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Media consumption in the context of Ukrainian teenagers' leisure practices

ABSTRAKT

Konsumpcja mediów w kontekście zwyczajów rekreacyjnych ukraińskich nastolatków

W pracy poruszono problem konsumpcji mediów przez ukraińskich nastolatków w czasie wolnym. Wiodącą pozycję popularności wśród młodzieży ma spędzanie czasu na portalach społecznościowych, najmniej popularną praktyką jest czytanie prasy. Autorka ukazuje główne czynniki subiektywne wyboru praktyk rekreacyjnych przez nastolatków, w tym korzystania z mediów. Są nimi następujące wartości: rozwój, piękno sztuki, aktywne życie, wiedza, posiadanie przyjaciół, uznanie społeczne, rozrywka i pewność siebie.

SŁOWA KLUCZOWE: nastolatki, konsumpcja mediów, czas wolny, media społecznościowe

As we note the growing proliferation of new media technologies and their accessibility to the consumer not specializing in IT, media consumption and use of communications media consumes more and more time from the lives of individuals. This is especially true of teenagers who are more prone to incorporate innovations. Thus if the adult media consumption becomes an additional activity that has little effect on the content of his or her personality, for a teenager who is in the active phase of socialization, media consumption is a formative element of his personality. The process of socialization helps the individual to acquire a social nature, to be able to participate in public life. Successful assimilation of cultural patterns makes the person a full member of the society. Media consumption contributes certain features and shades into this process. If direct communication with peers that dominated adolescents earlier in the field of leisure, and it led to one type of results of this socialization, the changes caused by the mediation of communication by the electronic services can significantly distort the results: a change in the communication style, its character and language. Earlier, when media consumption was not so widespread and accessible to adolescents, their

communication required the active participation and extra effort. Modern technologies allow us to reduce media consumption to the minimum of effort, which leads to the effect of the passivation of leisure. Such passivity affects the very essence of the teenager's socialization, determining their future values and attitudes.

On this basis the field of our study is a media consumption of Ukrainian teenagers in their free time. The subject are the features of media consumption of Ukrainian teenagers, and also the factors of the choice of media in their spare time. The aim of our work is to reveal the peculiarities of media consumption in Ukrainian teenagers, as well as factors influencing the choice of media.

To achieve this aim it is necessary to solve several problems:

1. To analyze the structure of leisure of school youth of the city of Kharkiv and the Kharkiv region;
2. To determine the place of media consumption in the structure of everyday practices of adolescents in Kharkiv and the Kharkiv region;
3. To describe the factors influencing the choice of given media by the teens;
4. To carry out an analysis of the prevalence of media consumption practices of Kharkiv teens.

Media consumption in the context of leisure practices is an issue that has not been sufficiently examined among Ukrainian sociologists. It has been discussed from various angles by Arbenina V.¹, Dulikov V.², Golikov A.³, Karabedova I.⁴, Tsyimbalyuk N.⁵.

The basic provisions of structural constructivism of Pierre Bourdieu were chosen as a theoretical basis of the research. The empirical basis of the research are the results of an international sociological research: "Youth on the borders of Central and Eastern Europe", conducted in March - May 2015 with the participation of the Department of Sociology of V. N. Karazin Kharkiv National University among students of graduation classes of border regions of Ukraine, Poland, Hungary, Slovakia (the research leader in Kharkiv and Kharkiv region is Prof. Sokuryanskaya L. G.). In this article we analyze the information obtained with our participation during the survey of adolescents in Kharkiv and Kharkiv region. In this part of the study the sample are 428 people, including 203 teenagers living in Kharkiv and

¹ В.Л. Арбенина, Свободное время студенческой молодежи: динамика изменения структуры и содержания (по материалам исследований 1970-1990 гг.), «Методология, теория та практика соціологічного аналізу сучасного суспільства», 2000, с. 258-264.

² В.З. Дуликов, Индустрия досуга: к интерпретации понятия, «Вестник Московского государственного университета культуры и искусств», 2014, с. 211-218.

³ О.С. Голиков, Теоретико-методологічні засади дослідження дозвіллевого часу як чинника конструювання культурного капіталу, «Український соціум», 2011, № 4, с. 39-52.

