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# Redefining Media: The Rise of Streaming Platforms

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## Abstract

The evolution of streaming services and traditional media is the focus of this research, with an emphasis on changes in consumer preferences, business models, and content creation. The expansion of digital platforms due to technological advancements, such as high-speed internet and mobile devices, has led to a transformation in media consumption, driven by the popularity of streaming services like Netflix and Prime. Audiences now show a preference for on-demand content, personalized experiences, and subscription-based models, leading to a decline in traditional television, radio, and print media. It looks at how content strategies are shaped by data analytics, which enables platforms to create shows that are catered to particular audiences. The study also identifies issues such as market saturation, escalating competitiveness, and discussions about content control and data protection. In the end, streaming services have democratized the entertainment sector by providing independent creators with a worldwide platform, in addition to redefining media consumption. Streaming platforms are a sign of innovation as the digital age develops, upending established conventions and opening the door to a new era of media consumption.

## Keywords

Streaming Platforms, streaming services, digital platforms

## Introduction

The rise of streaming services has revolutionized the media landscape, transforming the way content is consumed and challenging the traditional media industry.

### 1. Traditional Media before Streaming

In the era before streaming, traditional media—primarily broadcast television, radio, and print—dominated entertainment and news consumption. These media forms were characterized by scheduled programming, with viewers having little control over when and how they could access

content. Programs aired at specific times, and consumers needed to tune in live or miss the show.

### 2. The Emergence of On-Demand Viewing

The early 2000s marked the beginning of a shift toward more consumer-driven content consumption. The introduction of digital downloads, such as through Apple's iTunes, enabled users to purchase and own media digitally, reducing the need for scheduled programming. Around this time, Netflix also launched its DVD rental service.

### 3. The Streaming Revolution

The major disruption to traditional media came with the rise of broadband internet and the subsequent launch of streaming services. Netflix made a game-changing move in 2007 by transitioning from a DVD rental service to offering streaming content online. This allowed users to watch entire series or movies on-demand, bypassing the limitations of physical media and scheduled broadcasts.

### 4. Changing Consumer Habits

Streaming services fundamentally altered how consumers engaged with content. Binge watching became a popular trend, with platforms like Netflix releasing entire seasons of shows at once, making traditional scheduled television less appealing. Streaming platforms also used sophisticated algorithms to recommend personalized content to users, in stark contrast to the one-size-fits-all approach of traditional TV.

### 5. Global Reach and Democratization of Content

Streaming services have broken down geographic barriers, making content accessible globally. Additionally, platforms like YouTube, TikTok, and Twitch have empowered independent creators, allowing individuals to share and monetize their content without the need for traditional media gatekeepers.

### 6. Current Trends and Future of Media

One significant trend in the streaming industry is the fragmentation of services. With so many companies launching their own platforms,

consumers now face “subscription fatigue.” Just as with the rise of cable TV in the past, viewers must subscribe to multiple services to access all the content they desire. This fragmentation is a growing challenge for the industry.

## 7. The Future of Media

Looking ahead, several trends are likely to shape the future of media consumption. AI and machine learning will continue to improve recommendation algorithms, making content even more personalized for viewers. AI may also play a role in content production, assisting with everything from scriptwriting to editing. Over time, only the most dominant streaming platforms may survive, much like how cable TV bundles consolidated over the years. The metaverse, where users interact with media in virtual environments, could represent the next frontier for companies like Disney and Netflix.

### Research Objectives

- To Analyze the Shift in Consumer Preferences
- To Understand changes in Consumer Behavior
- To Examine the Role of Technology

### Research Question

- How have streaming platforms changed the way people watch TV and movies?
- What challenges do streaming services face in competing with traditional media outlets?
- How do streaming platforms shape consumer viewing habits?

### Review of Literature

The emergence of streaming services has fundamentally changed the media landscape and the way viewers interact with content. Scholars have studied this evolution, concentrating on topics like the challenge to traditional media models, changes in viewer habits, and the decentralization of content production.

### Growth and Development of Streaming Services

By providing content on demand, services like Netflix, Amazon Prime Video, and Disney+ have completely changed the media landscape. Jenkins (2006) presents the concept of convergence culture,

in which streaming platforms are positioned as essential content hubs and traditional and digital media coexist. Lotz (2017) talks about how these services, which provide personalized viewing through sophisticated algorithms, have lessened the power of traditional TV and cable.

### Changes in Viewer Behaviour

The transition to on-demand streaming has popularized binge-watching. Research by Pittman and Sheehan (2015) suggests that audiences favour streaming for its flexibility and control, attributes absent in traditional formats. Moreover, streaming’s accessibility across various devices has reshaped how people interact with media (Wayne, 2018).

### Accessibility and Content Creation

Streaming has leveled the playing field for content creators, allowing independent artists to reach a global audience. Cunningham and Craig (2019) argue that platforms like YouTube and TikTok enable creators to bypass traditional barriers, fostering a collaborative culture where users are both consumers and content producers.

### Effects on Traditional Media

The dominance of streaming has forced traditional media to adapt. McDonald and SmithRowsey (2018) describe how established networks and studios have entered the “streaming wars” by launching services such as Peacock and Paramount+. However, these newer platforms often struggle to match the success of pioneers like Netflix.

### Economic and Global Influence

The subscription model adopted by streaming services has transformed media economics by reducing reliance on advertising revenue. Lobato (2019) discusses how this change requires innovative monetization and audience retention strategies. Furthermore, streaming has facilitated the global reach of regional content, broadening cultural exposure.

### Conclusion

Streaming platforms have fundamentally transformed media production, distribution, and consumption. As their influence grows, ongoing research will be essential to fully understand their cultural and economic impact.

## Research Methodology

To give a thorough grasp of the influence and growth of streaming platforms, this study uses a mixed-methods approach, integrating qualitative and quantitative techniques. The design is analytical to look at the effects on traditional media and consumer behavior, descriptive to record trends, and exploratory to identify patterns.

## DATA PRESENTATION

### Demographic Variables

Variable	Category	Frequency (n)
Age Group	18-24	38 (76%)
	25-34	7 (14%)
	Under 18	3 (6%)
	Above 40	2(4%)

The chart shows that the majority of respondents (76%) are aged 18-24, followed by 14% from the 25-34 age group. A smaller percentage of respondents are under 18 (6%) and above 40 (4%).

Streaming Service Preference	Category	Frequency(n)
Most used streaming service	Netflix	28(56%)
	Disney+	13(26%)
	Amazon Prime	Smaller Shares
	You Tube/Other	Smaller Shares

The chart indicates that Netflix is the most used streaming service, with 56% of respondents preferring it. Disney+ follows with 26%, while Amazon Prime Video, YouTube, and other services have smaller shares.

