Digital Media Usage of the Youth in Suburban Trains for Entertainment

Prashant Prakash Kamble*

Assistant Professor, SST College of Arts and Commerce, Ulhasnagar, India

Abstract: Mumbai, where railway is one of the major traveling sources to connect nearby cities, which are long distances around 120 kilometers. People living in the nearby cities travel daily for 4 hours in trains to reach their work places in Mumbai, which makes them travel for approximately 5 hours daily. In this long distance journey by Mumbai suburban local trains, youth between 18 to 28 years of age continuously keep engaged with smartphones in overcrowded trains and unbearable journeys.

This study is attempted to answer questions like, why is this youth consuming this digital media on the train? In what capacity and due to use of the media on train is there any change in media consumption pattern. To understand this phenomena, specific samples from the youth travelers are selected and studied. Results show that this youth is consuming digital media on trains to keep themselves engaged with entertainment to travel in overcrowded and uncomfortable journeys of the Mumbai suburban local trains which they have to do daily.

INTRODUCTION

The use of digital media continues to increase worldwide. Using digital media is one of the most popular online activities with high levels of user interaction and increased mobile opportunities. The growing global use of smartphones and mobile devices has opened up opportunities for mobile networks with growing features such as location-based services. Many social networks are also available as mobile applications, while other networks are designed for mobile internet browsing, enabling users to more easily access visual blogging sites. Smartphones and theInternet not only allow users to communicate across local or social boundaries, but also provide opportunities for sharing user-generated content such as photos and videos and features such as social games. This study is an attempt to understand how these digital media are used and why there is talk of being used on a train while traveling. Especially when there is a local railway line in downtown Mumbai we can see the final number of people using their smartphones throughout their journey on crowded trains.

Mumbai Suburban Railway

Mumbai is one of the major cities in India in terms of economic capital of the country. It is located in Maharashtra state. Mumbai is an island city, which is connected through waterways, airways, roadways and railways. From above mentioned ways railways is one of the majorly used by commuters to travel in the country. In Mumbai there are 3 major local train lines to travel in the city and nearby cities. In Mumbai around 89% of its population travels by these major local railway lines which runs through 3 major lines as per geographic locations which are known as western line runs from Churchgate station to Dahanu station, the central line from Chhatrapati Shivaji Maharaj Terminus station to Kasara station and the harbor line Chhatrapati Shivaji Maharaj station to Panvel station 100 to 120 kilometers approximately. These suburban local trains are known as the lifeline of Mumbai and nearby cities, which carries over 8.50 million people daily. These commuters are mainly from the outside of Mumbai, who travel across this long distance journey to reach their respective place, mainly working people. Majorly in these traveling commuters working people are higher in numbers because Mumbai is financial capital of India and provides a large number of opportunities to the workforce.

Long Distance Commuters

People travel across these long journeys of 100 to 120 kilometers, which consume 2 hours each way, which results in a 4 - 4.5 hours journey on a daily basis. One of the major problems of these commuters while traveling in local trains is overcrowding beyond its capacity and this issue is increasing day by day. Commuters sometimes didn't get a place to stand properly in the trains. These commuters who travel this long are mostly working people who work in Mumbai but live outside of Mumbai which is near cities such as Thane, Palghar and Panvel. People are settling in the nearby cities because of affordable housing compared to the Mumbai houses.

The people who travel in the train on a daily basis can see them in the single seating row of a train coach. Out of 8 people, 6 people are using their smartphone continuously through this long journey. These commuters use smartphones

daily and that results in a wide number digital media consumption on these local trains on a daily basis. Without the use of smartphones and digital media on trains, this journey for commuters becomes painful because of the rush and long distance on the trains.

