interconnection and involvement between newsrooms and news audiences. Rodrigues and Paradies [16] examined the news consumption patterns of contemporary audiences, as demonstrated by studies conducted by Gulyas et al. [17] and Gómez-Zarà et al. [18]. According to Mabweazara [19], there deficiency in research regarding online media and journalism in Africa compared to economically developed countries. Guenther and Joubert [20] argue that more studies on the impact of online media need to be conducted in Africa and that these studies should be connected to studies by Elegba and Özad [21]. Undoubtedly, this is a challenging task given the extensive and comprehensive body of Western research on digital media. There is ongoing discussion on whether the Internet should be considered a new media or simply a more effective platform for news. However, it seems that, at present, the Internet enhances and supports traditional journalism rather than replacing it.

According to Fahy and Nisbet [22], the Internet has influenced journalism practice, just as it has affected other areas of human activity. In recent times, numerous news organizations have capitalized on the Internet's capacity to establish online news platforms that captivate news consumers and expand their reach. Currently, there is a plethora of dynamic online news platforms and newspapers available on the World Wide Web, where audiences engage in reading, discussing, and disseminating news material [23]. Tufekci and Wilson [24] indicate that the Internet has brought about significant transformations in the field of journalism. These include enhancements in the methods employed by journalists, increased interactions between newsrooms and audiences, and the growth of newsroom structures. Aberbach [25] also perceive online newspapers as revitalizing journalism and reconnecting with previously doubtful and estranged consumers attributes the evolving nature of journalism primarily to advancements in new technology.

Geyskens, Gielens, and Dekimpe [26] assert that technology, particularly the Internet, has significantly impacted the sales of printed newspapers in the past decade, resulting in a sharp decline. Clemons, Gu, and Lang [27] explains the decline in sales of printed newsletters by pointing out that readers have the option to access the same material online without any cost. According to Sarker [28], technology and the Internet have a significant impact on determining possible production methods and their comparative effectiveness. An exemplary illustration of the media is the influence of digital media in the newspaper sector. Despite the early resistance of workers in the business, who were concerned about prospective job losses,

it is evident that digital media has the capacity to enhance the efficiency of the newspaper industry. Schmidt, Ivanova, and Schäfer [29] and Dwivedi et al. [30] highlight the significant transformation occurring in the media industry, particularly in newspaper companies worldwide.

Riggins and Dewan [31] completed a study on the impact of online newspapers on the print edition in South Africa. The research provided a concise historical account of the introduction of printed newspapers in South Africa, stating that they emerged around the year 1800. Greenhalgh et al. [32] stated that prior to that time, all news-related matters were exclusively disseminated through Dutch newspapers. However, by 1889, the print media gained greater significance, leading to increased rivalry and introducing the public to the realm of newspapers [33]. The research conducted was to ascertain the significant influence that print media has performed in previous years. Zhou, Yim, and Tse [34] discussed the influence of technology on the newspaper industry and the varying responses of media organizations of different sizes to the technological advancements in the sector.

Although prior research has investigated the disruptive effect of social media on traditional journalism to a great extent, most of the prior work has centered on newsroom organizational change, journalists' roles and publics primarily in the developed countries. Nevertheless, there is still a noticeable gap in the knowledge regarding the role of age and digital literacy in the interactions between online media and traditional newspapers. It is thus the intention of this research to fill this gap by analyzing these demographic factors, giving more detail about the media consumption patterns and improving the knowledge about the changing connection between, online and print media in different socio-economic environments.

III. METHODOLOGY

Participant Recruitment and Sampling

Participant recruitment involved purposive sampling [35] hence the equal sampling of 101 participants across demographic categories. In that regard, the study sought to reveal how this diversity influences interactions between demographic variables and attitudes towards media that is online. To ensure that the participants offer the variance of background information that is needed to explain the views on the effects of digital media on the traditional print media, the participants were selected purposively. This also made it possible to provide a detailed comprehension of how media consumers perceive technological advancement in the media industry through digital literacy [36]. Therefore, the study tried to improve the external and internal validity of the results, which would offer valuable information for subsequent investigations and valuable advice for the industry.