### Awareness and Opinions on Streaming Services

Variable	Category	Frequency (n)
Impact on Traditional TV Viewership	Decline somewhat	25 (50%)
	Significant Impact	24 (48%)
	Minimal or no effect	1 (2%)

The chart shows that 50% of respondents believe the rise of streaming services has caused a decline in traditional TV viewership somewhat, while 48% think it has significantly impacted it. Only a small percentage of respondents feel it has minimal or no effect.

Viewing Preferences	Category	Frequency (n)
Content release format	Binge Watching	25 (50%)
	Weekly releases	14 (28%)
	No suggestions	13 (26%)

This Chart shows that 46% of the respondents prefer to watch Binge. On the other hand, 28% respondents prefer to watch weekly releases where 26% didn't give their preferences.

Opinions on advertisements	Category	Frequency (n)
Ad preferences	Annoying but acceptable	28(57%)
	Don't mind them	16(32%)
	Ruin the experience	6(11%)

This chart shows 57% respondents says advertisement on streaming platforms are annoying but acceptable. On the other hand, 32% says I don't mind them and other says they ruin the experience.

Traditional Cable cancellation	Category	Frequency (n)
Cancellation status	Did not cancel	31 (61%)
	Cancelled due to streaming	19 (38%)

This chart shows that 61% respondents didn't cancel any traditional cable whereas, 38% says they cancelled because of streaming platforms.

Preferred Streaming Content	Category	Frequency (n)
Content Type	TV Shows/Series	22 (44%)
	Movies	20 (40%)
	Live Sports	4 (8%)
	Reality Shows/ Documents/Other	Smaller shares

This chart shows that 44% respondents prefer to watch TV Shows/ Series on streaming platform. Whereas, 40% respondents says that they prefer Movies, 8% says they prefer live sports. While Reality shows, Documentary and many other streaming platforms have smaller shares.

## Suggestions

To enhance the impact of streaming platforms, it is recommended that they invest more in regional and diverse content to cater to global audiences, especially underserved markets. Platforms should focus on improving user experience through better content discovery and personalized recommendations. Adopting hybrid revenue models, such as combining subscriptions with targeted advertising, could help attract a broader audience. Additionally, embracing emerging technologies like AI, VR, and interactive content could offer more engaging experiences. Lastly, prioritizing sustainability in content production and adopting eco-friendly practices would help reduce the environmental impact of the industry.

## Findings and Conclusion

The emergence of streaming services such as Netflix, Amazon Prime, and Disney+ has brought about a significant transformation in the media sector, providing viewers with instant access to desired content. These platforms have caused a disturbance in the conventional television and film sectors by changing viewers' interests from fixed schedules to tailored, on-demand content. Streaming services utilize sophisticated algorithms to suggest shows according to viewer preferences, enhancing the discoverability of content. Moreover, the emergence of binge-watching culture has brought about a notable shift in the way individuals engage with various forms of media. Conventional broadcasting networks are encountering obstacles in adjusting to this transition, particularly given the diminishing importance of cable television and the rising desire for unique content. Streaming platforms have democratized content creation, allowing independent filmmakers to reach a global audience. They have also transformed advertising strategies by providing ad-free or low-advertising alternatives. The transition signifies a significant shift in both the culture and economy within the realm of media.

## Conclusion

In summary, the emergence of streaming services has drastically changed the media environment and the way that people consume information. Due to its restricted viewing options and dependence on planned programming, traditional media has gradually lost its hegemony. With more freedom and variety than ever before, streaming

services have drawn millions of users with their on-demand, customized experiences. In addition to upending the film and television industries, these platforms have spawned new methods of content creation that allow independent producers to access a worldwide audience. To further set themselves apart from traditional broadcasting, streaming services have also implemented creative advertising strategies like ad-free or limited ad options. As customer tastes change and the need for unique content increases, streaming platforms are set to continue driving change in the media industry, creating new opportunities for both viewers and creators alike. This shift is defining the future of entertainment consumption.

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# The Rise of Podcasts as a Mainstream Media Platform

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## Abstract

The study aims to see the evolution of podcasts taking over traditional radio. Podcasts have rapidly emerged as a popular medium in mainstream media, changing the way people can consume content. The medium's accessibility, minimal production cost, and ability to cater to diverse audiences has fuelled its growth. This enables users to interact with the most varied range of subjects—from news, entertainment, and education, health-related to whatever else—accessible due to its flexibility. It is also popular because of its convenience in tuning in from anywhere at any time with customized content for specific audiences. Its acceptance is lately enhanced by the popularity of other media channels like Spotify, Apple Podcast, Google Podcast, hence it has become the major global force in the media landscape. Allows the producers

the building of relationships with the audience, through discussion and storytelling, has made it a very good tool for communication and marketing.

## Keywords

Podcasting growth, mainstream media, on-demand content, niche medium, content variety

## Introduction

**Historical Development:** From an idea of how two friends, Adam Curry and Dave Winer, combined their skills to develop a means to download radio shows into iPods to the eventual coining of the term "podcast" by Ben Hammersley. The growth of podcasting is linked to the integration of podcasting support into iTunes by Apple in 2005, and its boom post-2014 with the rise of narrative formats like true crime.

**Appeal of Podcasts:** The format's flexibility makes it a favorite, particularly among younger audiences. Podcasts facilitate multitasking, are intimate, and help a host to personally connect with his listeners. Such authenticity is a huge draw in a world where trust has eroded regarding traditional mass media.

Podcasts allowed creators from marginalised communities an opportunity to raise their voices

as well. Entry barriers are very low for creating a podcast, that has democratized media production thus niche content being produced and bringing unique voices within the show streams. For instance, podcasts like The Ranveer Show by Ranveer Allahbadia provide candid conversations with industry leaders, athletes, celebrities, and experts from various fields. The discussions revolve around motivation, success, personal growth, and entrepreneurship. Bhaskar Bose by Mayur Puri is a fictional detective podcast, where the protagonist, Bhaskar Bose, solves gripping mystery cases. The series, written and narrated by Mayur Puri, blends traditional detective storytelling with an Indian flavor. **Commercialization:** With the rise of podcasts, they have turned into a lucrative business model. From monetization through ads and sponsorships to listener donations, podcasting offers creators multiple revenue streams. Celebrity involvement in podcasts has helped increase their visibility and profitability.

**Indian Podcasting Landscape: A Headstart** The popularity of podcasting has gone up, with the Indian podcasting market set to reach the figure of INR 17.8 billion in 2023, down from USD 240 million in that year. **The Indian Podcasting Landscape: A Rapid Rise** The rise of podcasting in India has been remarkable, with the industry expected to reach a market size of INR 17.8 billion (approximately USD 240 million) by 2023. India is already the third-largest podcast listening market in the world, after China and the US, with over 57.6 million listeners.

