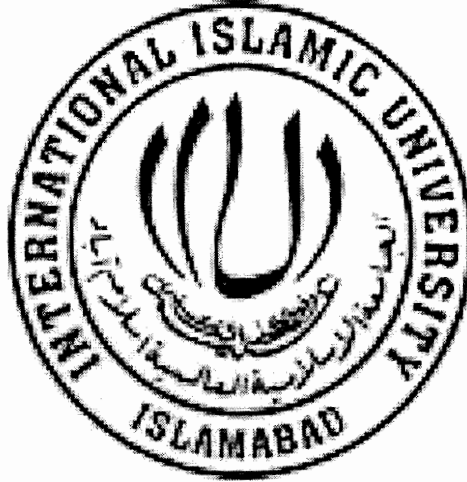


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Information Seeking Behavior of Youngsters in Emergency Situation

BS Thesis Proposal



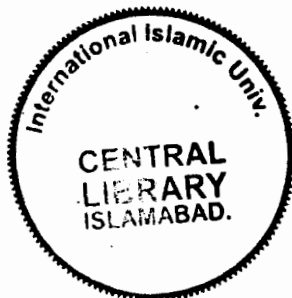
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Youth - Information Services

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Dedication

I dedicate this research work to Allah S.W.T, who gave me The power to breathe, The Intellect to learn and The sense to Understand.

I also dedicate it to my Parents, who raised me well enough, that I can now differentiate between The Good & The Evil.

This research work is also dedicated to all my teachers, who made me a capable person and who taught Life.

The dedication also goes to all my friends, and all the people around me, who gave me a helping hand in every thing I have experienced.

2011

International Islamic University, Islamabad

Faculty of Social Sciences

Center for Media and Communication Studies

Date: 13-9-11

Final Approval

It is certified that we have read this thesis submitted by Tram Shafi. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University, Islamabad for BS in Media and Communication studies.

Viva Voice Committee

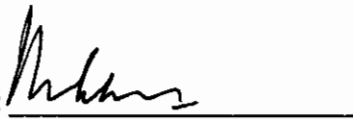
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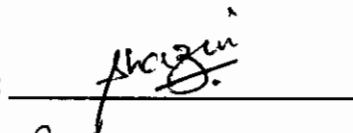
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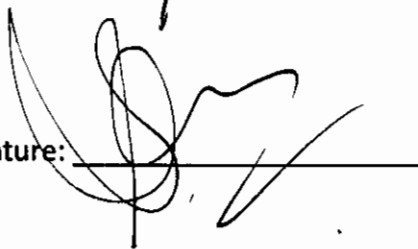
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Declaration

This thesis has been submitted as partial fulfillment of BS in Media and Communication Studies to the Center for Media and Communication Studies. I solemnly declare that this is my original work and no material has been plagiarized and any material quoted from a secondary source has been provided with proper citations and references.

Iram Shafi

Reg. No: 17-FSS/BSMC/F07

Dated: _____

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First, I would like to acknowledge the efforts of my parents especially my father, who gave me a chance to study and learn.

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I would also like to admit the efforts of all my friends, who made this tiresome, work a joy.

ABSTRACT

This research tends to explore the information seeking behavior of the Youngsters in the time of emergency and crisis. For this purpose a survey was conducted, with a non probability sample of 100 youngsters, comprising of 50 males and 50 females, age 18-25, who had access to all media outlets for information i.e. such as Internet, Radio, TV channels (both private and public), and news papers.

This research discovered the pattern of information seeking of youngsters, and the media usage with special reference to Gender, and its impact on information seeking and information dissemination.

The results revealed that Youngsters used Media as a major source of information during emergency, with preference to TV. Males and females have different preferences and patterns of information seeking, while females were involved in more information dissemination as compared to males.

Chapter One

Introduction:

Pakistan is one of the developing nations of the world; the country is going through not just a societal change but a technological change as well. Since technology has a direct impact on the society and impacts the whole social sphere, The Pakistani society is also going through a development phase, where values, social structure and institutions are evolving.

With the technological wave in Pakistan in the 21st century, The Youth in Pakistan are now in access of a lot more information sources, as compared to past. Now there are hundreds of TV channels, then the one state owned channel, A lot more FM stations, then just Radio Pakistan, and The Internet is totally a new addition to the already available outlets. Because of less control and open access to information, the youth tend to use more diversified means for information seeking, ranging from the traditional media i.e. Television to The new Media as Internet.

