MOBILE MEDIA IN PAKISTAN:
EXAMINING THE CHARACTERISTICS OF NEWS ALERTS CONSUMERS

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ABSTRACT

Due to ever developing the latest technological tools the news and information environment has been changing in the world over. People now like news and information to be received by them individually, everywhere, and anytime, overcoming the geographic and time distance. Thus, this study investigates the consumption of news alerts received on a mobile phone in Pakistan. A cross-sectional quantitative survey was conducted, using a probability sampling technique, in an urban residential area. In this way, this study presents data about having Smartphone mobile sets, receiving and reading the news alerts on the mobile phone, and to know about the nature of the subscription of such mobile phone news alerts. That is to free or paid news alerts are preferred more and by whom.

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INTRODUCTION

It is observed that the news and information environment has got changed in all over the world, even in a developing country like Pakistan. Now we observe and experience that the actions of dissemination of news and information have become easier and speedy. The latest communication technology has provided an opportunity that now people can receive news and information everywhere and anytime by defeating the geographic and time constraints.

MOBILE AS A MEDIA TOOL

In this digital age along the fast and speed-driven journalism, the mobility also has got indispensable (Mobile behaviour Report 2014). Hence, many Nordic studies have found how mobile technology has made new possibilities for journalism (Westlund, O., 2013). In addition, mobile devices have changed everyday life (Havelka S., 2013). Therefore, a global newspaper industry survey conducted during 2010 reported that 51% of media managers found mobile platforms a significant priority for the future (Stone, N., and Wilberg 2010). According to the Pew Internet and American Life Project, 91% of American adults own a cell phone.

And for many underserved populations cell phones are their primary source of information (Bean, H. *et.al.,* 2015). It is also suggested that professional journalism has lost its monopoly on news production (Drok and Hermans, 2016). As a great majority of respondents find that news should be available anytime and anywhere, preferably on mobile devices (Ibid:546). Thus the days of the desktop computer as the primary tool to obtain information seem to be numbered (Knowlton, 2012). And today cell phone has become so ubiquitous (Levinson, 2004) that to date more than six billion people in all over the world has access to a mobile device (See Westlund, O., 2013). Whereas, in China, the cell phone is understood as the fifth media form, following newspapers, broadcast, TV, and Internet (Cheng and Bruns, n.d.).

Thus it is deduced that mobile phones have become one of the latest news medium that could be available anywhere, any time. Further, based on the technological advances of mobile phones coupled with faster connections and widespread availability, these devices are widely used for accessing the news. People turn to their mobile phones for the news in part because the device given them the opportunity to bypass the time and space constraints of traditional media. Moreover, mobile phone has been profiled as a unique communication device. The way people interact with news on mobile phone is quite different from news behaviour on other media. As people spend far more time with news apps on the smartphone, return more frequently than they do on conventional media. Mobile phone is now also used to serve news alerts (warnings/cautions). And in mass media, it is an important tool to communicate and provide news alerts moment by moment. Now plenty of mobile news platforms have been developed, including manually crafted pushed messages news alerts by SMS and MMS as well as pull news tailored to interfaces such as mobile sites and mobile apps (Westlund, O., 2013).

MOBILE NEWS ALERTS IN PAKISTAN

Mobile phone news alerts can better be defined as important information about recent events delivered via electronic wireless handheld device. When mobile phones became common, then many newspapers and media channels started their business via mobile phones by sending news alerts to the customers on their mobile phones. In the beginning, the news channels provided news alerts to their clients free of cost, for a few months. However, when consumers became habitual the news channels then began to charge the cost from their mobile credit. In this way, now mobile phone news alerts are part of daily

routine. In this way, some of the merits of mobile news alerts enumerated are that people receive first information of any news everywhere via news alerts. And they need not to wait for hourly news on TV or for morning newspapers. Now many areas and cities have their own news alerts services to inform the public of the concerned area. And the news alerts provided through mobile service networks do not need wired internet connectivity or wi-fi. As mobile phones work on batteries, therefore if we are not in a position to watch TV or read newspaper but we get news alerts via mobile. In Pakistan, some of the conventional news organizations offering news alerts include Dawn news, ARY news, Geo news, Express news, CNN, BBC, and BBC Urdu service.

Thus summarily in the latest news and information environment, this research study largely investigates about the simple and Smartphone mobile holders in Pakistan. Mainly, first it inquires that do mobile phone holders receive news alerts on their mobile phones. And then secondly, having received those news alerts do they read them? And what type of news alerts do they prefer to subscribe more, free or paid? This study particularly highlights that do the variables of gender, age, education and occupation have any significant impact upon the mobile news alerts receiving and reading practices.