Data Collection and Analysis

The data gathering technique was based on the administration of a series of standardized questionnaires collect quantitative data on the participants' demographic profile, their level of digital literacy and perception on the impact of online media on printed newspapers [37]. These were good surveys in a sense that the questions that were posed during the surveys would ensure that elaborative answers would be given which in turn could be analyzed statistically to arrive at the conclusions that were made. The questions were designed in a way that the participant's perception, practice, and preference of online media over the traditional media could be ascertained. Such methodological carefulness not only helped in identifying how demographic factors are related to media use [38] but also built the methodological framework for assessing the managerial relevance of new media for traditional media organizations. In this way, combining the measures of quantitative data collection with the qualitative analysis of the field, the study tried to reveal the intricate connections between the demographic variables and the attitudes toward the media consumption, which could help traditional media to find the ways to survive in the context of growing dominance of digital media.

$$\bar{x} = \frac{1}{n} \sum_{i=1}^n x_i \quad (1)$$

$$S = \sqrt{\frac{\sum_{i=1}^n (x_i - \bar{x})^2}{n-1}} \quad (2)$$

$$r_{xy} = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{x})^2} \sqrt{\sum_{i=1}^n (y_i - \bar{y})^2}} \quad (3)$$

This study used purposive sampling technique to recruit 101 participants with equal distribution on the demographic variables of age, educational level and employment status. Questionnaires were administered on the participants with the aim of getting quantitative data on the level of digital literacy of the respondents and their attitudes towards the effects of the online media on the printed newspapers [39]. The findings of the research focused on the correlation between demographic factors and acceptance and usage of online media especially concerning selling newspapers and advertising revenues. Further statistical analysis was then made on the results as obtained from the two surveys in order to arrive at the best possible interpretation. To describe the characteristics of the participants and their digital literacy level, the basic quantitative statistics [40] were applied, such as standard deviation (s) and mean value ($\bar{x}$) as shown in Equation 1 and 2.

The relationship between the variables was tested with the use of the Pearson coefficients of correlation, symbolized as ‘ r ’. Using Equation 3, it became possible to identify the influence of age and digital literacy in the use of online media by the respondents. Additionally, hypothesis testing involved the use of t-tests and ANOVA tests to determine the level of significance in the perceived effects that online media has on circulation of traditional newspaper and the advertising turnover by the various demographic segment. Equation 4 provides the t-test used in determining the difference between the average values of two groups.

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}} \quad (4)$$

In order to investigate the relationships between E-newspaper usage and attitudes towards print media’s revenue consequences, chi-square tests were applied. Chi-square (X^2) in Equation 5 measured the difference between actual and expected frequencies in light of the null hypothesis of randomness. A quantitative method using multiple regression analysis, in Equation 6, was used to establish the impact of demographic variables on perceptions towards the online media and its impact on newspaper readership.

$$X^2 = \sum \frac{(O_i - E_i)^2}{E_i} \quad (5)$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon \quad (6)$$

Where Y is the dependent variable (perceptions of online media impact), X_1 are independent variables (age, digital literacy), β_1 are coefficients and ϵ is the error term. These rigorous analytical tools helped in providing a critical understanding of the findings of our study showing demographic distributions and statistical results e.g. **Fig 4**, which illustrates gender distribution helped in visualizing how different demography impacted perceptions and behaviors related to online media and its effect on the traditional print.

IV. RESULTS AND DISCUSSION

Threats of Online Media On Printed Newspapers (Digital Literacy And Age)

Most educational perspectives on literacy often define it as a collection of abilities or competencies. Gordon et al. [41] adopted a definition of media literacy that is based on an earlier US definition [42]. This term is simple and concise, exemplifying this approach. Media literacy [43] refers to the capacity to effectively access, comprehend, and generate communications across diverse situations.