Smartphone and Journey

This study strikes me when I have seen changes in the commuters behaviors of long distance where in the past people use talk to each other, enjoying scenery of outside of the local, making jokes, group of people singing bhajans, singing filmy songs are became less, rather than this, now after evolution of smartphones and internet everyone is engaged in their own world of digital media and using smartphone through this entire journey. As I mentioned before, because of this long distance journey I see everyone in trains everyday who are engaged in their own world of smartphones. People are becoming socially active on the Internet in these trains. And this use of smartphones for entertainment on trains has grown after smartphones became one of the media platforms that provide digital media on fingertips. We can see people are consuming more digital media on trains which has become essential on the local train travels in cities like Mumbai. Some of these commuters think that this use of smartphones on trains has become an integral part of their life and without this medium of entertainment on trains their journey becomes annoying and stressful.

This research is observational as well as involves interviews and surveys, which talk about how youth of suburban Mumbai adopted the trend of using social media with the help of smartphones in the journey that they regularly do by local trains from their home railway to work or college. In this survey we are studying youth behavior towards using smartphones and social media and attitude towards the train journey and other co-commuters. This research will be about how this youth has adopted smartphone culture, which was not there before. Earlier there were groups of bhajan mandals (group of devotional songs singer) who were doing bhajans on the same train and other commuters used to join them into bhajans (devotional songs). But nowadays we see this number of groups who sing bhajans (devotional songs) in trains is declining. And that change is because of smartphones and social media use. Because of this behavior people are becoming a lone person who is living in their own space, which was not before. In the past people used to talk to each other and formed a group of travelers who travel in the same train every day to reach their office or any other work.

This study is about how the media consumers have shaped media. For example there is media content, which was produced before smartphones were introduced, so while producers were producing this content they didn't know that their content was going to be available on different media platforms that were not there before. Such as Internet, Applications, Computers, TV, Smartphone's, etc. Today's media producer's keep in mind all these platforms and plan their content. And that is how media has shaped as per the media platforms. But consumers who consume this content can consume it at any place and this research will study about the consumers who consume this content on the local train while traveling from suburban stations of Mumbai to Mumbai. This consumer has adopted this trend of using smartphones while traveling for various reasons. Some of the reasons behind this is the long train journey which makes them travel in train for 4 hours a day which includes a return journey from home to work and back. If we see as per their daily schedule then we see that consumers give their 4 hours for traveling, 8 to 9 hours to their work so that 12 to 13 hours they leave their home and remain with no time to consume any kind of the media. And that is why these people started utilizing this 4-hour daily journey for using smartphones as well as social media. This consumer, which travels in train and use social media on board, so this research, will study about this consumers and will get the idea about their changed behavioral patterns, their media consumption patterns, types of media consumption and how their life and journey is shaped with this patterns of media consumption.

Objectives

The study focuses on the youth's digital media usage in suburban trains of Mumbai for entertainment. Whereas youth leaving nearby cities of Mumbai travels by suburban trains on a daily basis for a long distance journey which is 120 kilometer approx. study intends to find out why this youth is consuming digital media on the train and on what scale as well as because of the digital media consumed on the train. The digital media consuming pattern is changing. Identified objectives of the study are as follow:

- To find out the relation between long

distance train journey of Mumbai suburban train and digital media usage of the youth.

- To find out the relation between digital media consumption and youth in suburban trains of Mumbai.

In addition to these objectives, an attempt was also find out i) the respondents digital media consumption pattern, ii) their preference of the type of digital media they consuming on train, iii) time of their digital media consumption on train, iv) why they are consuming digital media on train, v) the bearing of personal background such as age, gender, education, occupation and income group on the viewing levels of respondents.

Hypotheses

- Youth of nearby cities of Mumbai consume digital media on suburban trains for entertainment.
- Using digital media on trains keeps them engaged to endure long distance journeys and overcrowded trains.