OBJECTIVES AND RESEARCH QUESTIONS
The aim of this study was to research the mobile phone holders and their interactivity with news alerts received on a mobile phone. Thus, the main objectives of this study follow:

Objective 1: To know about smart phone mobile users.

Objective 2: To know the regular readers of mobile phone news alerts.

Objective 3: To know the paid subscribers of mobile phone news alerts services.

Moreover, the study aimed to investigate the influence of variables of gender, age, occupation and education upon having smart phone mobile, readership of the mobile phone news alerts and paid subscription of the mobile phone news alert services. In this way, the following research questions were designed to answer from the collected data.

RQ1: Who are smart phone mobile users and holders?

RQ2: Who are read completely mobile phone news alerts?

RQ3: Who are paid subscribers of the mobile phone news alerts?

METHODOLOGY
This study is a quantitative and exploratory in nature. Therefore, a cross-sectional survey was undertaken for the collection of data by

administering a questionnaire consisted of close-ended questions. The participants were resident of an urban area in Qasimabad sub-division, district Hyderabad, Sindh province, Pakistan. The participants in age ranged from young to old, both male and female. And professionally they constituted as students, government employees, private organization workers and households. To have a representative sample *systematic sampling with a random start* technique was used. Accordingly out of the total of more than 500 houses every fifth house was selected to administer a survey instrument upon one available family member from each selected house that had or used a mobile phone. As such, this study provides insight about holding smart phone mobile phone set and the patterns of interactivity with mobile phone news alerts. Finally, the data was analyzed by using the data analysis software SPSS version 20.

RESULTS AND FINDINGS

　　1) Demographic Profile of the Respondents: See table 1 that presents data firstly, in terms of gender that the major proportion (62.4%) of the surveyed respondents was male; however in contrast, the remaining proportion of over than one third (37.6%) was female. Secondly, in perspective of age, it was found that the great majority (70.3%) was under and up till 30 years old; whereas, the remaining proportion of over than one fourth (31.7%) was above than 30 years old. Additionally, of occupation it was observed that the first highest proportion of more than two fifths of the respondents (42.6%) was student, and the second highest proportion of over than one fourth (28.7%) was a government employee. Whereas, among the remaining number of the respondents, the proportion of 15.8% was non-governmental staff and 12.9% were household. Finally, in regard of education, it was found that the good majority proportion (68.3%) had sought either an undergraduate degree or less; however, the remaining proportion of over than one fourth (31.7%) had education at the graduate level. In this way, summarily, it was found that the typical survey participant was male, up to 30 years old, and he is still a student and already having education at undergraduate level or less than it.

TABLE-1
DEMOGRAPHIC PROFILE OF THE MOBILE PHONE USERS AND HOLDERS

Demographic variable	Number	Percentage%
Gender		
Female	38	37.6
Male	63	62.4

Age group		
30 years and under	70	70.3
Above 30 years	30	31.7
Occupation		
Student	43	42.6
Governmental employee	29	28.7
Non-governmental employee	16	15.8
Household	13	12.9
Education		
Undergraduate and below	69	68.3
Graduate	32	31.7

2) Mobile Phone Users and Holders: See table 2 that mentions data to the mobile phone usage. Accordingly, it was found that almost all (98.0%) the respondents were mobile phone users (89.1% regular, however 8.9% sometimes users). Whereas, the remaining proportion of just 2.0% of the respondents was non-user of mobile phone. Moreover, the proportion of above than ninety percent (94.1%) said they had their own mobile phone. However, just the little proportion of 5.9% was not a holder of a personal mobile phone. When it was asked further from the surveyed respondents about having a type of mobile phone, then the simple majority (56.4%) said that they held a Smartphone mobile. However, the remaining proportion of above than two fifths (43.6%) was holder of a simple mobile phone. Thus, summarily, it was shown in the analyzed data that the typical surveyed respondent was not only regular mobile phone user but also the holder of a personal mobile phone. In addition, the typical mobile phone holder had a Smartphone rather than a simple mobile phone.