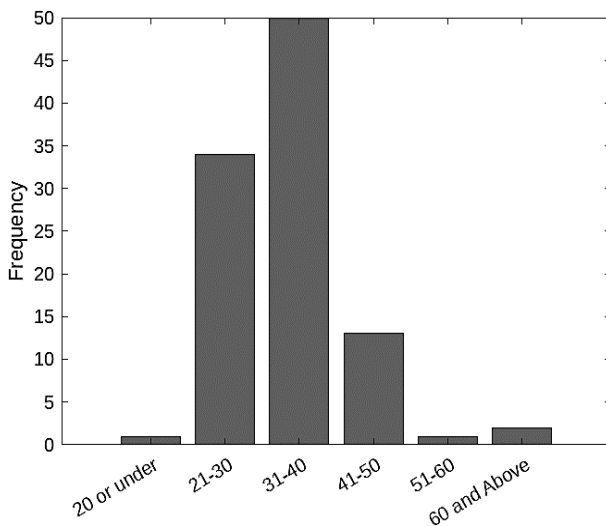


Fig 1. Age Distribution.

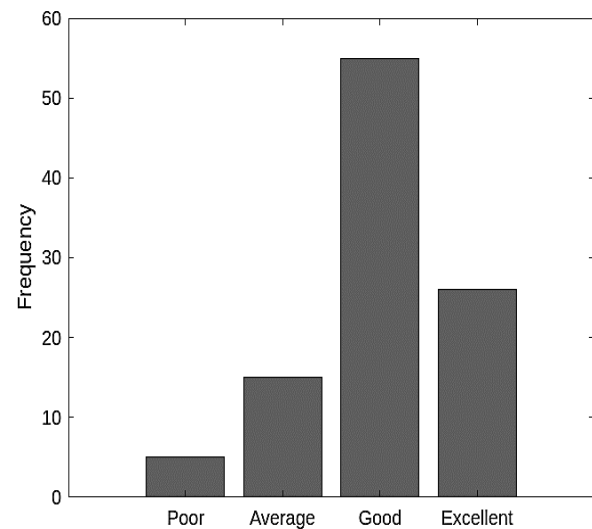


Fig 2. Digital Literacy Level of Respondents.

Access encompasses the aptitude and proficiency required to find media information by utilizing the existing technology and related tools. In [44], the term “regulate” encompasses the ability to control or oversee access, whether through external regulation or self-regulation. This includes being cognizant of potential hazards and utilizing regulatory procedures and guidance systems. The study results indicated that both digital literacy and age had an impact on the utilization of digital media, but to a certain degree. Individuals aged 31-40 had a higher percentage of affiliation with online media outlets refer to **Fig 1**. The goal of this study did not include analyzing demographic variables of the sample or assessing their influence on the research findings. However, a collection of data was collected for this purpose. **Fig 2** displays the observed levels of

digital literacy of respondents in the survey. Evidently, the majority of the participants demonstrate proficiency in utilizing computers and the internet.

Evaluation of How Online Media Impacts the Newspapers Business

Among the 101 participants, 36% expressed the belief that digital media will have a negative effect on the sales of printed newspapers. 30% of the data indicated that there will be no immediate consequences or influence on sales due to the fact that print newspapers are still experiencing positive market share on the basis of the revenue obtained from advertising, as well as wide readership. Bergemann and Bonatti [45] emphasize that crucial considerations, including cost, accessibility, frequency, and target audience, significantly influence the selection of the most effective newspaper as a preferred advertising medium. Online advertising presents itself as a potential avenue for companies to consider when posting their advertisements in the future [46]. Newspapers that have a large audience will have a high demand for advertisements. Cooper and Zmud [47] assert that print media has a broad reach and facilitates the rapid dissemination of information to the public. These chances have the capacity to exert a major effect on individuals due to their widespread availability in print media and their ability to circulate more rapidly than other advertisements. It is renowned not just for its successful role in disseminating information but also for its ability to influence people's thoughts and attitudes.

