

# Campus Radio: A Source of Students' Need Gratification

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## Abstract

The Government of Pakistan in 2002 to meet the needs for community radios in educational institutions took an initiative by giving licenses to educational FM radios to universities and within the short span of time the number of universities having campus radios multiplied. Now the situation is that 48 universities of Pakistan have FM campus radio stations (PEMRA, 2019). They are broadcasting a large variety of programs on variety of topics. This study was designed to find what the role of the campus radio is for the university students and how much these students rely on campus radio for their need's fulfillment. In this survey research, the sample of 221 campus radio listeners is selected by using multistage random sampling technique from the two universities of Islamabad. The collected data revealed that Campus Connectivity, Companionship, Motivation, Information, Social Connectivity, Entertainment and Education are the gratifications that students seek from campus radio broadcasts and campus radio gratifies all these needs. Escape is the greatest gratification which students obtained from campus radio listening and all others follow it. It is concluded that circumstances of survey collection time (COVID-19) have an impact on the students' use of campus radio.

**Keywords:** Radio, Need, Gratification, Campus Radio, COVID-19, Education

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## Introduction

There are three basic functions of mass communication; (a) Surveillance of the environment (b) Correlation of the components of society (c) Transmission of the social inheritance (Lasswell, 2007). Wright added entertainment as a fourth function of mass communication (Wright, 2015). Radio in general and FM in specific are performing all these functions of mass communication in Pakistan. Feeling a need for community radios in educational institutions an initiative was taken in 2002 by government. Licenses for educational FM radios have issued to some universities and within the short span of time the number of universities having campus radios multiplied. Now the situation is that, out of 203 HEC recognized universities, 48 have FM campus radio stations (PEMRA, 2019). They are broadcasting a large variety of programs on variety of topics. These programs are broadcasted for both students and general community.

This study is going to investigate that which functions performed by FM campus radio gratify needs of university students. This is a quantitative study of uses and gratification of campus radio users. There is an impression that campus radios have no use for students, students have vast media choices so they do not use campus radio. In some other countries where campus radios are

established, the same dint is present, such as according to Jegede and colleagues, studies resulted that campus radios in Nigeria failed to meet the purpose of their establishment (Jegede, Akintayo, Chioma, & Okichukwo, 2015). This study is designed to explore, the gratifications sought and gratifications achieved. As some researchers argued that the need for a college radio rationalizes its establishment (Ibrahim & Mishra, 2016), researchers wanted to explore that whether the students feel any need for a campus radio or not. This study is designed to find out the campus radio listening motivations of the university students and the gratifications they derive. This study will find out that to what extent campus radio is successful to meet its purposes of establishment. As Khan and Pembecioglu reached the conclusion that the worth of radio depends on the programs and their content and their utility for target audiences (Khan & Pembecioglu, 2015). New generation can be defined as “cyber youth” (Birsan, 2012). This cyber youth has so many media choices at hand to gratify their needs. In this situation the question is that when there are so many new technologies, why youngster listen campus radio. Is there any space for campus radio listening in the lives of #Generation?

Though the members of community in which these Campus FM radio are situated, are the listeners too. But this study is focused on the need’s gratification sought and needs gratification obtained by the student listeners of these campus radios in Pakistan. This research study is designed to find out that whether these campus radios are beneficial / helpful for students or not.

### **Objective**

To examine the gratifications sought by the students and gratifications fulfilled by the campus radio.

### **Research Question**

RQ: What are the needs that the students want to gratify and how far the campus radio listening gratify their needs?

### **Literature Review**

An exploratory study by McClung resulted that 43.5% of the respondents surf their college radio website for music, 24.5% for information seeking, and others for entertainment and social integration (McClung, 2001). A study of the audience of the Gyan Vani resulted that listeners use the network to gratify their personal and educational needs. They did not want to listen advertisements or ‘fancy’ presenters hosting educational programs. According to them they consume the programs offered by the network related to certified vocational courses, coaching for entrance exams, updated information on careers and courses (Chander & Sharma, 2003). Another study of the students in Tamil Nadu resulted that 37.06% of the students listen to radio for education 84.30% listen for entertainment, 29.07% listen for science and 5.23% listen for other purposes (Arulchelvan & Viswanathan, 2006).

Music is the part and parcel of radio. Researcher argued that College radio in US is an alternative medium for listeners which amuse them with all type of music (Wall, 2007). According to McClung, Pompper, and Kinnally basically adolescents use radio for entertainment purpose as 90% of their respondents reported the entertainment as the first reason behind the radio use. While excitement, amusement, mood alteration, happiness, relaxation, forgetting routine work burden, escape from work, escape from friends and family, getting content to discuss with friends, listening

music, learning about self and others, as a habit, time pass, no other activity to do, sports, weather and news are some other reasons for radio use (McLung, Pompper, & Kinnllay, 2007).

A study was designed to determine the effect of agricultural programs of radio on knowledge of listeners. Results showed that majority of the respondents gained some fresh knowledge by listening to the radio programs. Ownership of radio set and inappropriate time of program presentation were indicated constraints to listener-ship of the programs (Okwu, Kuku, & Aba, 2007).