Another point that is to be noted is the fact that Pakistan has four provinces, the largest Province in area is most un-developed province i.e. Baluchistan, while Punjab is the most developed and advance province. This reveals the variation of opportunities, spread over the state, technology and outlets for information not only varies from province to province, but also from place to place.

The information outlets also vary from place to place, for example, The internet is just available to a few cities in Punjab, while the remote areas like Thal still rely on national Radio and National channel for every kind of information. Further more the literacy rate also varies from place to place, while also tends to make the information seeking behavior different.

During any emergency situation ranging from Bomb blasts, earth quakes to floods, People are to seek information, During times of crisis, people are likely to arrange in information seeking (Seeger, Sellnow, & Ulmer,2003:Spence et al. ,2006). The different outlets for information seeking which are available for The Pakistani Youth range from interpersonal Communication (friends, family etc), visual Media i.e. Television, Internet, Telecommunication Networks (Cell phones, SMS's), as well as Radio.

1.1 Back Ground

While analyzing the history of Crisis and Emergency situations, Pakistan, has gone through three major earth quakes, and two major floods, other than the low-magnitude earth quakes and smaller floods.

The first Earth Quake after the partition (1947) was on Dec 28, 1974, in Northern Pakistan, with a 6.2 magnitude and 53,00 casualties, The second earth quake is The most significant one, on Oct 08,2005 with 7.6 magnitude, causing 86,000 fatalities. The third

earth quake was recorded at 6.4 magnitude, with 166 casualties on Oct 28, 2008¹. According to NDMA (2010), more than 3.3 million were made homeless, and the rehabilitation effort and rebuilding of the infrastructure still continues.

In the last decade there has been one major Earth Quake, i.e. Oct 8th, 2005, which caused a major destruction in the majority area of Pakistan, especially the northern Part. Pakistani Media (both public and Private sector) played a contributory role, in bringing the difficulties to the general public of Pakistan, and on the audience aboard. The Media united not only the nation but also the overseas Pakistanis, and also built a very positive image of Pakistan towards The whole world. All media organizations launched special account numbers and collected donations for the catastrophe. The National TV channel and Radio, both supplied information and statistics to the general public.

Pakistan has faced, two major floods, One in 1977, while the recent devastation by “the Flood of The Century”, which started with heavy monsoon rains in July 2007. According to National Disaster Management Authority, Pakistan (NDMA, 2010), the flood has affected a total of 11, 581, 75, with 1542 deaths, and 1,227,858 houses damaged. The Pakistani Media Also played a very affirmative role, PTV alone generated donations of RS 450 Million for flood Relief. MKRF(Mir Khalil ur Rehman Foundation) and Imraan Khan’s joint effort , by the name of :PUKAAR” , came to generate more than 350 Million Rupees. All the media, apart from their donation, portrayed the situation well, and highlighted, all the problems of the flood sufferers.

¹ USGS, United States Geological Survey

The Media outlets in Pakistan have also been dramatically changed, before the entrance of Private sector in Media and The Media Boom in Pakistan, The environment was prevailed by Pakistan Television Corporation and Pakistan Broadcasting Corporation. Now The Communication Scenario of Pakistan has changed, Pakistan now owns 1 Official and 4 private news agencies, a total of 540 dailies, with More than 50 TV Channels in Private sector, and 100 Fm radio stations, apart from 6 channels of PTV and 31 Radio stations of Radio Pakistan.²

1.2 Statement of the Problem

The aim of the present research was to find the information seeking behavior of the Youngsters in the time of emergency/crisis.

1.3 Objectives

Following were the objectives of the research;

- To find out whether youngsters use Media for information seeking in an emergency situation.
- To find out whether Youngsters use TV as their major source of information during an emergency.

² www.infopak.gov.pk

- To find out whether females tend to seek more information during an emergency situation compared to males.
- To find out whether females disseminate/express more information/concern during an emergency situation as compared to males

1.4 Scope

This research not only added to the previous research in Crisis communication, but also, revealed the basic patterns for information seeking of the youth. This research can provide basics for the Media in Pakistan, ranging from Television, Radio to News papers, and give them guide lines for their ratings and usage of the information supplied.