Newspapers have existed for a considerable duration, and the newspaper publishing firms that currently cater to us are often long-established entities [48]. This could result in a significant organizational inertia, where customs and conventional rules are greatly valued. However, invention and creativity play a vital role in their success as their products are derived from a constant stream of imaginative concepts [49]. In order to entice potential readers as they walk past the newsstand, it is crucial for tomorrow's newspaper headlines to be highly captivating. Moreover, customers are altering their lifestyles and modifying their engagement with media items, such as newspapers and other sources of news.

Our research found that 21% of the respondents believe that newspaper owners need to develop business strategies to effectively address technological effects of print media. Additionally, 13% of the respondents showed that digital media will attract readers away from print newspapers due to the ability to obtain more information, at their convenience, online see **Fig 3**. As a response to the growing decrease in subscriptions and readership, Danish newspapers began implementing online subscription options and mobile applications for smartphones and tablets [50]. These offerings often provide access to high-quality journalistic information without any cost to the user. Although these methods have the capacity to drive traffic, media organizations saw growing difficulties in adopting and effectively utilizing new technologies to monetize their content [51]. Consequently, this resulted in a further decline in their share of the advertising market and, consequently, their revenue. Put simply, the newspaper industry's initial willingness to embrace new technological and social advancements has ultimately resulted in the gradual decline of its dominating and previously largely accepted business model.

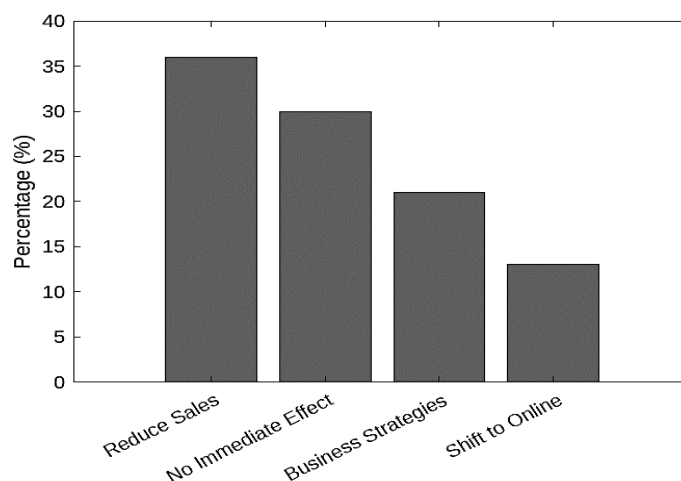


Fig 3. Distribution of the Extent to Which the Impact of Online Media Affects the Sales of the Printed Newspapers.

Historically, the newspaper sector has consistently achieved profitability levels that surpass the average performance of other industries [52]. Consequently, newspaper managers did not feel compelled to take any action to better their status until new business models for delivering news and information developed with the Internet posing a challenge to the traditional newspaper business model [53]. Participants were queried about their opinion on whether the E-newspaper should be available without any cost. The findings indicate that 50.5% of respondents expressed strong disagreement, 19.8% expressed disagreement, while just 5% and 2% expressed agreement and strong agreement, respectively. Furthermore, these findings indicate that a greater percentage of individuals, regardless of whether they utilize the E-newspaper within their business or not, believe that the E-newspaper should not be provided free of charge. Based on observation, it is not recommended to allow online users unrestricted accessibility to the E-newspaper. **Table 1** presents the statistical examination of the impact of digital media on print newspapers.