Some other researchers reached the conclusion that most of the young people in Quetta city listen FM for entertainment, some for news and current affairs programs and a very few for other categories (Naqvi, Baloch, Niaz, & Kasi, 2011). Same like that the main reason for radio listening by the male and female students at University of Sharjah is entertainment. 50% students of UOS use radio for entertainment (Ayyad, 2011).

Kwakwa concluded that radio is the major source of information. Majority of radio listeners in Ghana use radio for information. Second motive for radio use is entertainment and third is education (Kwakwa, 2012). A huge number of the students at Gomal University used to listen the campus radio of their university for entertainment purpose. They thought that the programs on campus radio have attraction and they prefer to enjoy music instead of other content on it (Jan & Sultan, 2012).

Birsen did a research that why the youth listen to FM radio in Turkey he found out that Turkish young adults use radio to enjoy nonstop music. Almost all the participants of the study stated that they are habitual of listening radio to enjoy music, for time killing and entertainment. Birson added that students use radio for relaxation and escape from problems and loneliness. Moreover, radio heightens their imagination. He concluded that radio is a tool which is used for entertainment instead of information (Birsen, 2012). Like that some other researches inferred that FM radio is a source of entertainment for students up to the graduation who are lonely listeners of it (Vijayakumar, 2014).

A qualitative case study held in Malta, ascertained that audience of KMMR FM listen radio to get local information. Moreover, researcher stated while studying the correlation of media use and political awareness that people listen to radio news for getting political awareness (Pinnock, 2014). Radio is a source of entertainment and cultural-transmission. The people of urban areas of Punjab use to listen to radio for getting entertainment, updating their knowledge and awareness. Radio in mobile phones made them capable to enjoy radio during travel (Singh, 2013).

Ashraf found that unlike to the educational policy Campus radios have become a source of linkage, entertainment and identity instead of education for the students (Ashraf, 2014). A research study resulted that people of Malakand region use different FM radio channels run by different people to get religious education (Khan & Pembecioglu, 2015). In the light of another study, most of the students like listen to educational programs which are related to their study subject on campus radio. Researchers also concluded that many respondents believe that campus radio is a source of entertainment and there should be more and more current music (Jegde, Akintayo, Chioma, & Okichukwo, 2015).

Ajaegbu and his colleagues (2015) found that up-to-date information and entertainment were the main motives why Redeemers University students listen to radio noting that the students' ability on decision-making was further influenced by the program's content. The study also revealed that

gender and discipline play a key role in the students' listening behavior of radio programs (Ajaegbu, Akintayo, & Akinjiyan, 2015). Listeners use and relate radio in very different way as compared to other media. Listeners use radio for various reasons one of them is for emotional support and the other is to keep their spirits up. In sum people listen to radio to get information, entertainment, education, to follow their favorite football teams, and to follow fashion trends or popular music (Ajaegbu, Akintayo, & Akinjiyan, 2015).

Young FM radio listeners in Mardan city listen to radio more for entertainment and less for information and educational purposes (Safi & Iqbal, 2015). Students expected that college radio can fulfill their needs for educational content, tips for exams, preparation for a job interview and to inform them about the events in their college (Ibrahim & Mishra, 2016). Mogambi noted that the students of University of Nairobi use their mobile phones to listen music of their choice on radio. According to the researcher musical programs and good program presenters are the main reasons for listening of radio. It is noted that youngsters from age group of 21-24 are seeking entertainment from radio undoubtedly while another significant percentage seeks information and uses radio as a means of research for their education as well as on issues affecting them (Mogambi, 2016). According to Odia and Ojobor majority of University students in Nigeria use radio to gratify their need for information and knowledge. They derived these results when they were researching about the university student's listening behavior of FM radio in Nigeria with U&G point of view. Their research indicated that young people listen to more radio as compared to older ones. A study proved that age group 15-24 is more inclined to radio listening as compared to any other age. They listen to the radio for information, entertainment, relaxation and diversion. They gratify these needs by utilizing feature of FM radio in mobile phones. This feature facilitated the students to listen radio more frequently (Osazee-Odia & Ojobor, 2017).

In the light of their research results researchers reached to the conclusion that radio is the second name of music for youngsters. According to this study 42% of young respondents listen to radio to enjoy songs. Next most listened programs are interviews of celebrities and people of social importance. Through these programs, listeners get a chance to know them better, peep into their lives and know their opinion on different issues (Bhat & Dhar, 2017).

This overview of past researches related to the motives behind radio use indicated that radio is being used more for entertainment purpose than that of education.

### **Theoretical Framework**

Uses and Gratifications theory is used as theoretical framework in this study. This theory belongs to the functional theories mass media research and this study is designed to investigate the functions performed by the university campus radio for the students so it is suitable theory to study the phenomenon. Uses and Gratifications (Katz, Blumler, & Gurevitch, 1974) assumes that media users are active, they are selective in their media use, they have some specific needs, they select media and content according to their needs and want to gratify them. Moreover, users determine the value of the media and each and every medium have to compete with its contemporary mass media.

