

***Economics of Mediated Objective Time:
Filipino Digital Immigrants' Media Choice, Gratification, and Usage***

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The Kyoto Conference on Arts, Media & Culture 2024
Official Conference Proceedings

Abstract

Media compete for our attention and time; regardless of age, critical credence in the evolving digital space is a must, specifically on how one's time is spent actively or taken passive-unconsciously. This quantitative study looked at the mediated time expenditure of Filipino digital immigrants (FDI), such as Baby boomers and Generation X, to various media technologies, which are traditional, convergent, and new media. Through the lens of Uses and Gratifications Theory, the study analyzed how FDIs communicated with their mediated time through looking at their media choice, perceived obtained gratification, and media use in terms of frequency, duration, consistency, and intensity. FDI respondents in the National Capital Region are inclined to migrate towards the use of digital media technologies such as the internet and social media. Both internet and social media sites are used for a minimum of 3 to 5 hours and above on a daily basis, which is more than twice the average global media consumption of 2 hours. FDIs as social beings use their preferred media form for information seeking, communicatory utility, and information sharing purposes. The intensity in active media usage is also high even though there are instances that FDIs utilize media passively due to work, home chores, and as a passive accompaniment. Through Pearson correlation test, educational background, instead of age, correlates significantly with media usage duration and intensity. Age does not determine digital learning of an individual. Context is a crucial factor in one's digital learning through the aspects of familiarity and immediacy.

Keywords: Digital Immigrants, Media Consumption, Uses and Gratifications

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Introduction: Time is a Crucial Resource

Looking at the economics of time, the chronological expenditure of a person in the global context has reached an average of two hours and 31 minutes on social media consistently since 2019 (Kemp, 2023). Most social media users based on number of hours spent on screen are teenagers (13-17 years old), who are Generation Z, with 8 hours and 39 minutes, followed by young adults (18-29 years old) with 5 hours, adults (30-49 years old) with 4 to 5 hours, and older adults (50 and above) with less than 4 hours per day (Georgiev, 2023). Apart from social media, with 151 minutes, as the third major media used, a person spends 397 minutes using the internet and 203 minutes watching television (Oberlo, 2023).

In the Philippines, an average user spends 4.06 hours a day on social media, which is above the global metrics (Buchholz, 2022, Newsbytes.PH, 2023), in fact, this has been consistent for the past six years (Licsi, 2022). Some of the main reasons why Filipinos use the internet are: finding information, staying in touch with friends and family, and researching how to do things (Howe, 2023). In calculation, if a person has 365 days in a year with 525,600 minutes, an average Filipino who spends at least 4 hours per day on social media alone, with an assumption that he/she utilizes other media forms as well, allots 87, 600 minutes or 16.7% of his/her life in a year.

Digital Immigrants and Their Accent

Generational cohort theory by Karl Mannheim (1952) forwards that generations such as *Silent Generation*, *Baby boomers*, *Generation X*, *Y-Millennials*, *Z-Genzers*, and *A-Alpha* have a shared identity drawn from their common temporal experiences and memory, which leads to similitude of their responses and movements in various events and contexts. The term *digital immigrants* was forwarded by Prensky (2001). This label was coined in relation to the labeling of digital natives. “Those of us who were not born into the digital world but have, at some later point in our lives, become fascinated by and adopted many or most aspects of the new technology are, and always will be compared to them, *Digital Immigrants*” (p.1-2). The digital singularity led the digital immigrants to adapt to the changes in the media and technology environment, however, the digital immigrant accent may affect the media choice and preference of Baby Boomers and Generation X.

The pronounced digital immigrant accent leads to concerns of susceptibility to predatory digital practice such as fake news (Pecho-Ninapaytan et al., 2021). In the context of teaching and learning, digital immigrant teachers need to work on their digital literacy and competence (Macale, 2019; Gallardo-Echenique, 2015) particularly during the Covid-19 pandemic (Anzari et al., 2021). However, Creighton (2018) contested that generation does not directly affect the digital learning and skills, but it would be the individual's context, which specifically points to (a) familiarity, (b) cost, and (c) immediacy through an immersive literature review.