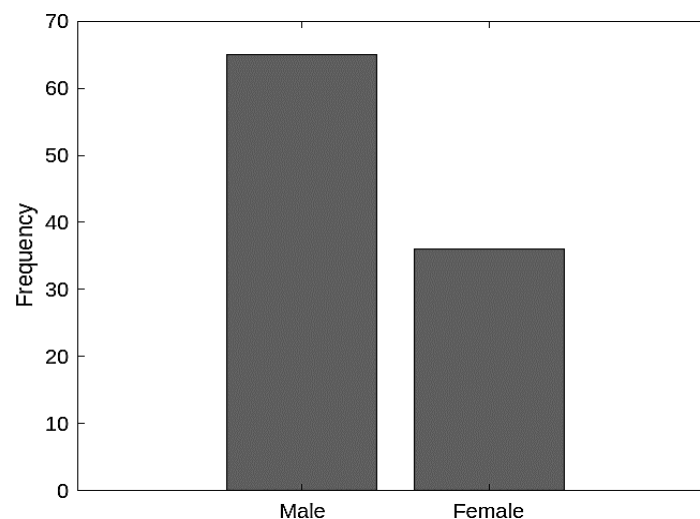
Table 1. Examination of the Impact of Digital Newspapers on Print Media Using the Pearson Chi-Square Test

	Chi-Square Tests		
	Values	df	Asymp. Sig. (two-sided)
Pearson Chi-Square	12.095a	12.095a	12.095a
Probability ratio	8.374	8.374	8.374
Linear-by-linear association	5.593	5.593	5.593
No. of valid cases	101		

Based on the Chi-Square tests, the recorded P-value of 0.034 is lower than the significance level of 5%. Therefore, we may conclude that there is evidence indicating that E-newspaper, as a form of online media, has an impact on print media.

Impacts of Digital Media on Printed Newspaper Business

Newspapers have served as a ubiquitous source of data for people of all backgrounds for many years. Nevertheless, due to the widespread presence of TV News Channels, readers' preferences for obtaining news and information have undergone a transformation [54]. This study focuses on identifying the habits and preferences of newspaper readers in light of the increased horizons brought about by the emergence of internet media. Wang, Song, and Yang [55] provide a theoretical analysis of the substitution effects between newspaper and internet advertising, drawing upon the economic theory of advertising. The distribution of respondents in terms of socio-economic status is important in establishing context to the research questions concerning the impacts of digital media on printed newspapers. The gender distribution of the respondents is illustrated in **Fig 4** and reveals that 64.4% of the participants are male while 35.6% are female. As illustrated in **Fig 5**, 51.5% of the respondents have a secondary or high school education or below while 37.6% have a diploma or first degree and 7.9% have a master's degree which implies that there is a variation in the level of education which may affect the level of digital literacy as well as the media consumption.

**Fig 4.** Gender Distribution.

The results presented in **Fig 6** show that 95% of respondents are paid by salary, 4% are independent entrepreneurs, and 1% are pensioners, meaning a focus on the working population that might utilize digital platforms in the scope of professional activities. These demographic details aid in understanding the findings of the study regarding age and digital literacy concerning the use of online media and respondents' opinions as to how online media affected newspaper circulation and advertising income. There is a lack of consensus within the journalism industry and academia regarding the appropriateness of different alternatives to the advertiser model [56]. Legacy media outlets [57] are experimenting with various approaches, including implementing pay walls, advertising on mobile devices, selling newspaper apps, utilizing crowdfunding, crowdsourcing, and co-creation, adopting hyperlocal business models, securing funding from international non-governmental organizations, private foundations, and think-tanks through not-for-profit models, using a combination of sales, public funding, and subscriptions to support minority-language journalism, exploring ways to monetize hyperlinks, and even exploring the provision of news written by machines or robots [58]. The most recent advancement in digital media, which holds the potential for generating cash, is being embraced with great enthusiasm, similar to the way lifebelts were eagerly sought after on the Titanic. However, there is a lack of assurance over how to sustainably support the future of journalism in this new era.