TABLE-2
USING AND HAVING MOBILE PHONE

Variables	Number	Percentage %
Mobile phone usage		
Yes	90	89.1
No	2	2.0
Sometimes	9	8.9
Having personal mobile phone		
Yes	95	94.1
No	6	5.9
Having type of mobile phone		
Simple	44	43.6
Smartphone	57	56.4

Further, according to table (3) when it was cross-analyzed to the variable mobile phone type with the demographic variables, then it was observed firstly, in the context of gender that among male respondents the proportion of simple mobile phone holders (79.5%) was higher than Smartphone holders (49.1%). Whereas, in contrast among females the proportion of Smartphone holders was greater (50.9%) than those who had simple mobile phone (20.5%). Secondly, in age it was found that those who were up till 30 years or under 30 years old among them the proportion of simple mobile phone holders was greater (86.4%) than Smartphone holders (57.9%). However, in contrast those who were above 30 years old among them the proportion of Smartphone holders (42.1%) were greater than simple mobile phone holders (42.1%). Thirdly, in regard of education, it surfaced that those who were educated till undergraduate or less among them the proportion of simple mobile phone holders (75.0%) was higher than those who had a Smartphone (63.2%). However, contrary to that those who had graduate education among them the proportion of Smartphone holders (36.8%) were greater than simple mobile phone holders (25.0%). Finally, in perspective of occupation those who were student and those who were private organization employee among them the proportions of simple mobile phone holders (45.5% and 27.3% respectively) were greater than those who had Smartphone (40.4% and 7.0% respectively). Whereas against it, those who were government organization employee and household among them the proportions of Smartphone holders (33.3% and 19.3% respectively) were greater than simple mobile phone holders (22.7% and 4.5%).

TABLE-3
DISTRIBUTION OF THE RESPONDENTS BY MOBILE
PHONE TYPE AND DEMOGRAPHIC VARIABLES

Demographic variable	Simple (%)	Mobile phone type Smart (%)	Total (%)
Gender*			
Male	35 (79.5)	28 (49.1)	63 (62.4)
Female	9 (20.5)	29 (50.9)	38 (37.6)
Total	**44 (100)**	**57 (100)**	**101 (100)**
Age categories$			
30 year old and under	38 (86.4)	33 (57.9)	71 (70.3)
Above 30 year	6 (13.6)	24 (42.1)	30 (29.7)
Total	**44(100)**	**57 (100)**	**101 (100)**
Education level			

Undergraduate and less	33 (75.0)	36 (63.2)	69 (68.3)
Graduate	11 (25.0)	21 (36.8)	32 (31.7)
Total	**44 (100)**	**57 (100)**	**101 (100)**
Occupation§			
Student	20 (45.5)	23 (40.4)	43 (42.6)
Govt. employee	10 (22.7)	19 (33.3)	29 (28.7)
Private employee	12 (27.3)	4 (7.0)	16 (15.8)
Household	2 (4.5)	11 (19.3)	13 (12.9)
Total	**44 (100)**	**57 (100)**	**101 (100)**

*$\chi2$=9.79, *P*.002,df=1;$\$\chi2$=9.63, *P*.002,df =1;§$\chi2$=11.75, *P*.008,df=3.

Conclusively, the data signified that it was more likely that compared with male the females were more Smartphone holders. And in age, those who were above 30 years old were more likely to have Smartphone than those who were under 30 or up till 30 years old. And in regard to education, it was observed that those who were graduates were more likely to have Smartphone than those who had education till undergraduate level or less. Whereas, subject to occupation it was observed that the government employee and household were more likely to have Smartphone. However, against it the student and private organization employee were more likely to be holder of a simple mobile phone.

3) Receiving and Reading Mobile Phone News Alerts: See table 4 that shows findings regarding receiving and reading news alerts on the mobile phone. So first in perspective of receiving news alerts the majority of the mobile phone holders (52.5%) said they receive news alerts. However, the remaining proportion (47.5%) mentioned not receiving news alerts. Second, in regard of reading to the received news alerts, the simple majority (54.7%) expressed that they did not read completely to the received news alerts on their mobile phone; whereas, the remaining proportion of 45.3% said that they not only received those news alerts but also read them (24.5% read completely and 20.8% read sometimes).Thus, summarily, it was observed that the typical mobile phone holder is a receiver of the news alerts, but he is not necessarily read those news alerts completely.