This research can provide a general feedback, and the output of all the effort, put by the media in the time of crisis. It has indirectly evaluated the performance of Media and information supply in the Pakistani society. It will also help the Disaster management authorities, and concerned officials, by indicating the areas which need to be improved, thus, finally making the Media more useful and beneficial for the society, and Pakistan a better place to live.

1.5 Limitations

The short time span has restricted the research, and the responses cannot be measured and generalized, as the media and information supply is getting enriched day by day. Also, as The Pakistani young sector is evolving so preferences tend to change day by day

As, the literacy rate in Pakistan, varies from place to place, for example According to Pakistan's Ministry of Education, Punjab has a literacy rate of 60.8% ,Khyber Pakhtunkhwa 47.4% , Sindh 5.15% and Baluchistan 34% .³So the information seeking behavior is also influences because of that this also makes the research difficult to generalize.

The research used a convenient sample, of the youngsters of Rawalpindi and Islamabad only; also the opportunities for Information availability are not uniform in all Pakistan, so the results of this research cannot be generalized.

Money constraints have also limited the study, to two cities of Rawalpindi and Islamabad, and the methodology of Survey is also preferred because of financial constraints.

³ www.infopak.gov.pk

Chapter Two

Literature Review:

2.1 Theoretical Framework

A theoretical framework is conceptual model of how one theorizes or makes sense of relationship among several factors that have been identified important for the problem. The present research work, involves the application of the three most major theories, of the mass media studies. The theories are Uses and Gratification, and its sub-theory of Media dependency and Uncertainty Reduction Theory.

2.1.1 Uses and Gratification:

Uses and gratifications, is an approach which focuses on, what people do with media, rather than the media effects (Rubin 1993). Those who believe uses and Gratifications, assume that Audiences are active communicators.

The assumptions associated to Uses and gratifications are:

- 1- The Media use is goal oriented
- 2- People select and use communication sources, to satisfy felt needs and desires
- 3- Social and psychological factors mediate communication behavior

- 4- Media compete with other forms of communication for selection, attention and use.
- 5- People are generally more influential than media-person relationships.

According to McQuail (1983), p 81, 82, the audience's use of media includes:

- 1- Information(finding about events , conditions and society and the world)
- 2- personal identity(finding reinforcement for personal values)
- 3- integration and social interaction(social empathy, social interaction and gaining a sense of belonging)
- 4- Entertainment (escaping or being diverted from problems)

Uses and gratification focuses on what people do with the media, and how they select different media for their Satisfaction of needs, that may be social, psychological or cognitive.

During a crisis, a sense of uncertainty is created about the events and people tend to reduce that uncertainty by seeking information about that specific event. Media provide a major source of information, and people select different mediums , to reduce uncertainty and gaining information about the event, thus obtaining gratifications, according to their preferred mediums.

The present research work investigated the gratifications that the audiences obtain from the preferred media, during a crisis. The research focused on the media users taking information, from the media, which they prefer, in emergency and crisis.

2.1.2 Media Dependency:

Media Dependency is a sub theory of Uses and Gratifications approach. It states that the more dependent a person is on media, for fulfilling his/her needs, the more important that media will become for that person. This theory was proposed by Sandra Ball-Rokeach and Melvin DeFluer in 1976. It states that the more a person depends on media for fulfilling his needs, the media will become more important to that individual, and it will have much more influence and power over that individual.

It also links Uses and Gratifications to Agenda setting, that if some one is so dependent on media for information, and the media is that person's only sources of information, the individual will fall victim to agenda setting.

The Media dependency is very obvious, while we discuss the information seeking patterns of the youth during an emergency/crisis, as the audience has a specific pattern and habit of using a medium for any particular gratification. For example some one may use Radio, and internet for entertainment, while TV for information and reconfirmation to society. So, a dependency is created on a particular media, and individuals use that media in the time of emergency.

This research concentrated, on the dependency of individuals on their preferred emergency/crisis, but tended to find the specific medium that was preferred for information gratification.

2.1.3 Uncertainty Reduction Theory:

Uncertainty Reduction or simply URT was introduced by Charles R. Berger and Richard J. Calabrese in 1975, aimed to discuss relationship development between strangers. This theory explains the behavior of individuals to reduce uncertainty, during interaction by self disclosure of information and seeking information about the other.

The theory explains that strangers, upon meeting, reduce their uncertainty about each other by mutually disclosing information, and pass through three stages i.e. initial/entry stage, Personal Stage (characterized by exploring the attitude/belief of each other), and Exit stage (where the individuals decide either to continue or leave a relationship).