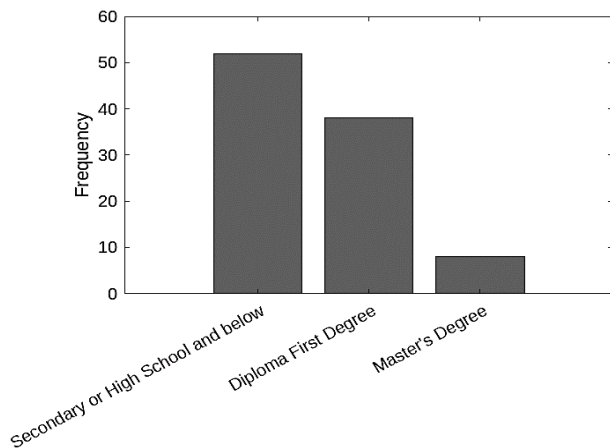


Fig 5. Education Level Distribution.

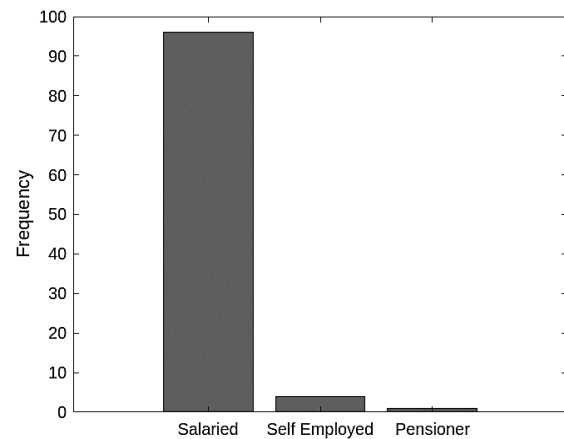


Fig 6. Employment Status Distribution.

Teece [59] acknowledge and appreciate the wide range of business models and sources of revenue in the news industry. Lee and Molitorisz [60] also observe that news providers are now less reliant on a single kind of funding compared to the last 150 years. Various sources of income, including money from readers and advertisers, events and e-commerce, foundations and sponsors, as well as linked commercial services like site hosting and advertising services, all contribute to the overall revenue. Currently, it is premature to provide a comprehensive evaluation of the effectiveness and long-term viability of these sources. However, they do offer evidence to suggest that viable new business models are emerging in the field of news providing. According to González-Tosat and Sádaba-Chalezquer [61], the demand for cheaper content on digital platforms has led to the emergence of “low-pay and no-pay journalism” through methods such as aggregation, content farms, and Huffinization. This has resulted in a decrease in the importance of content and an increase in the number of part-time and amateur journalists, rather than professionals.

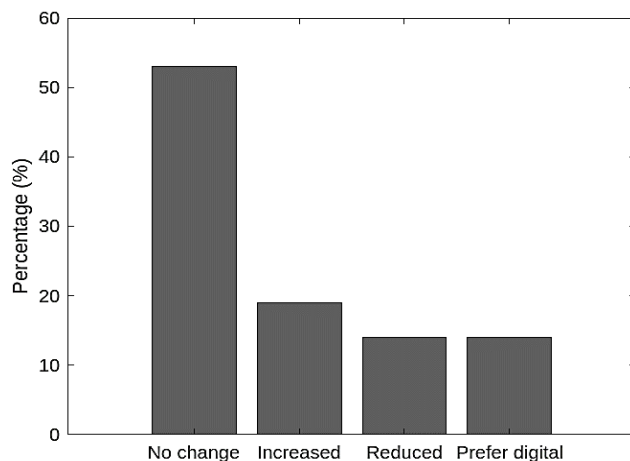


Fig 7. Distribution of Digital Media Effect on Newspaper Parameters.

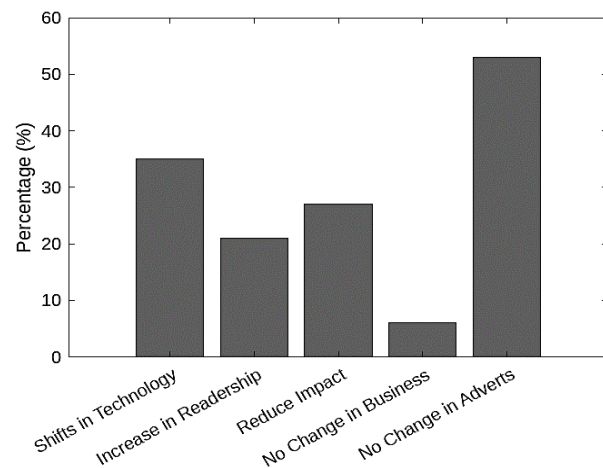


Fig 8. Impacts of Digital Media on Print Newspapers Advertisement.