The rise of podcasts in India can be attributed to several key factors. India's mobile-first audience is a major driver, with over 700 million internet users primarily accessing the internet through smartphones, making podcasts easily accessible. Third, there is linguistic diversity in India; the podcasts can be seen in various languages including Hindi, Tamil, Bengali, Marathi, Kannada, and English, which expands its reach into some other places beyond urban areas. The increasing demand for audio content, from where the values of consuming them multi-tasking, which have

made podcasts a natural extension of India's audio-based turn. The COVID-19 pandemic has, of course accelerated this growth because people are listening to podcasts as screen-free entertainment, education, and information during lockdowns. Podcasts have also led to a cultural shift in India, aligning with the country's deep-rooted oral traditions of storytelling.

They provide an immersive, intimate form of media that offers a break from the heavily visual, screen-centric content of today. Additionally, podcasts have democratized content creation, allowing independent creators, regional voices, and marginalized communities to share their perspectives. Looking forward, the growth of podcasting in India seems promising, with continued advancements in technology and greater accessibility to smartphones and the internet. The rising demand for personalized, on-demand content will make podcasts a central component of India's digital media landscape.

## Objectives

1. To analyze the growth trend of podcasts as a popular media format in recent years.
2. To see if podcast is taking over traditional media like television and radio.
3. To identify key factors contributing to the increasing popularity of podcasts among diverse audiences.

## Research Questions

1. What are the main reasons behind the rapid growth of podcasts as a popular media format in recent years?
2. What is fueling the rapid rise of podcasting across multiple audience demographics?
3. What has been the effect of the growth of podcasts on traditional media channels, including radio and television?

## Research Problem

A research problem is a subject or issue that a researcher wishes to address or better comprehend. It is the primary objective of a study and determines what information should be collected. The research problem indicates a knowledge gap or a challenge that has to be addressed.

## Significance of Research Study

Media consumption has been drastically altered due to podcasts because there is an increase in

audiences shunning the use of traditional media outlets such as television and radio, and moving over to digital audio-based channels. Even the most traditional media companies are affected in this process by making them alter to suit their environment. For content creators and advertisers alike, podcasts provide new revenue streams as well as entryways for reaching audiences. In addition, with the continuing advancement of technology, such as smartphones and streaming services, these podcasts become easily accessible anywhere, anytime. Podcasting influences culture through its narratives, public discourses, and niche communities. Going forward, if one understands podcasts, media companies can prepare themselves for future entertainment market directions and be ready even before that change happens..

## Review of Literature

In the research article 'The growth of audio podcasts as an emergent form of streaming content category for Indian audiences', with the rise of podcasts, the audio industry has witnessed significant growth, especially in India, where new podcasts emerge weekly. The types of topics covered by podcast services range from discussing current issues to managing pandemic stress. A study of 143 Indian podcast listeners found that an overwhelming 75% had been listening to podcasts for over a year. In fact, the convenience of accessing varied knowledge, sharing with social networks, and being entertained without screens emerged as primary reasons, reflecting the changing face of the Indian entertainment market. [Rachna & Mudit Mishra (2023)]

According to the research paper 'The Rise and Power of Audio Storytelling in the 21st Century: A Critical Review', audio storytelling has become very popular in recent years, thanks to technology like smartphones and digital platforms. Podcasts, audiobooks, and other audio content are very easy to produce, share, and listen to anywhere. Audio is a powerful medium of entertainment, education, and carrying important messages that help people feel connected emotionally and understand different views, and most importantly, support their mental health. New technologies such as augmented reality and artificial intelligence are making audio storytelling more exciting and interactive [Dr. Bharat Dhiman (2023)]

According to the research paper 'Podcasts: Redefining Mass Media in the Digital Age',

Podcasts are becoming a popular way of reaching people across the globe, with ease, flexibility, and a personal feel. Unlike traditional means of accessing information through radio or TV, podcasts allow one to choose what to listen to, when and how. Technology advancements, such as smartphones, fast internet, and AI, has made it much easier to access podcasts. The COVID-19 pandemic, in itself, also added a boom to podcasts, since people sought diverse, convenient content. Audio podcasts are more than just entertainment; they educate, discuss issues on mental health and identity, and give marginalized voices a hearing. They are molding opinions, spreading knowledge, and laying the foundation for an enlightened and interconnected society. [ Vinay Kumar Rai & Dr. Vivek Vishvas(2024)]

According to the research paper, 'Key Challenges and Opportunities for Podcasters in the Digital Age: A Critical Review', Podcasts have become extremely popular, with over one million in existence by April 2023. Brands could leverage these free resources and add to their digital marketing mix. Podcasts might range from politics and technology to culture and motivation. They are also free, come via platforms such as Spotify and SoundCloud, and the creators may therefore be able to reach millions of listeners. Podcasting started in 2004 and gained rapid growth in 2013 with Apple reaching 1 billion subscribers. The greater that medium becomes, the more creative people become in enticing their audience. With its flexibility and authenticity and intimacy to be achieved, it will only grow in the future. [Bharar & Dhiman (2023)]

## Research Methodology & Design

This is a study combining pure and quantitative research methodologies aimed at investigating the rise of podcasts as a mainstream media platform. Pure research tries to deepen theoretical understanding, whereas quantitative research focuses on using numerical data and statistical analysis to assess growth, audience engagement, and impact of podcasts. The design is structured to guide the gathering, analysis, and synthesis of data to ensure systematic and reliable results that directly address the research objectives.

**Key Elements of Research Design:** The research design includes several core elements: research objectives that guide the study's purpose, methods

of data collection like surveys and interviews, and sampling strategies to select participants or data sources. After data collection, analysis techniques interpret the data to draw meaningful conclusions. Variables in quantitative research, such as independent and dependent variables, are crucial in understanding relationships between factors. In addition, the research type-qualitative, quantitative, or mixed-method-shapes the general approach to data collection and analysis.

A well-structured research design will keep the study on track and focused on its objectives, help in time and resource management, and minimize errors and biases. It outlines data collection and analysis, hence giving a clear direction toward accurate and trustworthy results. A well-defined design improves the credibility of the findings and their value to the research community, making the study impactful and reliable.

**Research Methodology:** This research study uses a mixed-methods approach, combining both primary and secondary research. It will incorporate both qualitative and quantitative methodologies, with the use of surveys to gather quantitative data and content analysis to explore podcast trends. The survey uses a 16-question questionnaire to examine podcast usage patterns, preferences, and perceptions, with data analyzed through pie charts. Content analysis supplements this by evaluating related media materials to provide deeper insights into podcasting's growth and effectiveness.