RESEARCH DESIGN

To keep this study on track, firstly we have to understand the importance of commuting daily by the same train, almost on the same time everyday, from the same railway station and with the same co-passengers. We chose to study youth from the age group of 18 to 28 who come from various occupational backgrounds as well as different economic classes. This everyday transmission takes around 2.30 hours single which multiplies in return journey into almost 5 hours. This long distance journey is around 120-124 kilometer single way in which local railway trains run through major railway stations of Mumbai and nearby cities like Palghar, Kasara, Panvel, etc. which are known as suburban railway stations of Mumbai. In this study we are strictly focusing on commuters who make this journey everyday to reach their respective destinations mostly in Mumbai.

The commuters that are as sample over here in this study are residents of nearby cities of Mumbai as mentioned cities above. Most of them are settled or shifted to these cities because of affordable housing schemes in comparison to Mumbai and in large numbers of them travel to Mumbai for work and educational purposes. We are focusing on the youth only between 18 to 28 years old because at the primary survey, which was the observational on field research we found that in this commuters youth of 18 to 28 years old are more active and found always engaged with smartphone for longest times and in cases for entire journey of the long distance suburban local journey. We have also found that this youth are more addicted to this digital media consumption process on the train. By talking to some of them we came to know that some of them think that this is a necessity of the changing trends and just because audio- visual mediums are becoming more dynamic and powerful today with the number of media platforms and contents, it is ok to be always engaged with this digital media.

Research Questions

Previous research has helped to reduce the focus of this study and indicate what questions still need to be asked. The study aims to understand why and why young people use digital media on remote urban trains in Mumbai. To find the answer, the research should start with a focus on why young people are consuming digital media on the train. Once this has been answered, more detailed questions will be asked to find out why these media outlets have been deprived of a train. This study will focus on three research questions:

Research Question 1: Why is digital media being consumed on the trains by youth?
Research Question 2: What kind of digital media is being consumed by youth on trains?
Research Question 3: What is the pattern of consuming digital media by youth on trains?

These research questions provide information on the motivation, use, and excitement people express about the use of digital media for young people on subway trains.

SURVEY

The sampling process makes it possible to draw valid indicators based on different careful observations among a small subset of the population. The respondents for the study were chosen through a convenience sample method so that the operation of probability can be utilized.

In the first phase a web-based questionnaire was uploaded on web during February-March 2020 and responses were recorded from the daily travellers of the local trains who were aged 18 to 28. This questionnaire has around 17 different questions having demographics questions and questions about media usage on train while traveling as well as

using patterns of the digital media.

Second phase is observational which includes on field observation of digital media consuming youth on long distance suburban trains. With the help of observation and personal interview samples were selected who were aged between 18 to 28 years and traveled daily through the Mumbai suburban local train.

Sample

The sampling process ensured a mix of active local railway users from suburban areas. As the aim of this study was to focus on the use of digital media on subway trains by young people and media usage patterns however, informers who had little experience of using long distance daily trains were not included. 40 spies were used for further analysis. All who traveled long distances were local trains daily, from Churchgate to Dahanu, Chhatrapati Shivaji Maharaj Terminus to Kasara and Chhatrapati Shivaji Maharaj Terminus to Panvel and were between 18 and 28 years old.

As shown in the following table, there were most travelers from Churchgate to Dahanu in the sample.

TrainLine	Line 1 (Churchgate to Dahanu)	Line 2 (Chhatrapati Shivaji Maharaj Terminus to Kasara)	Line 3 (ChhatrapatiShivaji Maharaj Terminus to Panvel)	Total

Table 1. Sample gender and traveling line in numbers

Male	9	9	4	**22**
Female	8	4	6	**18**
Total	**17**	**13**	**10**	**40**

METHODS OF DATA COLLECTION

For the data collection web based questionnaire was shared on the Internet and responses were recorded from the youth aged between 18 to 28 years. These respondents were those who had continuously made use of long distance local trains on a daily basis and used smartphones on trains to consume digital media. This entire sample traveled long distance local trains on a daily basis, from Churchgate to Dahanu, Chhatrapati Shivaji Maharaj Terminus to Kasara and Chhatrapati Shivaji Maharaj Terminus to Panvel.