⁴ И.С. Карабедова, Интерпретация досуговой деятельности в историко-социологическом и теоретико-методологическом аспектах, «Гуманитарные, социально-экономические и общественные науки», 2013, № 5, с. 231-236.

⁵ Н.М. Цимбалюк, Дозвілля як фактор соціалізації сільської молоді, «Актуальні проблеми історії, теорії та практики художньої культури», 2013, № 30, с. 170-178.

225 teenagers living in the border areas of the Kharkiv region (Zolochiv district, Dergachivsky district, Kharkiv district, Volchansk district, Velikiy Burluk district, Dvurechansk district). The number of surveyed village inhabitants of the region is 101 people, and the number of surveyed city inhabitants of the region is 124 people. Given the sample size, the results of this study can not be extrapolated to the entire population (adolescents of Kharkiv and the region); however, they give an idea about the peculiarities of life of urban and rural high school pupils, including their media consumption in the context of leisure practices.

A specific feature of the teens is their special intermediate position between childhood and adolescence, which is accompanied by an active process of primary and secondary socialization. Activities of studying and leisure activities can be emphasized among the practices of teenagers.

Careful attention is paid to leisure, which is considered as personal free time, which contributes to the disclosure of the world view orientations, spiritual and physical needs, and the formation of self-consciousness of individuals. Leisure performs several important functions in the context of socialization. In today's world, media consumption is an integral part of leisure of adolescents. From the choice of media by adolescents depends largely the process and the result of their socialization. Media consumption over the Internet is becoming the most popular way of spending leisure time. It is important that other, more active leisure activities, took place in the socialization process. To find out the place of the media consumption in the structure of leisure practices of adolescents, as well as what factors influence the choice of teenager's leisure activities, an analysis of the results of sociological research was conducted.

Based on the trends revealed by the results of previous sociological studies of life of teenagers, we put forward a hypothesis. The first one is an assumption that the passive leisure practices prevail by popularity over active ones among teenage youth; the second one claims that media consumption in the form of spending time on social networking and watching television are among the most common; the third one goes: the principal subjective factors of choice of leisure practices are values, which are included in the positions and dispositions that constitute the habitus of a teenager⁶. The verification of the hypotheses is presented in the further content of the article.

⁶ П. Бурдые, *Социальное пространство: поля и практики*, Санкт-Петербург 2005, с. 273.

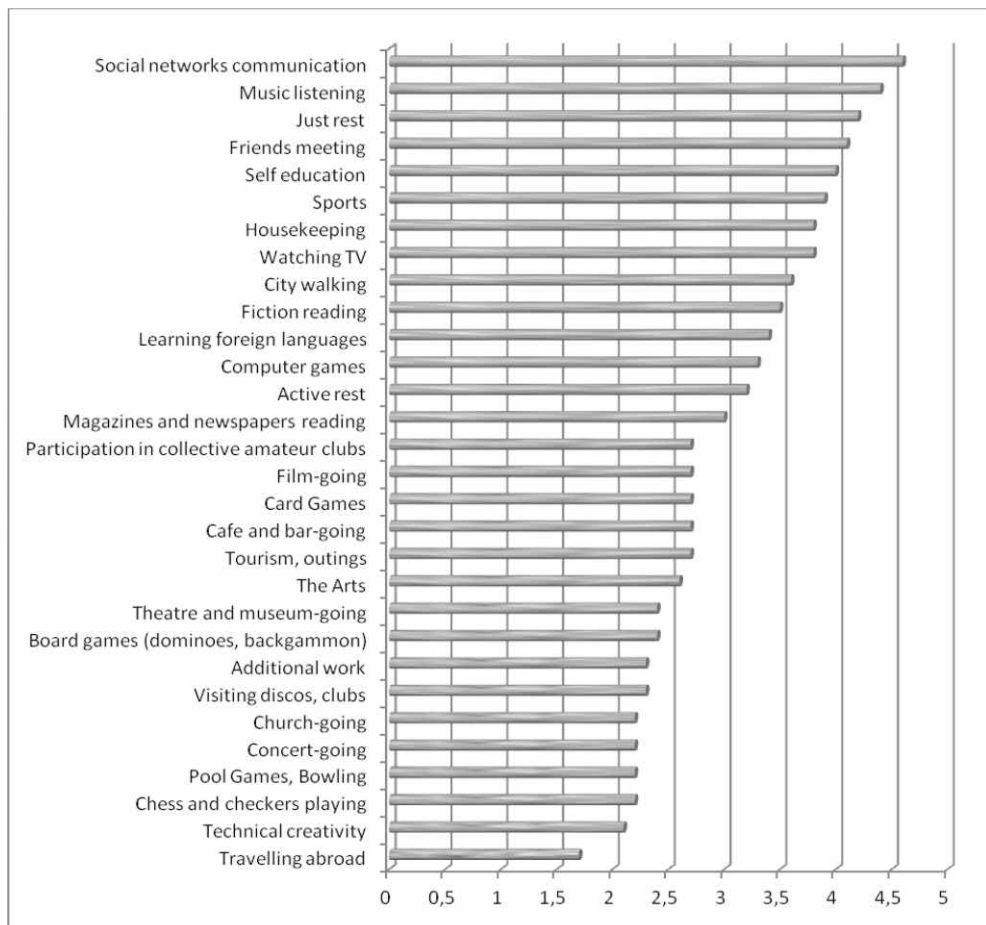
Table 1. The structure of leisure practices of adolescents of Kharkiv region (in % of those who answered)