**Survey:** A survey is one of the primary research tools for gathering information from a specific group of people, or respondents, on a particular topic. They usually consist of a series of questions and can be administered in a variety of formats, including online forms or interviews. Surveys can include open-ended questions that provide detailed responses and closed-ended questions that allow for quantitative analysis. This method efficiently gathers a wide range of information and is productive in revealing attitudes, behaviors, or experiences.

A questionnaire is a scheduled set of questions developed to obtain specific information from respondents. Normally used in business and social sciences, a well-constructed questionnaire is simple in expression, concise yet logically sequenced and provides clear instructions. It does a mix of open-ended and closed-ended questions and uses

easy language. It aims at collecting credible data without embarrassing a respondent as this fosters honesty and reliability in responding.

**Sampling:** This research uses purposive and snowball sampling. Purposive sampling involves the selection of specific respondents based on criteria, while snowball sampling uses referrals to increase the sample size. These non-probability sampling methods help gather insights from a targeted group, making the research more efficient while ensuring that results are relevant to the study’s goals. Effective sampling minimizes bias and provides more reliable findings by selecting representative participants.

**Sample Size:** The sample size for this study is 50 participants, which is considered a moderate size for gathering data that can provide reliable insights. A properly calculated sample size ensures that the data collected is sufficient for making valid inferences about the larger population. The chosen sample size allows for the identification of trends and patterns, providing a firm foundation for drawing meaningful conclusions that are applicable within the research scope.

This is a research on Delhi where, regarding the area, the study deals with the listening patterns of locals and the popularity of the program as well as how it’s changing media use and communication skills. This piece of research highlights the way that podcasts are shifting the landscape in the media by revealing important local patterns of consumption as well as everyday usage of these media products.

## Data Presentation

### Demographic Variables

Variables	Category	Frequency
Gender	Male	36%
	Female	64%
	Prefer not to say	0

The chart represents the gender distribution of 50 respondents. Among them, 64% are female, while 36% are male. No responses were marked as “Prefer not to say.”

Variables	Category	Frequency
Age Group	18-24	74%
	25-34	18%
	35-44	6%
	45-54	2%
	Above 55	0

The chart shows the age distribution of 50 respondents. The majority (74%) are aged 18-24, followed by 18% aged 25-34, and smaller percentages in older age groups.

### Awareness and Opinion on Podcasts

Variables	Category	Frequency
Do you listen to podcasts?	Yes	92%
	No	8%

The chart indicates that 92% of respondents listen to podcasts, while 8% do not.

Variables	Category	Frequency
How often do you listen to podcasts?	Daily	4%
	Weekly	42%
	Monthly	24%
	Rarely	30%

The chart shows the podcast listening habits of 50 respondents: 42% listen weekly, 30% rarely, 24% monthly, and only 4% daily. Weekly listeners dominate, while daily listening is significantly less common.

Variables	Category	Frequency
What genres of podcasts do you listen to?	News	24%
	Crime	34%
	Comedy	48%
	Technology	32%
	Health & Wellness	44%
	Business	26%
	Education	30%
	Other	2%

The chart shows podcast genre preferences of 50 respondents. Comedy (48%) and Health & Wellness (44%) are most popular, followed by Technology (32%) and Education (30%). Other genres like News, Crime, and Business are moderately liked.

Variables	Category	Frequency
Which platform do you use to primarily listen to podcasts?	Spotify	30%
	Google podcasts	4%
	Apple podcasts	2%
	YouTube	60%
	Other	4%

The chart shows podcast platform preferences of 50 respondents: 60% prefer YouTube, followed by Spotify at 30%. Other platforms like Google Podcasts, Apple Podcasts, Instagram Clips, and combined usage are less favored. YouTube dominates significantly.

Variables	Category	Frequency
What factors do you think contributed to the rise of podcasts as a mainstream media platform?	Flexibility to listen at anytime, anywhere	64%
	Variety of content	66%
	Influence of social media	32%
	Increased usage of smartphone	24%
	Presence of celebrities and influencers	30%
	Other	0

The chart highlights that the rise of podcasts is mainly due to variety of content (66%) and flexibility to listen anytime (64%), followed by social media influence (32%) and celebrity presence (30%).

Variables	Category	Frequency
Do you think the rise of podcasts has affected traditional media (like radio and TV) usage?	Yes, I watch/listen to traditional media less	64%
	No, it hasn't affected my traditional media habits	22%
	Not sure	14%

The chart shows that 64% of respondents consume less traditional media due to podcasts, 22% say podcasts haven't affected their habits, and 14% are uncertain about the impact on their traditional media usage.

Variables	Category	Frequency
Do you think podcasts is as credible as traditional media?	Yes	40%
	No	20%
	Maybe	40%

The chart indicates that opinions on podcast credibility are evenly split: 40% consider podcasts as credible as traditional media, 40% are unsure, and 20% believe podcasts are less credible than traditional media.

Variables	Category	Frequency
How do you view podcast compared to other media platforms?(TV, radio)	More engaging	44%
	Neutral	46%
	Less engaging	8%
	Not sure	2%

The chart shows how 50 respondents view podcasts compared to TV and radio. 44% find podcasts more engaging, 46% are neutral, 8% find them less engaging, and 2% are unsure. Most responses lean towards neutral or positive engagement.

Variables	Category	Frequency
What factors contribute to your trust in podcasts?	Host expertise	22%
	Guest credibility	46%
	References and citation	16%
	Quality of production	14%
	Other	2%

The chart highlights trust factors in podcasts among 50 respondents: 46% prioritize guest credibility, 22% value host expertise, 16% emphasize references and citation, 14% focus on production quality, and 2% offer complete trust.

Variables	Category	Frequency
How do you feel about the influence of podcasts on public opinion?	Very influential	26%
	Somewhat influential	66%
	Not very influential	6%
	Not at all influential	2%

The chart shows 66% of respondents find podcasts somewhat influential on public opinion, 26% view them as very influential, 6% think they are not very influential, and 2% see no influence at all.

Variables	Category	Frequency
How do you feel about podcasts as a source for news and information?	Very trustworthy	16%
	Somewhat trustworthy	40%
	Neutral	40%
	Somewhat untrustworthy	2%
	Very untrustworthy	2%

The chart indicates respondents' trust in podcasts as a source of news. Of 50 responses, 40% find them somewhat trustworthy, while 40% remain neutral. 16% see them as very trustworthy, with only small proportions viewing them as somewhat or very untrustworthy. Podcasts seem moderately reliable overall.