Field Survey

Field survey was undertaken with the help of the same questionnaire in which around 10 respondents were interviewed personally. Respondents shared their daily traveling experience by the Mumbai local train, how digital media helped them travel easily without caring about long distances of 120-124 kilometer and unbearable overcrowded trains. The data which is gained from the respondents is mentioned below which help this study to understand the need of digital media while traveling on the local trains specially long distance journeys. This field survey has also helped study to know what exactly is being consumed by these respondents and the patterns of this consumed media so far.

In the survey a series of questions were asked about long distance traveling time, what media has changed their journey and how technologies are making their traveling easy by getting entertained on trains. Their habitual use of smartphones and general attitudes towards digital media consumption is changing as technology is evolving day by day.

Method of Data Analysis

The data was analyzed in the terms of options given in the web-based questionnaire along with questions, which is shared on the Internet with a selected sample out of the population. Some of the data analyzed provided closed-ended questions. For example, the question is what activities do you do while traveling? And the options to answer this question are 1. Use a smartphone, 2. Take nap, 3. Talk to people, 4. Other. Every question has different options for answering and on the average selected options study is analyzed. While some of the questions, which are open-ended questions like, how will your journey be without the digital media? For this kind of questions data analyzed on the answers given by the respondents and separated as per the kind of answers.

Once all the data generated by the respondents in the questionnaire is combined with the data generated in the wild survey as in the

field survey it is also based on the same questions that exist in the web-based questionnaire. The forum survey contains interviews with respondents to similar questions. Once all the interviews have been done, the audio recordings of the interviews were recorded. To find usage and satisfaction, a model and frequency analysis method is used. Once the noise from the discussions was reviewed, continuous comparison methods and frequent methods were used to help find common responses to the discussion in order to form larger sections. Analysis frequency is used for each interview. Once all the interviews were completed, a continuous comparison method helped to show what similarities were between all the interviews.

EXPECTED OUTCOMES

The sample containing 40 respondents has been classified on the basis of numbers of hour's digital consumed on train while traveling in Mumbai suburban train. Which is categorized in five categories as the answering option given to the question. These categories are named as 1 hour, 2 hour, 3 hour, 4 hour, 5 hour. Further respondents also have been classified by local train line in which they travel in which are Line 1 (Churchgate to Dahanu), Line 2 (Chhatrapati Shivaji Maharaj Terminus to Kasara), Line 3 (Chhatrapati Shivaji Maharaj Terminus to Panvel). The distribution of samples in terms of the number and percentage of the cases according to each parameter has been worked out.

The data has been provided in two sections. The first section (4.2) deals with the distribution of samples according to demographic factors such as gender, age, education, income group, occupation, number of hours of smartphone use on train and local railway line they travel in.

The basic objective of the study was to determine how youth in long distance train journeys of Mumbai suburban trains consume digital while traveling. The study intended to find out whether heavy consumption of digital media on trains makes this youth addicted to it or it is just for entertainment, which is the driving force in it. Study was an attempt to understand whether this overexposure of digital media on trains is becoming a need for travellers. The researcher decided to study the young viewers, as they are more vulnerable to the using smartphones on the train while traveling for long distance journeys in

Mumbai's suburban local trains. The average age of these youth under the study is 24 years.

The survey method was adopted and a questionnaire was administered to a sample of 40 young male and female travellers selected as sample. The data was analyzed statistically to find out whether any of five hypotheses framed by the researcher is supported by it. The sample was fairly uniformed in terms of percentage. Similarly the number of male and female respondents in the sample was almost the same.

The analysis of the sample on the basis of the respondent's personal background such as age, education, occupation and income class reveals that the majorities of the consuming digital media on trains are the graduates (64%) and come from the middle class (53%) income group. Analysis of why they are consuming this digital media on the train shows that majority of them with 67%, consume this digital media on the train to entertain themselves. Which clears that the usage of the digital media on the train of Mumbai local suburb is clearly for entertainment. This supports the hypothesis that youth of nearby cities of Mumbai consume digital media on suburban trains for entertainment.