Leisure practices	The regularity of the practices					Mean	Rank
	Daily	Several times a week	Several times a month	Several times a year	Almost never		
Sports	32	40	20	5	3	3.9	6
Tourism, outings	6	16	31	35	11	2.7	15-19
City walking	21	36	29	9	5	3.6	9
Travelling abroad	6	2	5	31	56	1.7	30
Just rest	50	31	12	3	5	4.2	3
Friends meeting	39	39	17	3	2	4.1	4
Visiting discos, clubs	4	15	25	15	41	2.3	23-24
Chess and checkers playing	4	13	22	24	37	2.2	25-28
Cafe and bar-going	6	16	38	24	17	2.7	15-19
Board games (dominoes, backgammon)	7	13	24	23	33	2.4	21-22
Card Games	10	20	23	21	26	2.7	15-19
Pool Games, Bowling	5	9	22	33	31	2.2	25-28
Magazines and newspapers reading	15	25	24	16	20	3.0	14
Fiction reading	26	28	27	11	8	3.5	10
Watching TV	42	29	11	5	13	3.8	7-8
Computer games	28	26	18	7	21	3.3	12
Social networks communication	72	19	6	2	2	4.6	1
Active rest	19	25	29	18	10	3.2	13
Film-going	6	14	36	32	12	2.7	15-19
Music listening	69	15	9	4	3	4.4	2
Theatre and museum-going	5	9	29	40	18	2.4	21-22
Concert-going	6	6	23	36	30	2.2	25-28
Church-going	5	10	15	39	31	2.2	25-28
Participation in collective amateur clubs	12	15	24	26	23	2.7	15-19
The Arts	15	17	19	18	32	2.6	20
Technical creativity	6	12	14	17	51	2.1	29
Additional work	8	15	16	21	41	2.3	23-24
Housekeeping	24	47	20	5	4	3.8	7-8
Self-education	34	39	18	5	4	4.0	5
Learning foreign languages	20	34	23	13	10	3.4	11

According to the study, we can see how often young people are turning to the different media. Thus, social networking is a daily practice for 91% of the surveyed teenagers. Only 6% of teens communicate in social networks several times per month, 2% do it several times a year and 2% almost never use social networks. Watching TV is an everyday leisure activity for the 71% of the teenagers. 11% of the adolescents watch television for several times a month, 5% do it several times a year, and 13% of surveyed pupils almost never watch TV. Magazines and newspapers reading is a daily practice for 40% of teens, 24% of teenagers read magazines and newspapers several times a month, 16% do it several times a year. One-fifth of teenage youth almost never read newspapers and magazines.

Therefore, social networking is the most popular media among adolescents in comparison with TV and print media. Social networking is the leader also in a relation to all of the other types of leisure activities (see Graph. 1).