Variables	Category	Frequency
Do you believe the popularity of podcasts will continue to grow in future?	Yes	90%
	No	2%
	Maybe	8%

The chart shows that 90% of respondents believe podcast popularity will grow in the future, while 8% are uncertain ("Maybe"), and only 2% disagree. This indicates strong optimism about the future of podcasts among the respondents.

## Findings and Conclusion

The study establishes the fact that podcasts have progressively become one of the most common

mainstream media and the results underline the influence on traditional media and changes in consumption patterns. From the findings, it becomes clear that young listeners prefer listening to podcasts, and women greatly constitute the listener base. Most listeners of podcasts listen once or more per week, and hence they hold a supplementary position in consuming everyday media.

Comedy, health and wellness, technology, and education are prominent genres; in fact, they reflect the multiple interests of podcast listeners. YouTube and Spotify are dominant for obvious reasons: accessibility and visual elements influence the consumption of podcasts. The reasons that are considered prime factors in the popularity of podcasting include variety of content, listening at one's convenience, and further strengthened by social media influences over other traditional media platforms such as television and radio.

Podcasts are interesting and partially credible, on the one hand, while the level of trust is initiated by certain factors, such as guest credibility and host expertise, on the other. They are also powerful in molding public opinion as they give representation to different voices and viewpoints.

Looking forward, podcasts should continue to increase in their reach since they are flexible enough to be niche and because they can reach niche audiences. Podcasts are expected to become a central pillar of the media landscape since they are slated to be the way most creators and brands innovate and connect with their audiences.

## Recommendations and Suggestion

**Collect Longitudinal Data:** Collaborate with podcasting platforms to collect data across many years. This will monitor in minute detail how podcasts have transformed and changed from older media like TV and Radio.

**Accessible Listener Data:** Ask the podcasting platforms for some general information about their listeners, including age and preference. This will allow us to be able to know who listens to podcasts and what they like.

**Examine Global Podcasts:** Add reviews from countries with smaller economies to emphasize where it's being used in different ways or where the issue occurs in such places.

**Keep Aware of Trends:** Use monitoring tools to observe what's trending when on the go. This will help us understand who listens to podcasts and what they like.

**Investigate Podcasts Globally:** Include reviews from countries with lesser economies to show how it is used differently and what issues there are in such places.

**Stay updated on Trends:** Use monitoring tools to monitor new trends on the go.. This will make sure the research stays updated with what's happening in podcasting.

**Make Content Study More Fair:** Create simple rules for studying podcasts so personal

opinions don't affect the results. Look at things like popularity and the host's knowledge.

**Ask Platforms to Share Data:** Encourage podcast platforms to share general data (not personal details) so researchers can study how people use podcasts and how the industry is growing.

**Focus on Popular Types and Audiences:** Study popular podcast genres, like comedy or education, and specific groups of listeners, like young people, to find out what makes them popular.

**Study Money and Challenges:** Look into how podcasts earn money and what problems creators face in growing their audience or making a living

**Use Technology to Predict Trends:** Use smart tools like AI to study large amounts of data. This can help predict future trends and find out what might become popular next.

**Look at Ethical Issues:** Study how podcasts handle things like false information or biased opinions. This can help set guidelines for responsible podcasting.

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# Adoption of electric vehicles in India: Consumer perception and barriers

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## Abstract

The study's objective is to explore various consumer attitudes and behaviors towards Electric Vehicles (to be hereby referred to as EV(s)) in India. This study uses a sample of 53 people to investigate EV adopters and their perception of owning or switching to an EV and awareness about its benefits and government incentives.

## Keywords

Electric vehicles (EVs), consumer perception, adoption barriers, sustainability, charging infrastructure, range anxiety, environmental impact, government incentives.

## Introduction

EV are vehicles that run on electricity instead of traditional fuels. They are a cleaner and more environmentally friendly option compared to traditional fuels like petrol, diesel and even CNG. EVs produce zero tailpipe emissions, which can lead to improved air quality in cities and contribute to reducing greenhouse gas emissions. This is essential because according to World Health Organization vehicles are one the biggest contributors to air pollution (World Health Organization, n.d.).

The Indian government has set a strong example by incorporating EV(s) into its own transportation systems. In several states, electric buses and rickshaws are now part of public transportation vehicles. The Government has also launched several initiatives aimed at encouraging the use of EV(s), such as PM E-DRIVE (The Economic Times, 2024) (Press Information Bureau, Government of India, 2024).

Despite the increasing awareness of EV(s), their adoption in India has encountered various obstacles. In 2023, only 6.5% of total vehicles sold in India were electric (JMK Research & Analytics, 2024). Many consumers voice concerns regarding the availability of charging stations and charging vehicles during longer journeys. This become a big problem because as of February 2024 there are only 12,146 operational EV charging stations in India

with their state-wise concentration varying greatly (EVreporter.com, 2024).

## Barriers to Electric Vehicle Adoption in India

### 1. Infrastructure Limitations

Inadequate charging infrastructure is a significant barrier, with limited availability and lack of standardized charging protocols contributing to range anxiety and consumer confusion (Ragavendran and Kumar, 2021). Expanding the charging network and establishing uniform standards are critical to improving accessibility and reliability.

### 2. Range Anxiety

Range anxiety, or the fear of battery depletion, stems from limited driving range and sparse charging options. Addressing this requires advancements in battery technology, fast-charging solutions, and innovative practices like battery swapping to build consumer confidence (Ragavendran and Kumar, 2021).

### 3. High Initial Costs

The high upfront cost of EVs, driven primarily by expensive batteries, deters buyers. Government subsidies, tax incentives, and cost reductions through technological advancements and partnerships are key to making EVs more affordable (Ragavendran and Kumar, 2021).

### 4. Battery Technology and Charging Efficiency

Battery concerns, including lifespan and charging time, remain significant challenges. Improving energy density, durability, and fast-charging capabilities is essential to enhancing convenience and efficiency (Ragavendran and Kumar, 2021).

### 5. Consumer Awareness and Acceptance

Many consumers lack knowledge about EV benefits and hold misconceptions about reliability and infrastructure. Educational campaigns, marketing efforts, and incentives like test drives are crucial for fostering acceptance and stimulating demand (Ragavendran and Kumar, 2021).

## Objectives

- (a) To analyze consumer awareness of electric vehicles
- (b) To assess consumer attitudes toward adopting electric vehicles
- (c) To identify the key barriers preventing the adoption of electric vehicles
- (d) To identify consumer expectations and preferences for future developments

## Research Question

- (a) What is the current level of consumer knowledge about EV?
- (b) How do consumers perceive EVs in terms of cost, convenience, performance, and environmental contribution?
- (c) Do factors such as high initial costs, lack of charging infrastructure, range anxiety, and maintenance concerns hinder EV adoption greatly?
- (d) What features or improvements do consumers expect to consider adopting them?