They also gave 8 axioms, in that theory, which are:

- I. As amount of verbal communication in initial stage increases, uncertainty decreases, and vice versa.
- II. In initial stage, increase in non-verbal communication cause to reduce uncertainty, and vice versa

- III. High levels of uncertainty cause high level of information seeking, as uncertainty decreases, the information seeking also decreases.
- IV. High levels of uncertainty cause decrease in intimacy level, while low levels of uncertainty produce high levels of intimacy.
- V. High levels of Uncertainty produce high levels of reciprocity, and low levels of uncertainty produce low levels of reciprocity.
- VI. Similarities between persons reduce uncertainty, while dissimilarities increase uncertainty.
- VII. Increase in uncertainty produces, decrease in liking, while decrease in uncertainty increases liking.
- VIII. Shared communication networks reduce uncertainty, while lack of shared communication networks increase uncertainty.

Though URT is typically based on relational development between two persons, however, it can also be applied in the context of information seeking behavior and uncertainty.

The axiom III is related to the information seeking behavior and uncertainty; it states that high level of uncertainty cause increase in information seeking behavior, as uncertainty declines, information seeking behavior decreases.

When applied to the context of Crisis and Information seeking, when people are uncertain about an event, they tend to seek more information about it to reduce their uncertainty. As their level of satisfaction with the information, and the crisis increases, their information seeking efforts decline.

Axiom V can also be applied to the context of Crisis and Information seeking behavior. It states that High levels of uncertainty produce high rates of reciprocity, while low levels of uncertainty produce low levels of reciprocity.

This Axiom can be applied to Information seeking behavior and Media availability. When people are uncertain about any Crisis, They have a high level of uncertainty, and their information seeking is increased.

This increase in information seeking is met by Reciprocity on the side of Media, by providing information about that event. The more people are uncertain about an event, the more information is supplied by the Media. As soon as the Uncertainty is decreased, the information supply by the Media is also decreased.

2.2 Conceptual Frame Work:

In the past there have been many researches, about the information seeking behavior in Crisis. How ever the major areas have been researched are as follows:

2.2.1 Uncertainty and Information Seeking:

According to Harrison (1999, p 46), a crisis can include natural disasters, such as flooding, hurricanes, health epidemics, “man made” disasters such as terrorists bomb attacks, wars, or national strikes and accidents. The crisis has been defined as “no routine events by definition, they lead to uncertainty, fear and stress among those who stand to be affected” (Spence et al., 2009). After a non routine incident has occurred, Uncertainty prevails, and people feel a need to gather information. Information seeking may result from both emotional and physical needs (Spence et al., 2009).

Spence et al. (2006) have quoted Heath & Gay (1997), that Crisis events produce uncertainty among individuals, creating an uncomfortable state, and information seeking can be seen as an important way of reducing uncertainty, especially about risks and dangers.

2.2.2 Gender and information seeking:

According to the past researches, the gender seems to play a very important role in information seeking. Spence et al. (2009) conducted a study exploring the relationship of sex, presence and enjoyment of news content, by conducting an experiment where the participants viewed a story about Hurricane Katrina’s devastation in the gulf, on SDTV(Standard Definition Television), HDTV (high definition Television) and video iPod.

The results concluded that women reported more sadness as compared to men. They reported more information seeking, and reported highest levels of Presence (a sense of reality, involvement and non-mediation) in iPod condition. According to Spence et al (2009) women reported more information seeking in response to tragic news stories in varying media. Spence et al. (2009) have quoted Health & Gay (1997), who suggests that men and women are likely to engage in different patterns of information seeking, and process this information in different ways.

Spence, et al. (2009) have quoted different studies, which give mixed results about the gender's effect on information seeking. A study of Keinan, Sadeh & Rosen (2003) has been quoted where they found that men preferred visual media (Television), while women preferred non visual Media (news papers & radio) for information seeking.