The younger generations are branded by the term *digital natives* in relation to digital and media literacy and competency, in which they were born with. Digital natives like things fast; younger generations such as Generation Y, Z, and A are used to multitasking and parallel processing (Prensky, 2001). In comparison, the *digital immigrants* value social presence in face-to-face and formal communication more while the *digital natives* are more at ease with the online channel and evolving digital slangs (Ignatius et al., 2014; Venter, 2017). Such differences often lead to stereotypes, prejudice, discrimination through derogatory slangs

from the younger generations, such as ‘*ok, Boomer*’, Covid-19 as ‘*Boomer Remover*’ (Meisner, 2021). Ageism in digital platforms through homophilic patterns of digital innovation teams, usability issues through CAPTCHA, biometrics security systems, and passive metering tools, and underrepresentation of older internet users in big data sets gathered through algorithms (Rosales et al., 2020). Another form of ageism in the Philippine context is through the emerging caption and hashtag of “*dapat talaga hiwalay ang Facebook ng matatanda*” (Maravilla, 2023), this pertains to the satirical call for separation of Facebook platform for geriatrics due to their perceived outdated and too conservative views for the younger generation values. This then opens a discussion on how digital immigrants convey their media accent and values through convergent and new media technological platforms such as Facebook. Another point to note is the *othering* of the older generations as expressed by the younger generations’ stereotypes and discrimination.

There are limited studies on the involvement of age and consumption of media, in particular identifying fake news among baby boomers (Pecho-Ninapaytan et al., 2021). The underrepresentation of older people in communication and media research that are comprehensive and in-depth (Rosales et al., 2020; Creighton, 2018) calls for a study on digital immigrants being a vulnerable sector in the digital technology evolution. Critical understanding on how an individual spends concrete time in various media forms surfaces a sense of responsibility not only to the digital immigrants but to the younger social cohorts, digital innovators, media content producers and practitioners, and communication scholars. Ageism as a form of discrimination through limited data sets or exclusion of older generation data in digital algorithms and innovation negates the United Nations SDG 10, which advocates in reducing inequality through social inclusion of individuals and cultures in the peripheries, this includes the Filipino digital immigrants.

The study looked into the media choice, usage, and activity of the research participants through the lens of the Uses and Gratifications Theory of Katz, Blumler, and Gurevitch (1960). Additionally, the study identified possible factors that affect Filipino digital immigrants’ media use. The research inquired ‘How do Filipino digital immigrants communicate with their mediated objective time? The study was guided by the following objectives:

1. Identify the top media choices of the Filipino digital immigrants
2. Identify the perceived gratifications of the Filipino digital immigrants in spending their mediated objective time
3. Determine the levels of media usage in terms of frequency, duration, consistency, and intensity
4. Test if age has a significant difference to the media usage of the Filipino digital immigrants

Media Gratification and Usage

Studies on media effects in communication theory take on various perspectives. Through the lens of Hypodermic Needle Theory, the audience is perceived as passive and conditioned to take in media messages instantaneously. In contrast, Uses and Gratifications Theory (UGT) according to Lazarsfeld presents an alternative view of media usage and audience agency through emphasizing gratification sought and obtained.

There are five assumptions in the Uses and Gratifications Theory:

1. People use media for their own particular purposes

2. People seek to gratify needs
3. Media compete for our attention and time
4. Media affect different people differently
5. People can accurately report their media use and motivation

Of the five assumptions, three and five emphasize the link between media and time. Assumption three claims that media compete for our attention and time, inherently, assumption five forwards that people can accurately report their media use and motivation (Griffin, et al., 2019). Additionally, Katz, Blumler, and Gurevitch (1974) forwarded that “the audience is conceived of as active” (p. 510), however, in the similar discussion, they mentioned Bogart’s (1965) study that contradicts UGT’s assumption discussing that media experiences are more of pastime instead of a purposeful activity. This discussion was again highlighted in Ruggiero’s (2000) elaboration that UGT in the new media landscape must address. Inherently, the initial medium focused in UGT is television; most of the earlier studies and extensions were geared towards television, which is a traditional form of media.