TABLE-4
RECEIVING & READING NEWS ALERTS ON THE MOBILE PHONE

Variables	Number	Percentage%
Receiving news alerts		
Yes	53	52.5
No	48	47.5
Reading alerts completely		
Yes	13	24.5
No	29	54.7
Sometimes	11	20.8

Further, refer to table 5 that present data regarding reading mobile news alerts completely and demographic variables. Accordingly, it was observed firstly, in the regard of gender that among males the proportion of those who read the news alerts completely (100%) was higher than those who read sometimes (54.5%) and those who did not read completely (65.5%). However, on the contrary among females the proportions of those who read sometimes (45.5%), and did not read completely (34.5%) were higher than those who read completely (0.0%). Secondly, in the perspective of age those who were 30 years old or less among them the proportions of those who read news alerts completely (92.3%) and sometimes (90.9%) were higher than those who did not ever read completely (69.0%). Whereas, against it, those who were above 30 years old among them, the proportions of those who read mobile news alerts completely however sometimes (9.1%) and did not read completely (31.0%) were higher than those who read completely (7.7%). Thirdly, in education context it was found that those who had sought under-graduation or less education among them the proportions of those who read completely to the mobile news alerts, however sometimes (63.6%), and those who did not read completely (69.0%) were higher than those who read completely (61.5%). Whereas, conversely, it was found that those who had graduate degree among them the proportion of those who read completely (38.5%) were greater than those who read sometimes (36.4%) and did not read (31.0%). Finally, in respect of occupation, it was observed that those who were student and private organization employee among them the proportions of those who read completely to the mobile news alerts (46.2% and 23.1% respectively) and those who read completely however sometimes (81.8% and 18.2% respectively) were higher than those who did not read (37.9% and 17.2%).On the contrary, however, those who were government organization employee

and household among them the proportions of those who did not read completely to the mobile news alerts were higher (24.1% and 20.7% respectively) than those who read completely but sometimes (0.0% and 0.0% respectively) and read completely (23.1% and 7.7% respectively).

TABLE-5
DISTRIBUTION OF THE RESPONDENTS BY READING MOBILE PHONE NEWS ALERTS AND DEMOGRAPHIC VARIABLES

		Reading news alerts completely		
Demographic variable	Yes (%)	No (%)	Sometimes (%)	Total (%)
Gender*				
Male	13 (100)	19 (65.5)	6 (54.5)	38 (71.7)
Female	0 (0.0)	10 (34.5)	5 (45.5)	15 (28.3)
Total	**13 (100)**	**19 (100)**	**11 (100)**	**51 (100)**
Age categories				
30 year old and under	12 (92.3)	20 (69.0)	10 (90.9)	42 (79.2)
Above 30 year	1 (7.7)	9 (31.0)	1 (9.1)	11 (20.8)
Total	**13 (100)**	**29 (100)**	**11 (100)**	**53 (100)**
Education level				
Undergraduate level and less	8 (61.5)	20 (69.0)	7 (63.6)	35 (66.0)
Graduate	5 (38.5)	9 (31.0)	4 (36.4)	18 (34.0)
Total	**13 (100)**	**29 (100)**	**11 (100)**	**53 (100)**
Occupation				
Student	6 (46.2)	11 (37.9)	9 (81.8)	26 (49.1)
Govt. employee	3 (23.1)	7 (24.1)	0 (0.0)	10 (18.9)
Private employee	3 (23.1)	5 (17.2)	2 (18.2)	10 (18.9)
Household	1 (7.7)	6 (20.7)	0 (0.0)	7 (13.2)
Total	**13 (100)**	**29 (100)**	**11 (100)**	**53 (100)**

*$\chi2$= 7.27, *P*.026, df =2.

Overall the data mentioned that on average male mobile phone holders were the most likely to read the news alerts completely than female mobile phone holders. Moreover, in respect of age those who were up till 30 years old or less were more likely to read mobile news alerts completely than those who were above 30 years old. In addition, as per education it was observed that under-graduated were more likely not to read mobile news alerts completely. However, those who were educated at graduate level were found more likely to read the news alerts completely. Finally, in the perspective of occupation, the data mentioned

that those who were student and private organization employee were more likely to read news alerts completely. Whereas, the government organization staff and household were more likely not reading mobile news alerts completely.