## Review Of Literature

### 1. Infrastructure Limitations

A lack of adequate charging infrastructure is one of the most significant barriers to EV adoption in India. Ragavendran and Kumar (2021) highlight the limited availability of charging stations and the absence of standardized protocols, which contribute to consumer confusion and range anxiety. Similarly, Pamidimukkala et al. (2024) emphasize the insufficient number of charging stations as a critical obstacle. Addressing these issues requires rapid expansion of the charging network and the establishment of uniform standards to ensure seamless interoperability.

### 2. Range Anxiety

Ragavendran and Kumar (2021) identify limited driving range and sparse charging options as key factors contributing to this concern. Tarei et al. (2021) also cite range limitations as a significant deterrent. The adoption of fast-charging infrastructure and innovative solutions like battery swapping, alongside advancements in battery technology, are essential to mitigate this issue and build consumer confidence.

### 3. High Initial Costs

The high upfront cost of EVs, driven primarily by the expensive batteries, remains a significant

challenge for potential buyers. Ragavendran and Kumar (2021) attribute this to the cost of batteries constituting a substantial portion of the overall vehicle price. Pamidimukkala et al. (2024) suggest that purchase subsidies serve as an effective motivator for addressing this barrier. Government incentives, tax rebates, and strategic partnerships between manufacturers and battery suppliers are essential to reducing costs and making EVs more accessible to a wider audience.

### 4. Battery Technology and Charging Efficiency

Concerns surrounding battery performance, lifespan, and charging time are critical obstacles to EV adoption. Ragavendran and Kumar (2021) stress the need for improvements in energy density, durability, and fast-charging capabilities to enhance convenience and reliability. Chawla et al. (2023) identify charging time as one of the most influential factors affecting consumer decisions. Investments in research and development aimed at enhancing battery technology are crucial for addressing these challenges and increasing EV appeal.

### 5. Consumer Awareness and Acceptance

Limited consumer awareness and misconceptions about EVs also impede adoption. Ragavendran and Kumar (2021) point out that many consumers lack knowledge about the environmental and economic benefits of EVs, while Tarei et al. (2021) emphasize the role of education and targeted marketing campaigns in addressing these gaps. Demonstration programs, test drives, and government-backed initiatives are pivotal in raising awareness and fostering consumer trust.

## Research Methodology

This research employs a quantitative research design to analyse the consumer attitude and barriers towards EVs. It uses a structured questionnaire to gather primary data regarding demographics, awareness, attitudes, barriers and expectations. The questions used are majorly closed-ended with some being left open-ended to provided greater understanding and context. The sample was selected using purposive sampling aiming to gather data from people with experience of owning or driving vehicles. The sample represents a diverse demographic in terms of age, income, gender, and location, primarily within the Delhi NCR region. While the sample size is relatively small, it provides targeted insights into the factors influencing EV adoption in urban and semi-urban

areas. The data collected has been presented in a tabular format. Secondary data gathered from industry reports and government publications also aided in understanding the data under additional context.

## Data Presentation

### Demographic Details

Demographic Variable	Category	Frequency (n)
Age Group	18-24	16
	25-34	17
	35-44	12
	45-54	7
	55-64	1
Gender	Male	26
	Female	27
Location	Delhi	45
	Others	8
Occupation	Student	8
	Private Sector Employee	21
	Business Owner/Entrepreneur	16
	Other	8
Vehicle ownership	Car	33
	Motorcycle/Scooter	27
	Electric Vehicle	3
	None Currently	7

#### Analysis:

The demographic analysis reveals a balanced gender distribution and a majority aged between 18-34. Most participants reside in Delhi and are primarily private-sector employees or business owners. Vehicle ownership is dominated by conventional cars and motorcycles/scooters, while electric vehicle adoption remains notably low.

### Awareness and Understanding of Electric Vehicles

Variable	Category	Frequency (n)
Familiarity with Electric Vehicles	Very familiar	30
	Somewhat familiar	17
	Not familiar at all	6
Sources of Information	Social Media	19
	Friends/Family	16
	News Articles	9
	Online Forums	3
	Advertisements	5
	Other	1

Primary Benefits	Lower operating costs	28
	Environmental benefits	28
	Government incentives	7
	Reduced maintenance	9
	Others	2

#### Analysis:

The data indicates that most respondents are familiar with electric vehicles, with a significant portion being very familiar. Social media and personal networks serve as the primary sources of information. Lower operating costs and environmental benefits are the most recognized advantages, while government incentives and reduced maintenance are perceived as less influential factors.

### Attitude Towards Adoption

Variable	Category	Frequency (n)
Likelihood of Adoption	Very Likely	25
	Somewhat likely	8
	Neutral	11
	Unlikely	3
	Not likely	6
Factors Influencing Adoption	Environmental concerns	37
	Financial considerations	16
	Technology and features	14
	Peer influence	2
	Government policies	5

#### Analysis:

The data suggests a strong inclination toward adopting electric vehicles, with a majority of respondents being very likely to consider them. Environmental concerns are the most significant driving factor, followed by financial considerations and technological features, while peer influence and government policies play a comparatively minor role in the adoption decision.

### Barriers to Adoption

Variable	Category	Frequency (n)
Concern	Charging infrastructure	35
	High purchase price	24
	Range anxiety	12
	Maintenance issues	12
	Limited model options	3

#### Analysis:

The data indicates that inadequate charging infrastructure

is the primary concern for potential EV adopters, followed by the high purchase price. Range anxiety and maintenance issues are also notable barriers, while limited model options are the least concerning factor.

### Expectations and Preferences

Variable	Category	Frequency (n)
Desired Features	Longer range	26
	Faster charging options	23
	Lower price	25
	More model variety	1012
	Improved performance	14
	Others	2
Importance of Govt. Incentives	Very Important	31
	Neutral	16
	Not Important	6

#### Analysis:

Longer range, lower price, and faster charging options are the most desired features among potential EV adopters. Additionally, government incentives play a crucial role, with a majority considering them very important in influencing their adoption decisions.

### Conclusion

#### Recommendations and Suggestions:

- Governments and private entities should prioritize expanding charging networks, particularly in residential areas and along highways.
- Manufacturers should focus on reducing the upfront costs of EVs by offering more budget-friendly models.
- EV manufacturers should invest in developing advanced battery technologies that offer longer ranges and improved performance.
- Policymakers should continue offering attractive subsidies, tax benefits, and exemptions to lower the financial barriers associated with EV ownership.
- Establishing a robust network of EV service centers with trained professionals can address concerns about maintenance and repair. Providing extended warranties on batteries and offering transparent pricing for replacements

will also build trust among potential buyers.