With the evolving media ecology, UGT thrives its way in the new media landscape. Several researches on usage of social media services or termed as SMS (Whiting, 2013) like Facebook (Hossain, 2019) and TikTok (Falgoust, et al., 2022) look at the typologies of new media use and provide an extension to Alan Rubin’s typologies of gratification in viewing television (Ruggiero, 2000). Most of the studies utilizing UGT are focused on SMS and update the factors/reasons/typologies of media use. The study of Bahfiarti and Arianto (2022) about Covid-19 media content found that millennial Indonesians seek more influence from conventional media than the new media. The researchers looked at media usage through the layers of frequency, duration, consistency and reasons for usage.

Research Framework

The study explored the experiences of digital immigrants such as the Baby Boomer, and Generation X, in the continuously evolving landscape of convergent and new media in the Philippines through the lens of Uses and Gratifications Theory of Katz, Blumler, and Gurevitch (1950). The research looked at the intersectionality of the UGT concepts of *active* and *passive* audience with Henri Bergson’s (1950) concept of *la duree* or *pure duration* and how the Filipino digital immigrants spend their mediated objective time through the report of their media choice, gratification, and usage. Figure 1 represents the conceptual framework of the study.

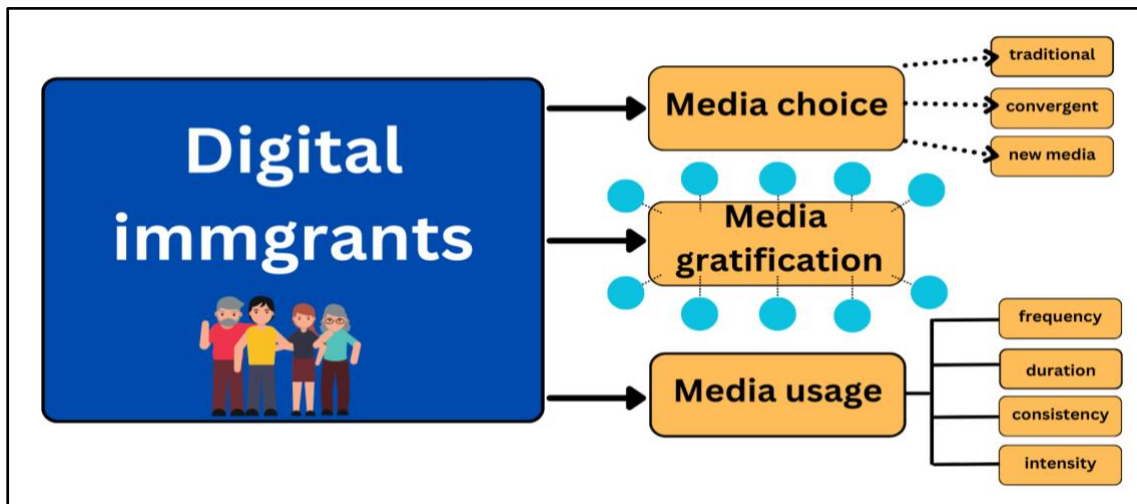


Figure 1: Conceptual Framework

The research focused on the Baby boomer and Generation X or more known as digital immigrants (Prensky, 2001). The study as anchored with the Uses and Gratifications Theory of Katz, Blumler, and Gurevitch (1974) focused on the Filipino digital immigrants' media choice, gratification, and usage. Media choice is categorized through traditional (print newspaper, radio, TV), convergent (online newspaper, online radio, online TV), and new media (online games, social media, and internet). Traditional media were identified based on McLuhan's media epochs as elaborated in Media Ecology Theory (Griffin et al., 2019). Convergent media categories were identified through the notions of technological, content, and cultural convergence as focus. While economic and political convergence are still considered on the peripheries. There were a lot of new and emerging media technologies, the study focused on the most used digital media based on Meltwater 2023 data, which are internet in general, social media, and online gaming (Howe, 2023). The study excluded online shopping as e-commerce discussions on marketing and mobile usage. Media choice as a variable of the study focused on media broadcasting and excluded telecommunications (Latzer, 2013) in order to sustain the focus of the research which is mediated objective time.