The findings suggest that 35% of the participants reported that technological advancements and innovation had facilitated online information access and enhanced user convenience. The findings indicate that 21% of respondents believe that online media has led to an increase in the readership of newspapers, both in digital and print formats. On the contrary, 27% of the participants opined that due to the restricted access to the internet and low internet literacy, the effect level of digital media on newspapers enterprises in the developing nations such as Zambia is low [62]. New technologies such as the internet are also recommended by the Participatory approach, though the work does not limit it to this approach. Across the developmental phase of the media houses in Zambia, the journalists have always been trapped within the web of power relations whether within the sphere of the government or the private sector [63]. Journalists have over the years acted as intermediaries between the government or business leaders and the public, as well as being opinion makers [64]. Rather than being initiators of discourse, debate, and discussion, they have been seen as passive transmitters, sometimes referred to as 'reporters'. While this is not inherently negative, its influence on development has proven to be unsuccessful. In the Participatory paradigm, communication technologies like the internet serve as tools to foster debates and facilitate the development and expansion of virtual communities [65]. As a result, audiences will not only consume media products and information, but also actively contribute their own perspectives and opinions, which will facilitate participatory development.

According to Bühler et al. [66], the introduction of technology such as the internet provides the means to achieve people-centered development that is participative, relevant, and well-positioned. Approximately 6% of the participants noted that online media will have no impact on the newspaper industry. In addition, 53% of participants have reported no alteration in the quantity of advertisements they obtain from marketers, despite the rise in the utilization of digital media refer to **Fig 7**. In contrast, the findings depicted in **Fig 8** demonstrate the impact of internet media on newspaper advertising. 53% of participants did not report the volume of advertisements they get from marketers, irrespective of the growing usage of digital newspapers. Approximately 19% of the participants reported an increase in newspaper advertisements, while 14% noted a shift in advertiser preference towards digital or online channels. This aligns with the remaining 14% of participants who hold the belief that advertising in their newspapers has decreased.

V. CONCLUSION AND FUTURE RESEARCH

This research establishes that demographic characteristics, especially age and digital media literacy, play huge roles in the shifting relations between online media and traditional newspapers. The findings also point out that age and digital experience affect the choice of online media over printed newspapers affecting readership figures and advertising revenues. These findings are valuable for traditional media seeking to purposefully transform and remain relevant in the new media environment for various target groups. Furthermore, the research highlights that journalism practices should also evolve and change constantly to address the changing customers' demands due to technology. Possible avenues for future research include the trends of change in media consumption behavior over time with special emphasis on emerging markets and cross-cultural studies. Furthermore, if focus is made on assessing the efficacy of definite digital initiatives, which are used by traditional newspapers like paywalls, digital subscriptions, or application, it would be rather useful to reveal the trends in revenue generation in the digital context. In addition, future cross-sectional studies conducted on different geographical locations and different standard of living would help in explaining how these factors affect the media use and the attitude towards it. Finally, there is need to uncover how new technologies such as artificial intelligence and augmented reality may influence the media consumption in the future, which could be helpful in terms of gaining better insight into the potential development. In this way, future studies can assist in filling the gap in the literature by examining other avenues that also play a significant role in the relations between demographic factors, technology, and media use in the contemporary society.

CRedit Author Statement

The author reviewed the results and approved the final version of the manuscript.

Data Availability

No data was used to support this study.

Conflicts of Interests

The author(s) declare(s) that they have no conflicts of interest.

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Competing Interests

There are no competing interests

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