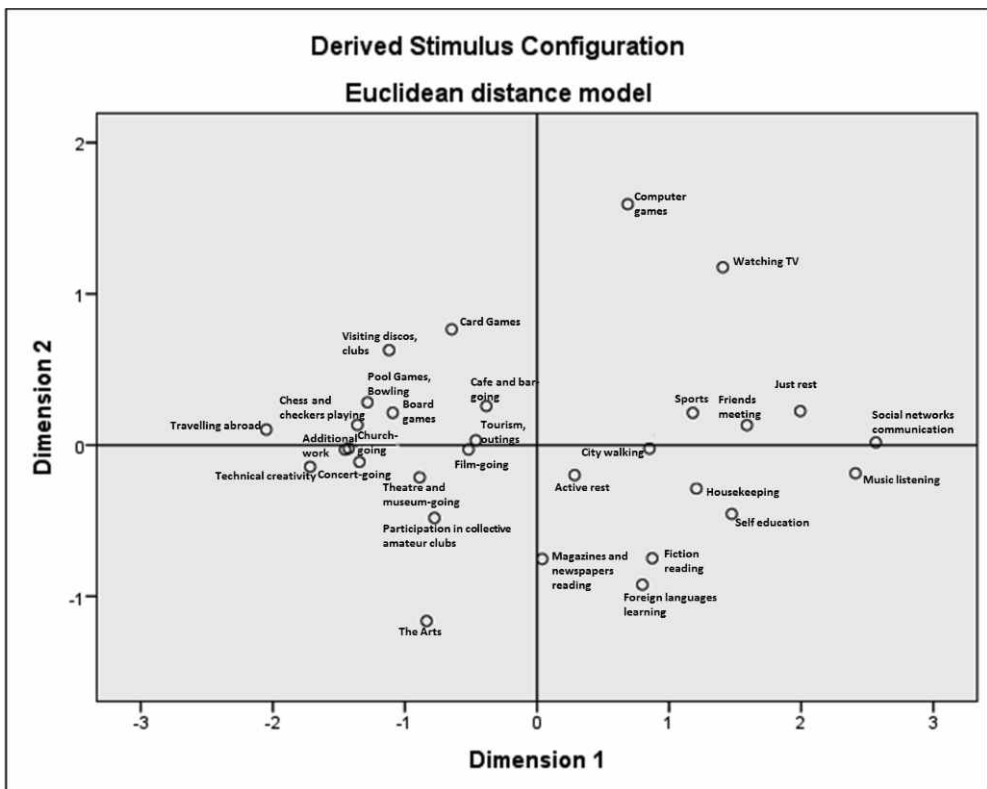
Graph.1. The structure of leisure practices of adolescents of Kharkiv region



The most popular leisure practices in the structure of leisure practices of adolescents in Kharkiv and Kharkiv region are social networking, music listening, just rest, friends meeting, self education. Least popular are travelling abroad, technical creativity, chess and checkers playing, pool games and bowling, concert-going, church-going. As we can see, in the upper part of the chart are situated the most popular leisure activities, including social networking and TV watching, which are mostly passive. At the bottom of the chart, respectively, we can find the less popular and unpopular active leisure practices, including newspapers and magazines reading (we refer reading to an active practice as a kind of co-creation of the reader with the author). It can be concluded that the passive practices predominate in the leisure structure of modern adolescents.

The tendency to passivation of leisure entails the formation of inactive personality, since leisure practices are one of the main activities of adolescents in which their identity is revealed, the reflection, self-realization and communication with peers takes place. To find out what the reason for the choice of one or another type of practices is, including media practices, we conducted multidimensional scaling as a preliminary stage of factor analysis (see Graph. 2).

Graph. 2. Multidimensional scaling of the leisure space



The multidimensional scaling combines search algorithms latent variables that determine the perception of the studied phenomenon by respondents. This method is designed to determine the relationship of the subjective perception of objects, allowing to better "catch" the results of the further factor analysis. In the upper part of the graph there are such categories as travelling abroad, chess and checkers playing, board games, tourism outings, sports, friends meeting, just resting, social networks communication, pool games, bowling, café and bar going, visiting discos, clubs, card games, computer games, watching TV. In other words, these are such leisure activities that are associated with sorts of fun and enjoyment. At the bottom of the chart we can see additional work, church going, film-going and city walking (almost at the intersection with the axis X), technical creativity, concert-going, theatre and museum going, active rest, housekeeping, music listening, participation in collective amateur clubs, self-education, magazines and newspapers reading, fiction reading, foreign languages learning, the arts. In this part of the chart a cognitive and educational leisure practices are situated. Therefore, we conditionally identified the vertical axis as the developing leisure/entertainment leisure.