While other researches such as Jensen (1988), Morley (1986), Vincent & Basil (1997) have been quoted, that women show less interest in television news. Generally, women are more concerned about different incidents and are more sensitive towards emergency situation where there is a threat for loss of lives, so they tend to seek more information as compared to men

2.2.3 Media Availability and Information Seeking:

The availability of information and media also plays a very important role in determining the information seeking behavior and deciding the media outlet to be chosen for

information. A research by Hagar (2010) attempts to answer the questions that what sources of information people trust in a crisis, he used the case study of The U.K FMD , 2001(United Kingdom , Foot and Mouth disease). According to Hagar (2010) during a crisis, because there are many actors and agencies involved, there are a lot of information outlets available, increasing the amount of information produced and the difficulty of deciding what sources of information to trust. Her findings concluded that a trust divide was formed between the local and central sources of information, farmers trusted the local sources such as neighbors, family, local veterinarians and local radio, but did not trust central sources of information such as the local and central government.

According to Sun & Tai (2007), where they studies the information seeking in a highly controlled environment, the audiences were not only highly engaged in information seeking from alternative sources such as SMS's but were also creating information channels by being information producers and disseminators, and internet played a very important role in this.

According to Carey (2002), who conducted a study about the media usage, in crisis situation and studied how people used telephone, Radio and other media immediately after the terrorist's attacks on 9/11. Results revealed that people used multiple sources of information and often used more than one medium at the same time, according to his focus group, and in -home ethnographic research shortly after September 11, people reported that they made telephone calls a or wrote emails while watching TV.

After the 9-11 tragedy, More than half of all the Americans learned about the terrorist attacks from The TV, one in four learned it from other person, one in six from radio in 1% from The internet, The web and email had played secondary roles (to TV and Telephone), The media mix was complementary and mediums filled for each other (Carey, 2002)

2.3 Research Questions

Based on the above literature review following researches questions emerged which were than investigated:

RQ 01: Do youngsters use Media for information seeking during an emergency?

RQ 02: Do the Youngsters use TV as their major source of information during an emergency situation?

RQ 03: Do females get involved in more information seeking than males, in an emergency situation?

RQ 04: Do females disseminate /express more information/concern during an emergency situation as compared to males?

2.4 Hypothesis

The hypotheses for this research topic were:

H1: Youngsters use Media for information seeking in an emergency situation.

H2: Youngsters use TV as their major source of information during an emergency

H3: Females tend to seek more information during an emergency situation compared to males.

H4: Females disseminate/express more information/concern during an emergency situation as compared to males

Chapter Three

Methodology

3.1 Research Design

The research approach used for the research was quantitative approach and the research design used for this research was survey. According to Wimmer and Domonick (1991), p-107 survey method is used because it is used to investigate settings in realistic settings; it is cost effective, and easy for large amount of data collection.

3.2 Universe

The universe for this research was all the youngsters of Pakistan, age 18-25, males/females, who had access to all media outlets for information i.e. such as Internet, Radio, TV channels (both private and public), and news papers.

3.3 Population

Population refers to the group/class of subjects that the researcher wishes to investigate. The population for this research was the undergraduate students of universities of Rawalpindi and Islamabad, age 18-25, males/females, who had access to all media outlets

for information i.e. such as Internet, Radio, TV channels (both private and public), and news papers

3.4 Sample

Sample is a subset of the population, taken to be representative of the entire population. A sample of 100 was selected, comprising of 50 males and 50 females, age 18-25, who had access to all media outlets for information i.e. such as Internet, Radio, TV channels (both private and public), and news papers, using non- probability sampling, collecting an available/convenient sample, that is a collection of readily accessible subjects for study.

3.5 Instrument

The instrument for this research was a Questionnaire, comprising of multiple choice questions.

3.6 Data Analysis

The research type is Quantitative research, where a survey was conducted to discover the information seeking behavior of the youngsters in an emergency situation. The sample

was collected from, four institutions of Rawalpindi and Islamabad, using non probability sampling technique.

The sample size was 100, comprising of 50 males and 50 females, age 18-25, who had access to all media outlets for information i.e. such as Internet, Radio, TV channels (both private and public), and news papers.

The data was than tabulated using SPSS. RQ 1 and 2 involved simple Contingency tables, while RQ 2 and 3 involved cross tabs as the responses of two different groups (males and females), had to be found, to know who seeks and disseminates more information.

3.7 Variables

The study involved the following variables. Independent variables are Emergency/Crisis Situation, Gender and the Media. Where as the dependent variables is Information seeking behavior and information dissemination.

3.7.1 Emergency/Crisis Situation:

A crisis is a non routine event, that leads to uncertainty, fear and stress among those who are affected, and they can include natural disasters such as Earthquakes, floods, hurricanes, and Man made disasters such as bomb blasts, wars, strikes and accidents.