Media gratification was also identified through the typologies that emerged in the study of Whiting and Williams (2013) as it caters to convergent and new media as well. The identified ten uses and gratifications themes are: (1) social interaction, (2) information seeking, (3) pass time, (4) entertainment, (5) relaxation, (6) expression of opinions, (7) communicatory utility, (8) convenience utility, (9) information sharing, and (10) surveillance/knowledge about others. Media usage was quantified through the categories of (a) frequency, (b) duration, (c) consistency, and (d) intensity (Bahfiarti et al., 2022).

Methodology

The study used a quantitative approach in understanding the mediated objective time of Filipino digital immigrants. The study looked at the relationship of digital immigrants as the independent variable to the dependent variable which is media usage. A non-probability purposive sampling was applied through the following qualifications: age range (43-77 years old) for digital immigrant generational cohort; residency in National Capital Region for urban geographic consideration; and must be a legal Filipino citizen during the conduct of the study. Recruitment of the participants was implemented through word-of-mouth and online invitations. The survey questionnaire included provisions for informed consent which

emphasizes that their participation in the study was voluntary. It was clarified to the potential digital immigrant respondents that their sensitive personal information will be processed and disposed of with utmost confidentiality in accordance with the Data Privacy Act of 2012.

Instrument and Measures

Physical and online survey questionnaires through Google forms were distributed during the first two weeks of June 2023. The survey, with English and Filipino versions, consists of five parts which are: (1) demographics; (2) media choice; (3) media gratification; (4) media usage; and (5) intensity and passivity usage. Media gratification choices were based on the themes identified by Whitman and Williams (2013). Media usage has four sub-parts, which are frequency, duration, consistency, and intensity. Frequency and duration was measured through Likert-type scale while consistency and intensity were identified through ordinal measures. The fifth part inquired the possible passivity of the respondents' media use through the binary choice of 'yes' or 'no'. The media usage variable measure with 26 items was tested through Cronbach's Alpha Test of Reliability. The internal consistency of the measure is .834 which means that the media usage measure is good to acceptable.

Data Gathering and Analysis

The online and physical survey were implemented in the first two weeks of June 2023 with a total of 70 counts of data gathered. Afterwards, the researcher encoded 61 physical surveys for data collation together with nine online responses. After data cleaning, three samples were excluded due to incomplete responses in the media usage part. The 67 samples were analyzed using SPSS-Statistical Package for Social Science software for descriptive and inferential statistics. Frequency count was applied in analyzing data for the respondents' demographics – age, gender, and educational background, media choice, and gratification. The Shapiro-Wilk test of normality reveals that the distribution of cases is non-normal, skewed, and kurtotic, hence the inferential statistics applied was non-parametric – Kruskal-Wallis H Test.

Results

Filipino Digital Immigrants in NCR

Most of the digital immigrant respondents are part of the Generation X cohort with 46 counts or a total of 69%, while the remaining 31% are Baby Boomers with 21 frequency count. In terms of gender, the sample cases are almost equally distributed with the following details: female – 32 (48%); male – 31(46%); gay – 1 (2%); and 5% of the respondents opted not to disclose their gender role and preference. The respondents educational background data show that 43% are college graduate with a count of 29; 22% are high school graduates with 15 counts; 16% have vocational degrees with 11 counts; partial college (8%) education background and post-graduate degree (8%) holders have 5 counts each, and 3% of the respondents are elementary graduates. In summary, most of the respondents are members of Generation X, female and male with the difference of one count (2%), and are college graduates.

Descriptive Statistics Results

Media Choice. In terms of their first media choice, respondents prefer internet sites (48%), social media (25%), and traditional radio (12%). The second media choice are social media

(52%), internet sites (16%), and online TV (9%). For the third media choice, respondents prefer online TV (43%), internet sites (15%), and 9% for social media, online gaming, and traditional TV equally. This reveals that Filipino digital immigrant respondents prefer new media such as internet sites and social media as their lead choice of media technology in spending their objective mediated time.

Media Gratification. Filipino Baby Boomers and Generation X respondents utilize their mediated objective time to (2) seek information with 53 counts (76%), (7) communicatory utility with 40 counts (60%), and (9) information sharing with 34 counts (51%). This forwards that respondents' spend their mediated objective time for the gratifying purposes of receiving and sending information and improve communication experience.