The horizontal axis is conditionally called holiday leisure/casual leisure, since at the 2nd and the 3rd coordinate plane we can see visiting discos, clubs, card games, pool games, bowling, café and bar going, travelling abroad, chess and checkers playing, board games, tourism outings, additional work, church going, film-going, technical creativity, concert-going, theatre and museum going, participation in collective amateur clubs, the arts. These are such recreational practices that are not quotidian, but are related with a new bright experience.

In the 1st and 4th planes are computer games, watching TV, sports, friends meeting, just rest, social networks communication, city walking, active rest, housekeeping, music listening, self-education, magazines and newspapers reading, fiction reading, foreign languages learning. In this part of the schedule there can be found such types of practices which can be implemented without the need for any long or careful planning, and which are readily available every day.

According to the results of multidimensional scaling, social networking, as well as watching television, is a daily recreational leisure practice. Reading magazines and newspapers, unlike them, is not entertaining, but an informative daily view of leisure. Thus, we see that for teenagers the media in the context of leisure have different functions and, most likely, the factors of their choice will be different. This hypothesis we are going to verify through the implementation of the factor analysis.

Table 2. The teenagers' leisure practices choice factors⁷

Leisure practices	Factors							
	1	2	3	4	5	6	7	8
Board games	.777	.191	.218	.122	.088	-.120	.085	.033
Card Games	.763	.100	.079	-.121	.227	.008	.047	-.069
Chess and checkers playing	.664	.154	.253	.242	-.065	-.085	.193	.122
Technical creativity	.560	.437	.114	.084	.046	-.033	-.180	.323
Additional work	.504	.359	.241	-.004	.142	-.043	-.188	.278
Participation in collective amateur clubs	.213	.776	.081	.133	.052	-.025	.198	.052
The Arts	.185	.721	.005	.206	-.084	.159	-.180	-.078
Concert-going	.108	.673	.401	.022	.067	-.056	.087	.231
Theatre and museum-going	.098	.554	.502	.187	.226	-.025	.011	.017
Church-going	.138	.453	.289	.096	.107	-.178	.291	.149
Travelling abroad	.153	.160	.737	-.005	-.113	-.046	.100	-.021
Film-going	.104	.114	.717	.030	.365	-.032	-.159	.023
Pool Games, Bowling	.435	.092	.552	-.012	.122	-.269	.132	.196
Tourism, outings	.344	.122	.503	.271	-.039	.088	.100	.129
Self-education	.065	.086	-.012	.734	.048	.203	-.122	.142
Fiction reading	.145	.213	-.093	.728	.170	-.057	.059	-.156
Housekeeping	-.019	.002	.081	.643	.148	.130	.032	.076
Learning foreign languages	-.061	.088	.193	.572	-.178	.029	-.133	.127
Magazines and newspapers reading	.183	.265	-.012	.522	.285	-.125	.419	-.217
Friends meeting	-.024	.000	-.004	.095	.677	.283	.203	.181
City walking	.178	.056	.123	.138	.630	.095	-.062	.076
Cafe and bar-going	.189	.099	.493	-.018	.497	.037	.190	.060
Music listening	-.178	.126	-.019	.183	-.030	.723	-.092	.088
Social networks communication	-.051	-.031	-.120	.068	.218	.698	.033	-.085
Just rest	.092	-.133	.067	.049	.228	.552	.263	-.233
Watching TV	.036	.024	.042	-.076	.030	.101	.816	-.027
Visiting discos	.092	.202	.316	-.048	.310	-.051	.469	.307
Sports	.133	.112	.045	.130	.213	-.206	.005	.747
Active rest	.129	.212	.293	.227	.297	.104	.019	.422
Computer games	.386	-.172	-.002	-.225	-.247	.312	.344	.411

⁷ Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0,845. Total Variance Explained = 61,119. Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 11 iterations.