Emergency/Crisis also produces uncertainty, which motivates and encourages people to seek information thus reduce their uncertainty levels. In this research, Emergency/Crisis situation was taken as an independent variable, because the aim of the Research was to find the Information seeking behavior of youngsters in crisis.

3.7.2 Gender:

Gender refers to the socially constructed classification of Humans beings, according to their roles and relations in the society, differentiating them as Males and Females. This research involved, Gender as an independent variable, as the research studied the impact of Gender on information seeking behavior. The sample taken for this purpose was stratified by 50% females and 50% males.

3.7.3 Media:

Media is the plural of Medium, which refers to the communication channels, which reach to a larger audience, providing information to them. They can be, TV channels (both public and private), Radio, News Paper and Internet. Media was also taken as an Independent variable for this research, as the relation of media availability and Information seeking is discussed.

Also under the Uncertainty Reduction Theory, and Uses and Gratification approach, it is the Media which reciprocates the need of information, and provides gratification to the people as they desire, by supplying the information. As soon as people gain more information, Their Uncertainty decreases consequently information seeking also decreases.

3.7.4 Information Seeking Behavior:

The information seeking behavior refers to the Human activity of gaining information in both human and technological contexts about a certain event, which produces panic and creates uncertainty.

During a crisis event either people use Their personal contacts to gain information about an event, i.e. by calling persons, they think will have information or they seek information in technological context, i.e. by using some Media. This is how people gratify their need of Information and reduce uncertainty during a crisis.

3.7.5 Information dissemination:

Information dissemination refers to the distribution of information to others by human beings. It can simple be understood that, once an individual obtains a certain piece of information, they tend to propagate it, to other humans.

Information dissemination is the other end of gaining information. Once some one gains information about a special event, their uncertainty decreases, as their need for information has been gratified by the media. Such people then act as propagators; dispersing the information they have to other people, to gratify other's needs.

Chapter Four

Results:

The total number of questionnaires that were distributed was 100. All 100 were returned, meaning that the response rate was 100%. Out of 100, respondents, 50 were male and 50 were females. 44% of the respondents ranged from 18-21 years, whereas 56% of the respondents ranged from 22-25 years. 100% of the respondents had access to all the media sources, i.e. TV, Radio, Internet and Newspapers.

Out of 100 respondents, 36% reported that they regularly watched news channels, 23% watched news channels some times, and 21% watched often, 18 % watched rarely, while 2% never watched any news channels.

The results revealed that, 37% of the respondents read news papers regularly, 28% read it some times, 21 % read newspapers rarely, 13% of the respondents read newspaper often, while only 01% of the respondents reported that they never read newspapers.

When the respondents were asked that did they use media to gain information? An overwhelming 86% replied that they used media to gain information in the time of crisis, 10% were ambiguous with their use of media, while 4% replied that they never used media to gain information.

The respondents were asked whether they followed a news story or not, to determine their information seeking patterns, 43% replied that they some times followed a news story, 24% said they often followed a news story, 18% said that they rarely followed a news story, only 10% reported that they often followed a news story, and 5% reported that they never followed a news story.

Respondents were asked whether they discuss the news stories with in their social circlers, to determine their information dissemination behaviour,32% said that they did it regularly,28% said that they did it sometimes, while 26% reported that they did it often,11% said that they rarely did it, while only 03% said that they never discussed the news story in their social circle.

4.1 Hypothesis Testing

4.1.1 H1: *Youngsters use Media for information seeking in an emergency situation.*

The Research question stated that Youngsters use media for information seeking, while media is defined as TV channels (both public and private), Radio, News Paper and Internet. The Respondents were asked, did they use media for information seeking during an emergency. A great 86% replied that they used media to gain information in the time of crisis, 10% were ambiguous with their use of media, while 4% replied that they never used media to gain information during emergency.

Table 4.1: Youngsters use of Media to Gain information during an emergency

	Frequency
Yes	86%
No	4%
Maybe	10%
Total	100

Thus the hypothesis, i.e. Youngsters use Media to seek information during Emergency was proved, with 86% youngsters responding that they did use media for information seeking.