Media Usage. The dependent variable of the study consists of four sub-components which are (a) frequency, (b) duration, (c) consistency, and (d) intensity. This was adapted from the framework of the quantitative study of Bahfiarti and Arianto (2022) that utilized the lens of Uses and Gratifications Theory in analyzing the media exposure of Millennial in Indonesia. The respondents shared their media usage pertaining to their top media choice among traditional, convergent, and new media. Media usage of Filipino digital immigrants in the National Capital Region uses more of new media such as internet sites and social media with not less than three up to more than 5 hours a day. On the other hand, the least used media according to the respondents is online and print newspapers. This daily media usage routine report changes sometimes. In using their top media choice, their intensity rate is towards the upper bound of 8 points; they try to focus and be immersed with the media usage however, there are scenarios that lead them to passive usage such as disturbances from home chores and work tasks. Passive media usage was also reported as a form of accompaniment. Filipino digital immigrants obtain media gratification through seeking and sharing information and for the media's affordance of communicatory utility.

Inferential Statistics

The study identified if the independent variable of age of the Filipino digital immigrants has a significant difference with their reported media usage. Correlation between the variables are tested through a non-parametric statistical test of Kruskal Wallis using the SPSS software at $\alpha = 0.05$.

Age and Media Usage. The four sub components of media usage were tested with the age of the respondents. Results reveal that there are no significant differences with the age and frequency with p-values of 0.713 for traditional, 0.359 for convergent, and 0.255 for new media. There is no significant difference with age and duration with p-values of 0.762 for traditional, 0.951 for convergent, and 0.302 for new media. Additionally, age has no significant difference with the consistency of media usage with p-value=0.538. Interestingly, age is almost significant, but not quite, with the intensity of media usage with p-value of 0.068.

The researcher also tested other respondent demographics such as gender and educational background to see if these aspect characteristics of the digital immigrant user have significant causal relationship through the similar inferential statistics and degree of confidence.

Gender and Media Usage. Kruskal Wallis Test reveals that there is no significant difference with the gender of Filipino digital immigrants with the frequency of media usage with p-

values of 0.729 for traditional, 0.88 for convergent, and 0.742 for new media. There is no significant difference with age and duration of media usage as well with reported p-values of 0.449 for traditional, 0.388 for convergent, and 0.319 for new media. Consistency of media usage does not confer with the gender of the digital immigrant media use as well with p-value=0.639. On the other hand, gender has a significant difference with the intensity of media usage with a p-value of 0.058.

Educational Background and Media Usage. Results show that educational background has an almost, but not quite, significant difference with the frequency of media usage with the p-values of 0.083 for traditional, 0.148 for convergent, and 0.060 for new media.

Educational background has a significant difference with the duration of media usage with p-values of 0.004 for traditional and 0.046 for new media. Convergent media duration and educational background has no causal relationship with p-value=0.543. Likewise, consistency of media usage is not linked with educational background with p-value=0.129. Educational background has a significant difference with the intensity of media usage of the Filipino digital immigrants with p-value of 0.016.

Table 1: Summary of Kruskal Wallis Test

MEDIA USAGE	AGE	GENDER	EDUCATION BACKGROUND
Frequency	X	X	O (.060 – new media)
Duration	X	X	√ (0.004 – traditional) (0.046 – new media)
Consistency	X	X	X
Intensity	O (.068)	√ (0.058)	√ (0.016)

In summary as depicted by Table 1, age and gender of the Filipino digital immigrant-respondents have no significant difference to the frequency, duration, and consistency of media usage. Educational background has a significant relationship with duration, intensity, and almost with frequency. The intensity of media usage of Baby boomer and Generation X respondents have significant relationships with educational background, gender, and almost with age.

Discussions

The succeeding paragraphs elaborate the derived analysis points from the reported results of the study.

Digital Immigrants in a VUCA World

Results of the study opposes the stark compartmentalization of digital skills in relation to age. Several scholars (Ignatius, 2014; Venter, 2017) forward that media choice is dictated by the age of the user. However, the current study confirms the divergent claim of Creighton (2018) that generation is not the issue; age does not determine digital learning of an individual. Context is a crucial indicator of one’s digital learning through the aspects of familiarity, cost, and immediacy. Findings of the study forward that educational background of the Filipino

digital immigrants is a crucial context in determining the duration of mediated objective time expenditure on traditional and new media.