### **Methodology**

It is a quantitative survey research study, conducted in two universities of Islamabad. A close ended standardized questionnaire is used for data collection. A sample of 221 students of National

University of Modern Languages Islamabad and Riphah International University Islamabad took part to fill the online survey. A representative sample of the population was selected by using multistage random sampling.

### Analysis

Comparison of Gratifications Sought (Education, Information, Entertainment, Social Connectivity, Motivation, Escape, Campus Connectivity & Companionship)

Needs of the students are categorized into eight categories, called gratifications sought. These gratifications are measured by using a group of questionnaire items. These factors are computed to get compute variables. Means of these compute variables are compared in the table below to check that which gratification the students seek more from campus radio.

Table 1: *Comparison of Gratifications Sought*

<b>Gratifications Sought</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>Education</b>	4.10	.873
<b>Information</b>	16.99	2.520
<b>Entertainment</b>	12.69	1.860
<b>Social Connectivity</b>	12.29	2.184
<b>Motivation</b>	17.02	2.683
<b>Escape</b>	8.59	1.407
<b>Campus Connectivity</b>	24.75	4.576
<b>Companionship</b>	17.27	2.613

According to the results of our comparisons of means of gratifications some gratifications scored higher than the others. The data revealed that Campus Connectivity is the greatest gratification which students want to obtain from campus radio listening. The remaining gratifications in descending order are as follows: Companionship, Motivation, Information, Social Connectivity, Entertainment, Education.

Comparison of Gratifications Obtained (Education, Information, Entertainment, Social Connectivity, Motivation, Escape, Campus Connectivity & Companionship)

Eight different needs fulfilled by the campus radio have compared. Mean values of these Gratifications Obtained are compared to find out that which needs of the students are gratified more by the campus radio.

Table 2: *Comparison of Gratifications Obtained*

<b>Gratifications Obtained</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>Education</b>	16.4887	2.97201
<b>Information</b>	12.44	2.185
<b>Entertainment</b>	12.08	2.572
<b>Social Connectivity</b>	16.64	2.847
<b>Motivation</b>	8.35	1.490
<b>Escape</b>	24.58	4.781
<b>Campus Connectivity</b>	16.79	2.817
<b>Companionship</b>	4.10	.873

According to the results of our comparisons of means of gratifications obtained some gratifications scored higher than the others. The data revealed that escape is the greatest gratification which students obtain from campus radio listening. The remaining gratifications in descending order are as follows: Campus Connectivity, Social Connectivity, Education, Information, Entertainment, Motivation, Companionship.

### Discussion & Conclusion

Study concluded that Education, Information, Entertainment, Social Connectivity, Motivation, Escape, Campus Connectivity and Companionship are the gratifications that students seek from campus radio broadcasts. And campus radio fulfills all these needs of its listeners. It means that the campus radio is performing an important role for the university students and these students rely on campus radio for their need fulfilment.

Findings of the comparison of gratifications sought revealed that Campus Connectivity is the greatest gratification which students want to obtain from campus radio listening. Companionship, Motivation, Information, Social Connectivity, Entertainment and Education follow in the list respectively. Students preferred campus radio listening for campus connectivity because they were out of institutions due to the closure of universities so they wanted to keep them in touch with their campus. Due to lockdown no social activities were possible so the students felt lonely and they wanted to mitigate this sense of loneliness by listening to campus radio. Everyone was fearful and uncertain about the fate due to the fatal pandemic, so there was a need for motivation which students wanted to fulfilled by campus radio broadcasts.

When the gratifications obtained are compared, the results showed that some gratifications scored higher than the others. Campus radio provided escape to the listeners as it scored higher than that of other seven gratifications. The data revealed that escape is the greatest gratification which students obtained from campus radio listening. One reason may be that survey was conducted during the days of lockdown due to COVID 19. In this critical situation students were more inclined towards the escape from the real-life problems, boredom, tensions and stress. They use campus radio for emotional relief and time pass. All these things provided the students an opportunity to fight back the worse effects of lockdown.

The remaining gratifications in descending order are as follows: Campus Connectivity, Social Connectivity, Education, Information, Entertainment, Motivation and Companionship. In our

results it is found that Education is at 4th position in the list of gratifications obtained. So, it concluded that our circumstances of survey collection time (COVID-19) impact on the students' main cause of listening educational campus radio. Information got the fifth position. Information was the need of the hour and students kept them informed by listening campus radio.

According to the researchers, entertainment leads toward relaxation, amusement and enjoyment (Malik, Dhir, & Nieminen, 2016). Campus radio gratified need for Entertainment comparatively less than Escape, Campus Connectivity, Social Connectivity, Education, and Information. Mean of the need for motivation is low than the above mentioned gratifications. Obtained gratification for companionship scored lowest on the comparison of means. Which means campus radio programs are not much successful to meet the student's need for companionship.

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