BENEFITS TO THE SOCIETY

The use of digital media has undoubtedly been instrumental in the way many travelers spend their time on public transport carriers (Jain and Lyons 2008, Lyons and Urry 2005). Therefore, new digital media also has a significant impact on how new travelers use digital media on local trains, both positive and negative. In a small study conducted to date on the effect of the use of digital media on trains with travelers' attitudes toward public transport, the results show both negative and positive effects.

In this research study of the Mumbai railway line, evidence was found that the most active group of digital media users - a group of young people who travel long distances by this train - had extremely critical attitudes towards subway travel. The group expressed, among other things, the need for more trains and crowds for smaller numbers. In contrast, the group continued to use digital media on the long journey of local trains in Mumbai, and expressed a positive attitude towards using digital media on trains because it made congestion and annoying journeys bearable.

How can we interpret the critical attitudes of innovative and active smartphone users?

As shown in book reviews, however, complex social and psychological approaches may play a role; New expectations of staying accessible to management, colleagues (or maybe even friends) can lead to frustration, stress and low satisfaction with travel. The smartphone may be involved in processes where public transport time is no longer a time for relaxation, contemplation or other "contradictory actions", but a productive activity. Thus, negative attitudes may arise when there is any interference with work-related activities and communication during travel. At this point our results are in line with research that found that high-performance job forms, based on excessive use of mobile technology, may lead to overwork, stress and boundary conflicts between the professional and privacy sectors (McNamara et al. 2013, Nippert- Eng 1996, Line, Jain, and Lyons 2012). However, we must be careful not to exaggerate the criticism from smartphone users who work on this study. The number of barriers, used here as a measure to show a "critical attitude" about public transport such as local trains, is a relatively difficult indicator of criticism, and can actually be interpreted as an expression of concern for public transport services. . Active users are the most common passengers with public transport, and therefore also have a strong interest in service development.

The results mentioned above have implications for transport service providers and policy makers. While the proliferation of smartphones among urban travelers seems to be beneficial in promoting public transport, the findings suggest that there is a risk of highly active smartphone users having negative attitudes about public transportation if (at any time) their knowledge is not improved. Developing facilities that help city travelers improve their travel time, for example with better working and communication facilities, could be an understated strategy to strengthen public transport in the suburbs of Mumbai.

FUTURE SCOPE

There are a number of implications for the further research arising from the present study. Present study addressed only a few parameters of each dimension of respondents and digital media consumption on trains.

A detailed study may be conducted on each dependent variable and the reaction of the respondents may be recorded and observed closely on a large number of samples not only suburban travellers but also urban travellers from Mumbai because this trend of youth consuming digital media on trains can be seen in the urban travellers also. For example, this digital media consumption is not only limited to the train travellers but it can be also seen in bus travellers, air travellers and private transportation. This study can broaden on a large scale so we should understand what capacity digital media is being consumed while traveling by any public or private transportation. Then this study can help digital media producers to target the right choice of audience and make content which will directly focus these moving audiences.

Similarly, an in-depth study may be undertaken to find out the respondents attitudes towards the digital media consumption on train while traveling in train which can include urban area travellers also. Another potential area of research would be with regards to the impact of digital media consumption while traveling on the media consuming youth. Which can be studied positive and negative impacts on media consuming youth who consume digital media on train. Study on the influential aspect to consume digital media on trains can be studied on a broader approach.

SWOC ANALYSIS

This study examined how the patterns of digital media use on trains relate to public transport attitudes. Our findings suggest that the rapid use of smartphones has created new demands, and that currently active mobile phone users are the most vulnerable of all public transport users. In particular, they point out the lack of work / study opportunities on the board, and better accommodation. Due to limitations of research data, we were unable to provide detailed explanations of critical attitudes. We have suggested, however, that mobile technology is involved in the ongoing changes in traveler's expectations of using time while traveling. The high distribution of smart devices seems to initiate high expectations for the use of travel time for trains, buses and any other public transportation.