### Conclusion

The findings of this study indicate that while awareness of EVs is relatively high among consumers, critical barriers - such as the high initial purchase price, lack of charging infrastructure, and range anxiety, are limiting adoption. There is a demand for more affordable EV models, faster charging technologies, and a bigger network of charging stations. Additionally, the role of the government in providing financial incentives is viewed as essential to adoption. Addressing these concerns will facilitate an increase in the adoption of EVs in India.

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# Teaching using Different Digital Media Platforms V/S Traditional Classroom Teaching

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## Abstract

### Title

This research delves into the changing educational scenario in India, with specific emphasis on the preferences and attitudes of users of online learning over traditional classrooms among the youth in Delhi NCR. The research sample consists of 60 participants and discusses how technology-based learning challenges the very fabric of education. Online learning is flexible and accessible, but traditional setups ensure structured environments with opportunities for face-to-face interaction. The research, therefore, points out that both are complementary and have unique benefits based on learners' needs. From behavioral patterns to shifting trends, it advocates for a balanced approach by integrating digital and traditional methods to enhance the educational experience and fulfill diverse learning requirements.

### Keywords

Online learning, Traditional classroom learning, Digital education, User preference, Technology, Media use.

## Introduction

### Transforming Education through Technology and Tradition

Education today is rapidly emerging and changing, primarily driven by technology. Digital media through Zoom, Google Classroom, and Microsoft Teams have become a means of teaching and learning, challenging traditional classroom setups. While face-to-face interactions, structured curriculums, and real physical resources are the hallmarks of conventional classrooms, flexibility, unlimited resources, and opportunities for personalized and collaborative learning are strengths of digital platforms.

The COVID-19 outbreak accelerated the digitalization process in education, emphasizing the benefits and drawbacks of digital platforms. Digital platforms are beneficial in ensuring tailor-made material, diversity in learning style, and

increased engagement with tools such as video tutorials, and interactive quizzes. It also provides teamwork with real-time connectivity and resource sharing. However, there are challenges like technical failure, a lack of concentration with distraction in digital material, and unimplemented critical thinking skills in practical settings.

Traditional classrooms are essential for developing interpersonal relationships and hands-on learning. Practical experiments, group projects, and face-to-face interaction make possible and actualize more intense connections and accountability. On the other hand, their rigid structure and limited resources can result in constrictions of innovation and inclusivity, especially for students with conflicting schedules or limited access to physical classrooms.

### Student Engagement and Teacher Effectiveness

Digital platforms rely on interactive content to encourage participation but can easily become sidetracked. Traditional classrooms, through direct engagement, have more robust discussions and accountability. Teachers in digital environments can leverage advanced tools to customize lessons and monitor progress; however, most lack the technical know-how to implement them effectively. On the other hand, traditional educators rely on proven methods but are less flexible with dynamic lesson creation.

### Access, Inclusivity, and Social Development

Digital platforms improve accessibility, enabling learners in remote areas to access quality education. However, the digital divide—a lack of devices and reliable internet—remains a significant barrier. Traditional classrooms ensure equal opportunities for geographically co-located students but are less inclusive for those unable to attend due to logistical challenges. Digital settings often lack the nuances of face-to-face interactions, essential for developing social and emotional skills, which traditional classrooms organically nurture.

Blended learning integrates the best of digital and traditional approaches. It provides the structure

and interpersonal connections of traditional classrooms while offering the flexibility and resourcefulness of digital tools. This hybrid model supports diverse learning styles, enhances inclusivity, and promotes innovation in education.

Teachers and policy-makers must emphasize training, digital literacy, and bridging the gaps among populations to blend digital and traditional methods of teaching properly. Professional development training will develop confidence among teachers in the use of these tools. Governments must make devices and connections to the internet balanced and distributed. The synergy between digital platforms and traditional classrooms represents the future of education. With the use of blended models, educators can develop adaptive, inclusive, and effective learning ecosystems. This balance will prepare students with the skills, knowledge, and resilience required to succeed in the 21st century and to bring about holistic development for a brighter educational future.

## Objectives and Research Questions

### Objectives

- (a) To compare media platform teaching methodologies and traditional classroom teaching effectiveness with student performance, retention, and understanding of concepts.
- (b) To compare the engagement, participation, and motivation of students when taught by using different media platforms versus traditional classrooms.
- (c) To compare accessibility, flexibility, and ease of access provided by using different media platforms teaching versus traditional classroom settings, for different needs of students

### Research Question

- a) Are students moving from traditional to learning with digital media?
- b) How does the effect of technology-based classrooms compare with traditional classroom instruction regarding the activity, performance as well as general learning experience of students?
- c) How can these challenges be addressed

## Review Of Literature

Snjezana Babic (2011) conducted an online survey to find out whether the e-learning environment is better in compared to traditional classrooms and the research reveals e-learning effectiveness helps teachers and instructional design, understanding the necessity for targeted underscoring necessity for targeted support to leverage technology-enhanced learning environment.

Alfred Rovai, Michael Ponton, Mervyn Wighting, and Jason Baker, conducted a competitive analysis of student motivation in Traditional classroom & E-learning courses and the results of this study indicate that e-learning students exhibit significantly stronger intrinsic motivation than their traditional classroom counterparts, as measured by three key indicators: (a) desire for knowledge, (b) drive to accomplish things, and (c) need for intellectual stimulation. In contrast, no significant differences were observed between the two groups in terms of extrinsic motivation or motivation. Notably, graduate students in both e-learning and traditional courses reported higher levels of intrinsic motivation compared to their undergraduate peers.

The impact of online learning during COVID-19: Students' and Teachers' perspective by Deepika Nambiar (April- June 2020). This study considers the perceptions of both teachers and students on online classes in India. It emphasizes a few key factors that affect satisfaction, such as interactive quality, technical support, structured module design, and changes to be made by the practitioner himself during class. It underscores the problems with the lack of regulation and ambiguity surrounding online education and recommends better designs for online classes, teacher training programs, and greater accessibility. The study underscores the importance of understanding these concerns to develop effective strategies for online education, with findings showing alignment between teacher and student views.

Teaching and Learning: Fostering Student Engagement, Critical Thinking, and Lifelong Learning Skills of Vaishali S. Vaghela & Dr. Falguni Parsana (May 30, 2024) In examining the changing landscape of education, with a focus on student-centered approaches to engagement, developing critical skills, and personalization

of learning through inquiry and project-based learning, it addresses challenges like the digital divide, resistance to change, and the desire for standardization in practice with growing calls for more personalization in the classroom. It puts forward the need for growth mindsets and lifelong learning. Future teaching practices should be innovative and adaptable to create a dynamic setting in education that engages students with critical thinking skills, bridging the gap between digital classrooms to traditional teaching methods.