4) Subscription and Ringtone of Mobile Phone News Alerts: Regarding subscription and ringtone of the mobile phone news alerts (see table 6), it was observed that out of the total number of those 53 respondents who received news alerts among them the majority proportion (56.6%) was the subscriber of free news alerts; whereas, the remaining proportion of over than two fifths (43.4%) was subscriber of paid news alerts. Additionally, it was observed that the major proportion of the news alerts receivers (79.2%) subscribed news alerts just from one news alerts company. However, the remaining proportion of slightly over than one fifth (20.8%) received news alerts from more than one company. Finally, it was also known that the majority of the news alerts receivers (52.8%) did not get annoyed due to the ringtone that is sounded in the mobile phone while receiving the news alerts. Whereas, the remaining proportion of 47.2% of the news alerts receivers responded that they get annoyed owing to the news alerts ringtone sounded while receiving news alerts (26.4% get annoyed sometimes).Thus, summarily, it was observed that the typical mobile phone holder is not paid subscriber. Added to that he is a receiver of news alerts just from one news alerts company. And further, typical news alerts receiver did not get annoyed from the ringtones sounded in mobile phone while receiving the news alerts.

TABLE-6
SUBSCRIPTION AND RINGTONE OF THE MOBILE PHONE NEWS ALERTS

Variables	Number	Percentage%
Paid subscriber		
Yes	23	43.4
No	30	56.6
Subscribing more alerts		
Yes	11	20.8
No	42	79.2
Ringtone disturbance		
Yes	11	20.8
No	28	52.8
Sometimes	14	26.4

Moreover, see table (7) that mentions data regarding paid subscription and demographic variables. Firstly, of gender it was found that among male the proportion of free news alerts subscribers (76.7%) on average, was greater than those who were paid subscribers of the news alerts (65.2%). To the contrary, among females on average the proportion of paid news alerts subscribers (34.8%) was greater than free news alerts subscribers (23.3%). Secondly, in regard of the age, it was found that those who were up till 30 years or under 30 years old among them the proportion of free news alerts subscribers was higher (93.3%) than the proportion of paid news alerts subscribers (60.9%). However, those who were above 30 years old among them the proportion of paid news alerts subscribers (39.1%) were greater than those who subscribed news alerts free (6.7%). Thirdly, in the context of education it surfaced that those who were undergraduate or less educated among them the proportion of paid news alerts subscribers (69.6%) were higher than those who subscribed news alerts free (63.3%). Whereas, against it, those who were graduates among them the proportion of free news alerts subscribers (36.7%) were higher than paid news alerts subscribers (30.4%). Finally, subject to occupation it was observed that those who were student and private organization employee among them the proportions of free news alerts subscribers (63.3% and 23.3% respectively) were higher than those who were paid subscribers of the news alerts (30.4% and 13.0%); whereas, those who were government organization employee and household among them the proportions of paid news alerts subscribers (26.1% and 30.4% respectively) were higher than those who were subscribers of free news alerts (13.3% and 0.0 respectively).

Summarily, the findings showed that it was more probable that female mobile phone holders compared with the male mobile phone holders were more paid subscribers of the news alerts. Whereas, in the age context those who were above 30 years old were comparatively more likely to be paid subscribers of the news alerts than those who were up till 30 years old or less. And in the education perspective, it was found that undergraduate or less educated were more likely to be paid subscribers of the news alerts than those who were graduates. Lastly, regarding the occupation of the respondents the data mentioned that government organization employee and household on average were more likely to be paid subscribers of the news alerts than those who were student and private organization employee.

TABLE-7
DISTRIBUTION OF THE RESPONDENTS BY NEWS ALERTS
SUBSCRIPTION AND DEMOGRAPHIC VARIABLES

Demographic variable	Paid subscription		Total (%)
	Yes (%)	No (%)	
Gender			
Male	15 (65.2)	23 (76.7)	38 (71.7)
Female	8 (34.8)	7 (23.3)	15 (28.3)
Total	**23 (100)**	**30 (100)**	**53 (100)**
Age categories$			
30 year old and under	14 (60.9)	28 (93.3)	42 (79.2)
Above 30 year	9 (39.1)	2 (6.7)	11 (20.8)
Total	**23 (100)**	**30 (100)**	**53 (100)**
Education level			
Undergraduate and less	16 (69.6)	19 (63.3)	35 (66.0)
Graduate	7 (30.4)	11 (36.7)	18 (34.0)
Total	**23 (100)**	**30 (100)**	**53 (100)**
Occupation§			
Student	7 (30.4)	19 (63.3)	26 (49.1)
Govt. employee	6 (26.1)	4 (13.3)	10 (18.9)
Private employee	3 (13.0)	7 (23.3)	10 (18.9)
Household	7 (30.4)	0 (0.0)	7 (13.2)
Total	**23 (100)**	**30 (100)**	**53 (100)**