Being in a new environment entails various adjustments for a newcomer. This has been common for Filipinos in various aspects, specifically for the Baby boomers and Generation X in the context of the digital world. They needed to adapt and develop their media literacy and skills to keep up with the evolution of the physical and meta world towards digital modernization (Macale, 2019; Gallardo-Echenique, 2015; Anzari et al., 2021). This entails for Filipino digital immigrants to learn how to use their preferred media choice such as the internet, social media sites, and even online television in a Volatile, Uncertain, Complex, and Ambiguous (VUCA) world. Being on the peripheries, digital immigrants were also susceptible to predatory digital world experiences such as scams, fake news (Pecho-Ninapaytan et al., 2021); ageism and discriminatory remarks from the younger generations (Meisner, 2021; Maravilla, 2023) due to their pronounced generational accent (Prensky, 2001); and homophilic digital media patterns and services managed by young innovators (Rosales et al. 2020). Digital immigrants as Learners of Digital Era (LoDE) (Rapetti & Cantoni, 2013) should also be catered and included in media information literacy campaigns that will provide awareness and opportunities for learning about the meta digital space and territories in the VUCA world.

Black Mirror Is in – Parchment Is Out

In terms of media choice, even Filipino digital immigrants in an urban location prefer new media, such as internet sites and social media, over traditional media such as traditional radio and printed newspapers. With a duration report of more than five hours, this affirms the Meltwater data (Howe, 2023) that new media consumption of Filipinos is twice the average level of global consumption (Buchholz, 2022, Newsbytes.PH, 2023; Licsi, 2022). Too much reliance on new media conveys that Filipino digital immigrants' dominant sense receptors and skills are more keen on audiovisual stimuli delivered in a fast-paced manner over listening and reading. McLuhan on Media Ecology theory shared that digital age experiences revolutionizes the cerebral functions, values, and behaviors of media users (Griffin et al., 2019). One thing to consider in terms of critical thinking is the possible decrease in terms of the reading culture of Filipinos whether through printed and online newspapers. Thus, the fast-paced digital world may alter the depth of understanding of written texts, which may lead to detrimental interpretations of facts and skewed logic (Nwammuo et al., 2020). In terms of behavior, the digital age poses the possibility of shift from the global village to tribal warfare due to diverse beliefs and values afforded by the multiplicity of social realities and echo chambers in the digital space. In interpersonal relationships, internet and social media hyperconnectivity may lead people linked to the gateway of the world, yet heavy reliance in black mirrors indicates that people are connected yet alone (Turkle, 2012).

Digital Immigrants as Social Creatures

Filipino digital immigrants obtain individual and social gratification in surfing the internet and social media (Grossberg et al., 1998). They consume media for the purposes of getting information. This may include various specifications such as: gaining a sense of security through knowledge of relevant events in their immediate environment, learning through self-education on practical and personal matters, and satisfying one's curiosity. On a social level, information seeking through new media gratifies users through obtaining knowledge on crucial events and conditions of the society and the world. Information sharing relates to the

communicatory utility purpose on why Filipino digital immigrants use new media. Information obtained is used as means of facilitating social interaction and integration of oneself within their socialization circles such as family, peers, and community. This brings forth a sense of companionship and belonging, and accommodates for empathy and correlation, which is a crucial need on the perspective that humans are social beings. These social needs cut across temporal generations and digital adeptness. Filipino digital immigrants as *Homo temporalis* (Littlejohn et al., 2009) spend their mediated objective time on communicatory actions and interactions, which exhibits the distinct characteristic of digital immigrants as *Homo communicatio*.

The findings of gratifications obtained by Filipino digital immigrants relates to the call for revisiting the UGT gratification typologies in the traditional and new media context given the shift of media users and consumption towards the digital sphere (Whiting et al., 2013; Ruggiero, 2000; Bahfiarti et al., 2022) even in the global south such as Philippines. There should be a continuous investigation, critical use, and cautious application of the gratification typologies in the context of the research through the layers of media technology, users, and culture.