4.1.2 H2: *Youngsters use TV as their major source of information during an emergency*

The Hypothesis stated that Youth used TV as their major source of information during an emergency. For this hypothesis, a rating scale for different media outlets was used. The respondents had to rate their choice according to their preference for media, on a scale of 1-5, 1 being the most preferred, while 5 being the least preferred. They were given with option of TV, Radio, Newspaper, Internet, and friends/family.

Out of 100 respondents, 49% preferred TV for information seeking during emergency, while 25% of the respondents preferred Internet, 12% preferred Newspapers for information seeking, 8% preferred friends/family, and only 6% preferred Radio for information seeking during an emergency situation.

Table 4.2: Preferred Media for Information Seeking during Emergency

Media	Frequency
TV	49%
Internet	25%
Newspaper	12%
Friends/Family	8%
Radio	6%
Total	100

So the hypothesis, i.e. Youngsters used TV as their major source of information during an emergency situation was proved as 49% youngsters selected TV as their most preferred medium for information seeking during emergency.

4.1.3 H 3: Females tend to seek more information during an emergency situation compared to males.

To find out whether females are involved in more information seeking than males, the respondents were asked multiple questions. The respondents were asked that how often they watched news channels; this was analyzed using cross tabulation.

Table 4.3: Gender and TV use during an emergency

	Male	Female
Never	1%	1%
Rarely	13%	5%
Sometimes	10%	13%
Often	7%	14%
Regularly	19%	17%

Out of 100 responses, 19 males vs. 17 females responded that regularly watched news channels, 10 males vs. 13 females reported that some times they watched news channel. 7 males vs. 14 females responded that they often watched news channels, while 13 males vs. 5 females responded that they rarely watched news channels. 1 males and 1 female

reported that they never watched any news channels. This showed that more females were involved in watching news channels as compared to males.

The respondents were asked how often they read a newspaper; this was also analyzed using cross tabulation.

Table 4.4: Gender and newspaper use during an emergency

	Male	Female
Never	0%	1%
Rarely	9%	12%
Sometimes	9%	19%
Often	8%	5%
Regularly	24%	13%

Out of 100 responses, 14 males vs. 13 females responded that regularly read newspapers, 9 males vs. 19 females reported that some times they read newspapers. 9 males vs. 12 females responded that they rarely read newspapers, while 8 males vs. 5 females responded that they often read newspapers. 0 males and 1 female reported that they never read newspapers.

This showed that more males were involved in reading news papers as compared to females.

The respondents were asked how often they followed a news story; this was analyzed using cross tabulation.

Table 4.5: Gender differences regarding follow-up of News Stories

	Male	Female
Never	4%	1%
Rarely	7%	11%
Sometimes	20%	23%
Often	13%	11%
Regularly	6%	4%

Out of 100 responses, 20 males vs. 23 females responded that some times they followed a news story, 13 males vs. 11 females reported that they often followed a news story. 7 males vs. 11 females responded that they rarely followed a news story, while 6 males vs. 4 females responded that they regularly followed a news story. 4 males and 1 female reported that they never followed a news story.

This showed that more males were involved in following a news story as compared to females.

All the cross tabulation proved that males and females had different information seeking behavior, as males were found to be more involved in reading news papers and following a news story, while females were more involved in watching news channels.

4.1.4 H 4: Females disseminate/express more information/concern during an emergency situation as compared to males

For this hypothesis, the respondents were asked whether they discussed the incident in their social circles, to know their information dissemination behavior. They were given with the options of never, rarely, sometimes, often, and regularly.

This hypothesis was tested using cross tabs. Out of 100 respondents, 18 females vs. 10 males reported that sometimes they discussed the incident in their social circles. While 17 females vs. 15 males reported that they did it regularly. 13 males and 13 females reported that they discussed it often, while only 2 females reported to do it rarely, in comparison to 9 males. None of the females reported that they never did it, however 3 males reported that they never discussed incidents in their social circles.

Table 4.6: Gender and Information Dissemination Behavior

	Male	Female
Never	3%	0%
Rarely	9%	2%
Sometimes	10%	18%
Often	13%	13%
Regularly	15%	17%

The data was evident that more females were involved in information dissemination as compared to males, so the hypothesis that Females disseminate/express more information/concern during an emergency situation was proved.

Chapter 5

Discussion and Conclusion

This investigation examined the information seeking patterns of youth during any crisis/emergency situation. The results revealed that, Pakistani youth aged between 18-25, who have access to all media outlets for information i.e. such as Internet, Radio, TV channels (both private and public), and news papers, preferred Media for information during Emergency. As 86% of the youth replied that they used Media for information seeking. Out of those 86 respondents, 45 were males, while 41 were females.