$\$\chi2= 8.34, P.004, df =1; \S\chi2=13.85, P003, df=3.$

CONCLUSION AND DISCUSSION

This study was designed to know first, about the smart mobile phone users and then to highlight upon the characteristics of the readers of mobile phone news alerts, inclusive having insights regarding the paid subscription of the news alerts. Moreover, the purpose was to investigate the influence of some demographic variables like gender, age, occupation, and education upon keeping Smartphone, reading mobile news alerts completely, and paid subscription of the news alerts. In this way, the major findings follow as firstly, regarding demographic profile of the respondents it was found that the typical survey participant was male, up to 30 years old; and he is still a student already having education at undergraduate level or less. In regard of using and having mobile phone it was found that the typical surveyed respondent was not only regular mobile phone user but also the holder of personal mobile phone. In addition, he was a holder of the Smartphone rather than a simple mobile phone. About smart phone users, the data further signified that it was

more likely that compared with the male the female respondents on average were more Smartphone holders. And in age, those who were above 30 years old were more likely to have Smartphone than those who were under 30 or till 30 years old. Whereas, in regard of the education, it was observed that those respondents who were graduates on average were more likely to have Smartphone than those who had education up till undergraduate or less. However, subject to occupation it was seen that the government employees and households on average were more likely to have Smartphone; in contrast the students and private organization employees on average were likely to have a simple mobile phone.

Regarding receiving news alerts and reading them completely, it was found that the typical mobile phone holder (52.5%) is a receiver of news alerts on the mobile phone, and among those (N = 53) 45.3 percent were those who read to the mobile news alerts completely (20.8% out of them read completely, however, sometimes).Moreover, it was found that male mobile phone holders on average were more likely to read mobile news alerts completely than female mobile phone holders. Whereas, in respect of age, those who were up till 30 years old or less were more likely to read the news alerts completely than those who were above 30 years old. In addition, depending on education level, it was observed that those who were under-graduate or less educated on average were more likely not to read mobile phone news alerts completely. However, those who had graduation on average were the most likely to read mobile news alerts completely. Finally, in the perspective of occupation, those who were student and private organization employee on average were more likely to read mobile news alerts completely. To the contrary, those who were government organization staff and household on average were more likely not to read mobile news alerts completely.

About subscription of mobile news alerts it was observed that the typical mobile phone holder is not a paid subscriber. Added to that he is the receiver of the news alerts just from one news alerts company. Further, the findings showed that on average it was more probable that females in comparison to the males on average were more paid subscribers of the news alerts. Whereas, in age context those who were above 30 years old on average were more likely to be paid subscribers of the news alerts than those who were up till 30 years old or less. And according to education level, it was found that the undergraduates or less educated on average were most likely to be paid subscribers of the news alerts than those who were graduates. In the context of occupation, the data mentioned that government organization employee and household on

average were more likely to be paid subscribers of the news alerts than those who were student and private organization staff.

Additionally, it was observed that females, and those who were above than 30 years old, and those who were government organization employee and household on average were more likely to have Smartphone. Thus, it seems that the gender, age, and occupation had a significant impact upon having a Smartphone. Additionally, gender also has a significant impact upon reading mobile phone news alerts. As the news alerts on average were most likely to be read completely by males than females. Finally, regarding subscription of the news alerts, it was surprising to know that up till 30 years or less old respondents on average were most likely to be paid subscriber of the news alerts than those who were above 30 years old. Moreover, those who were government employee and household on average were more likely to be paid subscribers of the news alerts than those who were student and private organization staff. Thus, age and occupation were found having a significant impact upon the paid subscription of the mobile phone news alerts.

Summarily, it is deduced that the kind of community being created in Pakistan, by new media in the form of mobile phone news alerts consumption is that females are having more Smartphone set than males. Further, most probably the Smartphone holders are above than 30 years old and being a government employee and household. In addition, the paid subscription of the news alerts is also being done by those who were a government worker and household. Hence, such findings indicate that financial capacity of the respondents has a significant impact upon keeping a Smartphone. Because, it was found that most probably those who were employed, particularly government organization employee and household were able to afford Smartphone than those who were student and private organization employee. Moreover, males compared to females are found more newshounds. Because, they are more habitual of reading mobile news alerts completely than females. In this way, the community being created by new media in Pakistan stands digitally divided and categorized as information have and have-nots on the basis of their financial capacity and gender. As those who are affluent can have a Smartphone and become paid subscriber of the mobile news alerts. And males are found more being habitual of reading mobile news alerts completely than females.

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