Influence of Social Media on Youths' usage of Traditional Media in Kingdom of Bahrain Field study

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The study aimed to identify the impact of social media networks in youth usage of traditional media in the Kingdom of Bahrain, by identifying the extent of using social media networks and traditional media among youth in the Kingdom of Bahrain, and the relation between usage of social media networks and traditional media. The study also aimed to identify the reliance relation between social media networks and traditional media in obtaining news, and recognize the significance of statistical differences for uses and gratifications achieved through the use of social networks and traditional media according to demographic variables.

The study sample consisted of 384 people aged 15 – 30 years in the Kingdom of Bahrain. This study is descriptive studies, following the survey method to obtain data and information on the description of the phenomenon studied. The questionnaire was used to collect data. The study was conducted during the period between June 2016 until June 2017 in the Kingdom of Bahrain.

The results showed that 99.5% of the sample uses social media networks, while 54.4% uses the traditional media. 82.8% of the study sample interacts with the material on the social media networks, while only 15.9% interact with the material on the traditional media, the results found that the most social networks that the sample is keen to browse daily are WhatsApp network with 98.4%, followed by Instagram by 77.9% and then YouTube by 67.4%.

The results found that the most issues and topics youth are exposed to through social media networks are: tourism and travel, technology and software, breaking news, fashion and trends. And through the traditional media were sports games, movies and serials, cooking, news analyze.

The most popular gratification of using social media networks were the easy access to any person, and the selection of subjects of interest to them only. While the most gratification achieved by the use of traditional media were knowing news, events, Arab and international issues, and then choose and follow up topics that concern them only.

The results showed that there is a statistically significant negative correlation between the use of social media networks by youth of Bahrain and their use of traditional media (R = -0.27), and negative correlation between the use of social networks by the Bahraini youth and reliance on traditional media for news (R = -0.331). There were statistically significant differences in the expectations of the use of traditional media by Bahraini youth due to gender variables in favor of females, social status in favor of divorcees and widows, and place of residence in favor of the Northern Governorate. There were statistically significant differences in the gratifications of the use of social networks by Bahraini youth due to the variable of employment for students.