According to Sun and Tai (2007), who analyzed information seeking behavior in a highly controlled environment, the audiences were not only highly engaged in information seeking from alternative sources such as SMS's but were also creating information channels by being information producers and disseminators, and internet played a very important role in this.

Since the Media in Pakistan is not very controlled, so the youngsters do not need to have alternative sources to seek information during emergency. So Media is the ultimate source of information for majority of youngsters in Pakistan. Out of 100 respondents taken as the representatives for youth, 49 preferred TV as their major source of information, while Internet got the second preference of youngsters, with 25 responses. Newspaper was preferred only by 12 respondents, while 8 respondents gave preference to friends/family. Only 6 respondents preferred Radio as their major source of information.

According to Carey, (2002), who conducted a study about the media usage, in crisis situation and studied how people used telephone, Radio and other media immediately after the terrorist's attacks on 9/11, his results revealed that people used multiple sources of information and often used more than one medium at the same time..

According to his study which was conducted after the 9-11 tragedy, More than half of all the Americans learned about the terrorist attacks from The TV, one in four learned it from other person, one in six from radio in 1% from The internet, The web and email had played secondary roles (to TV and Telephone), The media mix was complementary and mediums filled for each other (Carey John, 2002)

TV has proved to be the major source for information for youth. The reason for this may be proximity, as TV is readily available source of information. Another reason might be the availability of information available, as TV provided the major part of information, and the information available on TV was sufficient.

In the present study, Females and males were found to have different information seeking patterns. Males were more involved in reading newspapers and following news stories, while females were more involved into seeking information via watching news channels. Spence et all (2009), have quoted Health & Gay (1997), who suggests that men and women are likely to engage in different patterns of information seeking, and process this information in different ways in their minds.

Spence, et all (2009) have also quoted different studies, which give mixed results about the gender's effect on information seeking. A study of Keinan, Sadeh & Rosen (2003)

has been quoted where they found that men preferred visual media (Television), while women preferred non visual Media (news papers & radio) for information seeking. While other researches such as Jensen (1988), Morley (1986) Vincent & Basil (1997) have been quoted, that women show less interest in television news.

The varying results between different research works may be due to change in demographic characteristics of different places, and personal choices for media selection. Since TV is readily available in house hold environment, so TV news might be a choice for females. While males opted for news papers and followed stories for details, this may indicate to remoteness to TV's.

In this study females were found to be involved in more information dissemination in emergency situation as compared to males. This may be due to the fact that females spend more time during socializing as compared to males. Also, as the female's concept of sharing involves talking about common and personal issues while male concept of sharing is performing tasks together. This might be a better explanation of females getting more into information dissemination as compared to males.

Youngsters aged from age 18-25, who have access to all media outlets for information i.e. such as Internet, Radio, TV channels (both private and public), and news papers use media as their major source of information during any crisis.. TV is the most preferred medium for information seeking. The youth has different patterns of information seeking with respect to gender. Females tend to seek information by watching news stories, while males seek information by reading news papers and following news stories. Females are involved more into information dissemination as compared to males.

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Appendix- Questionnaire

Information seeking behavior of Youth during Crisis

You are requested to fill out the following questionnaire. This questionnaire is a part of final thesis .It is assured that the data will only be used for research purpose only

1-Please encircle your gender:

Male

Female

2- Age: _____

3- Which of the following media do you have access to?

TV

Radio

Internet

News paper

6-Do you use media to gain information in times of crisis:

Yes

No

May be

7- Please rate the following according to your preference for information seeking in a crisis. Use a scale of 1-5, 1 being the most preferred.

- TV
- Radio
- Internet
- News paper
- Friends/family

5- In times of crisis, which is the first media that you use to gain information?

- TV
- Radio
- Internet
- News paper
- Friends/family

8- How often do you watch any news channel?

- Never
- Rarely
- Often
- Sometimes
- Regularly

9- How often do you read a news paper?

- Never
- Rarely
- Often
- Sometimes
- Regularly

10-How often do you follow any news story?

- Never
- Rarely
- Often
- Sometimes
- Regularly

11- How often do you discuss the Incident within your social circle?

- Never
- Rarely
- Often
- Sometimes
- Regularly