Digital Immigrants' Bargain

Elderly Filipinos in an urban situation spend at least 3 hours to above 5 hours of their objective time on the internet and social media. Through the significant relationship of educational background to the media usage duration and intensity, it would be noteworthy to reflect on the cascading of digital media information and literacy in terms of usage specially on the digital culture peripheries such as the older generations.

There should be a demand for knowledge dissemination of informed expenditure of mediated objective time. Mediated objective time is supposed to be spent in media wherein the emphasis of *agency* is on the individual, however, media technologies melts its way to the daily routine of Filipino digital immigrants where an alternative perspective is observed, in which, the *agency* can also be on the media technology through its accompaniment purpose, and real-life tasks at home and work are viewed as the disturbance in the expenditure of mediated time. This coincides with the idea that media also affects how people perceive and spend time, in fact “our use of technologies may itself have contributed to this experience of time” (Haddon & Green, 2009, p. 83). Through this angle, mediated objective time is intangible and budgeted. As a currency in a trade, it may be spent or taken away from the media users in exchange of consumption and gratification. This reinforces Neil Postman’s extension of McLuhan’s Media Ecology Theory extension: “a new technology always presents us with a Faustian *bargain* – a potential deal with the devil...Technology giveth and technology taketh away” (Griffin et al., 2019, p. 317). One must examine the juxtaposition of Faustian bargain and media consumption through mediated objective time expenditure, particularly on how one’s life duration is spent or given. This adheres to the UGT claim that media competes for one’s time against other media and against all other things that need to be done such as work tasks and home chores.

Conclusion

Filipino digital immigrants’ media choice are new media – internet and social media. They use the preferred media form for information seeking, communicatory utility, and information sharing purposes. Filipino digital immigrants tend to use new media such as

internet sites and social media over traditional media like print newspapers. In detail, online gaming is used for 3-4 hours, and both internet and social media sites are used 5 hours and above on a daily basis. This daily media usage may change sometimes depending on the routine of the respondent. The intensity in active media usage is also high even though there are instances that they utilize media passively due to disturbances and passive accompaniment. Age has no significant relationship with the media usage of the respondents. However, findings reveal that educational background has a significant difference with the duration and intensity of media usage.

Implications

Based on the analyses, results and findings of the study social and theoretical recommendations are advocated.

Boomers and Generation X Deserve More

All digital citizens are susceptible to predatory and discriminatory acts in the new media epoch. Filipino Digital immigrants as part of the vulnerable peripheries in the meta digital space should be provided more opportunities for awareness and learning. This calls for a more inclusive approach to media information literacy advocacies with respect to digital immigrants as LoDE-Learners of Digital Era. Apart from recalibration of media and information literacy programs, digital media platform innovators and practitioners should revamp their business model for a more comprehensive and non-ageist new media mechanisms.

Critical Credence to New Media

With the prevalence of hyper mediatization, it is crucial to advocate for critical media consumption. In the era where disinformation and deterioration of logical ascendancy is rampant, all the more that media and communication academicians should emphasize the praxis of communication and media scholarship in the applied physical and digital spaces. It is vital to relay the sense of awareness on how the meta digital space works their business model through algorithm, social listening, and echo chambers. Not all LoDe are aware of the information that in the new media world, if the product is free it means they and their data are the product. With this, there should be a proactive advocacy on self-regulation in terms of new media consumption and informed expenditure of one's objective time.

UGT in the New Media

The UGT has much to offer in terms of further understanding the relationship dynamics of the media and the man. There should be continuous recalibration of the Uses and Gratifications Theory, specifically with the ever evolving landscape of media technology use and digital citizenship gratification. This study offered an in-depth possibility on how media users such as the digital immigrants spend and report their mediated objective time. Insights on how media compete with their work and home chores pivots the view on how the agency bounces back and forth to the media consumer – *I spend my mediated time*, and technology – *I take your mediated time*. This opens an avenue for further exploration on the possibilities for the theory in focus.

Recommendations

Further studies may consider expanding the study through various social cohorts including digital natives such as the Millennial, Generation Z, and Generation Alpha. Distinction between the urban and rural spaces and geographic culture would account for a holistic replication of the initial study. Additionally, it would be noteworthy to explore the intensity of media usage through the notion of mediated pure duration through qualitative research.

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