Based on the basic provisions of the structural constructivism, we believe that behind the implementation by each individual his or her practices there are values, which determine his or her preference of certain types of activities. Precisely the values are the subjective factor that determines the teenagers' choice of leisure practices. For a conditional naming of factors we used the typology of Milton Rokeach⁸.

The first factor includes board games, card games, chess and checkers playing, technical creativity, additional work. Games and technical creativity promote (the additional work has the smallest factor loadings, so we consider it in a lesser extent) the development of memory, perception, teenager thinking, they affect the attention and ability to concentrate. Accordingly, this factor was conditionally named as the value of the development.

The second factor consists of participation in collective amateur clubs, the arts, concert-going, theatre and museum-going, church-going. The above recreational practices are associated with the initiation of adolescents to culture and art. Therefore, this factor has been identified as the value of a beauty of art.

The third factor contains travelling abroad, film-going, pool games, bowling, tourism, outings. Traveling, visiting cinema reflect the proactive stance of individuals who choose such leisure. Teenagers who prefer not to sit still, but discover new places, do not wait for the movie in the network / on the disk / television, but are among the first to see it at the box office, seek new experiences and do not want to be "on the side". These leisure activities to some extent can be called fashion and the fashion race involves activity of those who became a member of this race. Therefore, this factor we can call the value of an active life.

Self-education, fiction reading, housekeeping, learning foreign languages, magazines and newspapers reading represent the fourth factor. This recreational activity is associated with learning and cognition, so the fourth factor we conditionally named as the value of a knowledge.

The fifth factor includes friends meeting, city walking, cafe and bar-going. For teenagers communication with peers and finding friends among them is extremely meaningful. We assume that behind the meetings with friends, reception and visiting guests, walking around the city and visiting the cafes and bars (where teenagers do not go alone) stands the value of having friends.

The sixth factor is represented by music listening, social networks communication, or just idling. The latter type of leisure has the lowest factor loadings, so the main focus is on the first two. Listening to music, its choice is one of the ways of self-expression of teenagers, which affect their acceptance in the team. Musical preferences can also be a way to label himself or herself as a representative of a particular community. This can be extended to the teen's

⁸ M. Rokeach, The role of values in public opinion research «The Public Opinion Quarterly», 1969, № 4, p. 548.

chatting in social networks. Maintaining a profile in social networks, in one way or another, is connected with the correlation of the status of the teenager in the team (school student who is in the group / club etc.). Accordingly, this factor is conditionally called as the value of social recognition.

The seventh factor comprises watching TV, visiting discos. These leisure activities are directly related to entertainment and helps teens to relax and have fun. The seventh factor we have named as the value of an entertainment.

Sports, active rest, computer games are in the eighth factor. These leisure practices have competitive nature and develop the fighting spirit, determination, the ability to work in a team. This factor we have called the value of a self-confidence.

Thus, behind the various ways of media consumption as the types of leisure there are different value orientations. The most popular leisure practices among teens are: social networking is driven by the value of social recognition; watching television is determined by the value of the entertaining; reading newspapers and magazines is based on the value of knowledge.

The prevalence of media consumption in the structure of leisure practices is quite wide. Social networking confidently holds the leading position among everyday teenage youth leisure practices. Viewing television programs is in the top ten of a total of 30 recreational practices in the regularity of their implementation.

The least popular way of media consumption in the context of leisure practices of adolescents is to read newspapers and magazines. This confirms the general trend of adolescents' addiction to passive forms of leisure. In order to popularize reading, which is a kind of co-creation with the author and promotes the developing of the teenagers' imagination, thinking, creative abilities, there is a need to update the value of knowledge. It can be done through the popular media (the already mentioned social networks, television), broadcasting of patterns, norms, attitudes, aimed at maintaining and developing the value of studying and cognition.

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Summary

The paper deals with media consumption by Ukrainian teenagers in their leisure time. Leading positions in popularity among young people takes spending time on social networking websites; the least popular practice among the considered is reading newspapers and magazines. The author reveals the main subjective factors of the choice of leisure practices by teenagers, including media consumption. These are the values of a development, of a beauty of an art, the value of an active life, of knowledge, having friends, the value of a social recognition, an entertainment and a self-confidence.

Key words: teenage youth, media consumption, values, leisure practices, social networking