### Research Methodology

This research is primarily mixed-methodology in nature because it incorporates both primary and secondary research methods for an integrative understanding of the subject. It uses qualitative and quantitative techniques, surveys, and content analysis methods. For the quantitative data, a questionnaire containing 16 questions was devised to inquire about the frequency of digital media platform usage in teaching, the preference for digital approaches compared to traditional ones, and perceptions about effectiveness. The data collection tool utilized was a Google Form survey with multiple-choice questions, dispersed among the respondents. Responses were then interpreted using pie charts to derive insights. Content analysis was also used for evaluating existing materials and other resources. This would give a more in-depth perspective regarding the comparative effectiveness of digital media platforms versus traditional classroom teaching.

### Data Presentation

Variable	Category	Frequency (n)	Percentage (%)
Age Group	Under 18	3	6%
	18-25	23	46%
	26-35	5	10%
	36-45	8	16%
	46 and above	11	22%
Professional Composition	Students	23	46%
	Teachers	15	30%
	Parents	12	24%

**Age Distribution:**  
 Respondents 50 are primarily aged 18-25 years (46%), followed by 46+ years (22%), and few aged 26-45 years.

**Professional Composition:**  
 Students make up the majority of feedback at 46%, followed by teachers at 30% and parents at 24%.

Variable	Category	Frequency (n)	Percentage (%)
Effectiveness of Digital Tools	Very effective	26	52%
	Effective	21	42%
	Neutral	3	6%
	Ineffctive	0	0%
Class Preference	Offline classes	38	76%
	Online classes	12	24%
Device Usage for Learning	Laptops/ Tablets	26	52%
	Smartboards	12	24%
	Online learning platforms	7	14%
	Other devices	5	10%

**Efficacy of Digital Tools:**  
 The majority, 52%, have found digital tools very effective for learning. However, 42% rate it as effective, and only 6% remain neutral, suggesting that digital tools in education have been perceived in a highly positive manner.

**Offline vs. Online Classes:**  
 A total of 50 respondents showed a strong inclination towards offline classes (76%) over online classes (24%).

**Device Usage:**  
 Overall, most of them reported using portable devices, indicating laptops/tablets with 52%, followed by smartboards by 24% online learning by 14% and other categories 10% respectively.

Variable	Category	Frequency (n)	Percentage (%)
Support for Technology-Enhanced Classrooms	Agree	26	52%
	Strongly agree	20	40%
	Neutral	4	8%
	Disagree	0	0%
Comfort with Technology	Comfortable/ Very Comfortable	46	92.7%
	Neutral	4	7.3%
	Discomfort	0	0%

**Technology-Enhanced Classrooms:**  
 52% agree and 40% strongly agree that technology-enhanced classrooms support students. Only 8% are neutral, meaning a strong positive attitude towards technology in the learning environment.

**Technology Readiness:**  
 92.7% of participants are comfortable and very comfortable to use technology to teach and learn; 7.3% neutral. Suggests positive adoption environment.

Variable	Category	Frequency (n)	Percentage (%)
Preference for Traditional classrooms	Strongly agree	15	30%
	Agree	21	42%
	Neutral	12	24%
	Disagree/strongly disagree	2	4%
Comparison of learning methods	Equal outcomes	25	50%
	Prefer tech-enhanced	19	38%
	Prefer traditional	6	12%

**Preference for Traditional Classrooms:**  
30% of the respondents strongly agree and 42% agree that traditional classrooms are better. 24% are neutral, showing a preference for traditional methods.

**Learning Methods Comparison:**  
50% believe equal outcomes result from technology-enhanced and traditional classrooms. 38% prefer technology-enhanced, and 12% prefer traditional classrooms.

Variable	Category	Frequency (n)	Percentage (%)
Challenges in Tech-enhanced classrooms	Lack of personal interaction	19	38%
	Distraction of students	18	36%
	Technical issues	8	16%
	Other	5	10%

Benefits of Traditional Classrooms	Teacher-student interaction	34	68%
	Structured environment	6	12%
	Reduced distractions	5	10%
	Hands-on activities	5	10%

**Drawbacks of Technology-Based Classrooms:**  
“Lack of personal interaction” (38%) and “Distractions for students” (36%) lead the pack. “Technical issues” is second at 16%, and others follow.

**Advantages of Traditional Classrooms:**  
68% agree that “Direct teacher-student interaction” is the most important advantage. Other advantages are a “Structured learning environment” at 12% and fewer distractions/hands-on activities at 10%.

Variable	Category	Frequency (n)	Percentage (%)
Adaptability to New Tech	Easily	27	54%
	Very Easily	17	34%
	Neutral	8	16%
	Not Easily	1	2%
Crucial Factors for Learning Success	All factors equally important	36	72%
	Teaching quality	7	14%
	Classroom environment	8	16%
	Peer interactions	2	4%

**Adaptability to New Technologies:**  
54% respond “Easily” and 34% “Very easily” when asked about adapting to new classroom technologies with training. Most participants find adapting straightforward with proper guidance.

**Factors for Successful Learning:**  
72% believe technology, teaching quality, classroom environment, and peer interactions are crucial. Teaching quality (14%) and classroom environment (10%) are key individual factors.

## Findings and Conclusion

The study is very informative about the age, demographics at work, and perception of 60 subjects in traditional classrooms in comparison to those with technology. Findings: key among them include that there was a clear prevalence of younger adults and students, that age greatly influences the feedback, and that most participants perceive technology positively based on the fact that they are effective and prepared to change over to new technologies with as little resistance as possible.

However, more appreciation for lectures and teaching methods is done in classroom lectures; hence, larger laptop and tablet use is evident. Technology is more appreciated in teaching education, but as noted, it still carries its problems with fewer interpersonal contact and too many distractions. Traditional classrooms are still viewed by most as superior learning environments, offering structured settings and direct teacher-student interactions that are perceived by many as their greatest advantages. The view on the learning outcome, however, balances out as half of the respondents considered both traditional and technology-enhanced methods as equally effective.

The research further shows uncertainty with regard to how education will take place in the future, especially since many forecast that there would be a blending of traditional classrooms with technologically enhanced ones. Many respondents shared the realization that successful learning does not depend solely on quality teaching or classroom environment and technology but, rather, their combination. In summary, this result shows a need for an infusion of technology so that it reinforces traditional strengths in a learning environment.

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