It is recognized by research that digital media is expanding globally, nationally and

regionally, which means that in the sub-region of Mumbai, digital media usage has increased. The percentage of female users of the social media platform is also increasing at an alarming rate as global, national and national intelligence. It was also noted in the study that all digital media apps and sites have gained popularity like Tik Tok but some of them are as popular as Facebook, YouTube, and Whatsapp messenger.

Given the rapid spread and use of new smartphones and applications among commuters, as well as the ubiquitous goal of reducing traffic congestion, there is a need for further research in this area. This should include extensive studies on how smartphones and other smart devices affect travel time usage, as well as how it affectstravelers' attitudes and expectations on public transport services such as trains. Increased information on these issues will help providers develop highly competitive public transport services. In a broader context, this will include studies that seek to explore how digital media initiates changes in the meaning and movement of differentuser segments. Finally, future studies should aim to obtain data from more representative samples obtained from the current study in order to increase the external validity of the results. This study provides a point of departure for further investigation.

REFERENCES

1. Abhyankar, A., Narayanmorthy, A., Ramachandran, V., & Mhapankar, M. (2012). A survey on Mumbai suburban local train travelers. *Review of Integrative Business and Economics Research*, *1*(1), 292.

2. Agarwal, S., Mullick, A., & Ray, G. G. (2013). "An Observational Study on Usability Issues in Mumbai Local Trains". *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* 2013.

3. Bhati, V. S., & Bansal, J. (2019). Social media and Indian youth. *International Journal of Computer Sciences and Engineering*, *7*(1), 818-821.

4. Bhide, A., Kundu, R., & Tiwari, P. (2016). Engendering Mumbai's Suburban Railway System. *Report. Centre for Urban Policy and Governance, Tata Institute of Social Sciences*.

5. Carreira, E. D. S. (2014). *The consumption of media contents through mobile devices in Finland* (Doctoral dissertation).

6. Deloitte. (2019). "Digital Media:Rise of On-demand Content.

7. Fiester, A. (2016). "A study of social media usage and interactions".

8. Jain, J., & Lyons, G. (2008). The gift of travel time. *Journal of transport geography*, *16*(2), 81-89.

9. Jamal Abdul Nasir & Aaisha Khatoon & Shubhangi Bharadwaj. "Social Media users in India: A Futuristic Approach" 2018. E ISSN 2348 –1269, PRINT ISSN 2349-5138

10. Julsrud, T. E., & Denstadli, J. M. (2017). Smartphones, travel time-use, and attitudes to public transport services. Insights from an explorative study of urban dwellers in two Norwegian cities. *International Journal of Sustainable Transportation*, *11*(8), 602-610.

11. KPMG in India's Media and Entertainment report (2019). "*India's digital future*". Mass of niches.

12. Kumar, C., & Ganguly, A. (2018). Travelling together but differently: Comparing variations in public transit user mode choice attributes across New Delhi and New York. *Theoretical and Empirical Researches in Urban Management*, *13*(3), 54-73.

13. Lyons, G., & Urry, J. (2005). Travel time use in the information age. *Transportation Research Part A: Policy and Practice*, *39*(2-3), 257-276.

14. Sehgal, P. C., & Surayya, T. (2011). Innovative strategic management: The case of Mumbai suburban railway system. *Vikalpa*, *36*(1), 61-72.

15. The Telegraph in New Delhi. (2019). "*Report: What young people are doing on social media*". Published 19.06.19, 6:37 PM.

16. Yourstory (2014). *Mumbai Locals and Mobile Phones: What is being consumed?*. Retrieved from Yourstory.com/2014/07/mumbai-locals-mobilephonesconsumed?utm_pageloadtype=scroll.