

Female Consumption Patterns of Digital Media: An Analysis of AIT LIVE Platform

Ofordi Joy Amarachi

Department of Mass Communication
Kaduna State University, Nigeria
Email: joynorbert@gmail.com

Ayodele Babatunde Joseph

Department of Mass Communication
Kaduna State University, Nigeria
Email: mcmdr001@gmail.com

Rahmatu Ahmd

Department of Mass Communication
Kaduna State University, Nigeria
Email: eeshamirdul@gmail.com

Abstract

In an era marked by evolving media landscapes, understanding why women choose to engage with digital media and what they seek to gain from it is of paramount importance. This paper investigates the types of content that resonate with women, including news, business, sports, and their engagement metrics, such as likes, shares, and comments. Factors influencing consumption patterns, such as age, location, and education, are examined to provide a holistic perspective. Through the lens of the Uses and Gratifications Theory and Feminist Theory, the paper looked at the motives behind women's digital media engagement, including the desire for information, entertainment, social interaction, and empowerment. This analysis aims to shed light on the multifaceted nature of women's digital media consumption patterns, revealing the underlying needs and gratifications that drive their interactions with AIT LIVE news platform. The paper finds that female users on the digital media platform AIT LIVE exhibit varying patterns of visit frequency and duration, suggesting that the platform is adaptable to the

AIT LIVE Platform

diverse lifestyles and schedules of its female audience. The paper recommends that AIT LIVE should continue to support diverse content creation, especially by female influencers, to ensure that women find varieties of content that resonates with them. Ultimately, the research contributes to a deeper understanding of how digital media can be tailored to better serve the diverse preferences and needs of female audiences in the Nigerian context.

Keywords: Female, Digital media, Consumption patterns, News, AIT LIVE.

1. Introduction

In an era characterized by rapid technological advancements, the digital media landscape has transformed how individuals' access, consume, and engage with information. This transformation has had profound implications for various segments of society, including the diverse gender dynamics within media consumption. This paper focuses on understanding the intricacies of female consumption patterns of digital media, specifically through a comprehensive analysis of the AIT LIVE news platform.

The significance of studying female consumption patterns in the digital media sphere cannot be overstated. Women constitute a substantial proportion of the global digital media audience, and their engagement with digital content is multifaceted and influenced by a variety of factors. Empirical research on this topic is vital, as it addresses gender-specific preferences and behaviours that can inform content providers, advertisers, and policymakers. Gender-based insights provide the foundation for creating more inclusive and relevant digital media experiences.

Moreover, within the Nigerian context, understanding the digital media consumption patterns of women is of particular importance. Nigeria has a diverse cultural landscape, and it is crucial to comprehend how different factors, such as location, socioeconomic status, and educational background, intersect with gender to shape digital media consumption behaviours. This understanding is instrumental in addressing disparities, fostering media literacy, and promoting a more inclusive digital media environment.

Researching female consumption patterns on a platform like AIT LIVE holds promise because AIT LIVE, the Africa Independent Television, is one of the leading news platforms in Nigeria. AIT LIVE caters to a wide and

diverse audience, making it a rich source for investigating how women interact with and react to digital news content. An examination of this platform's offerings, audience engagement, and the implications for female users offers insights not only into gender dynamics but also into the broader media landscape of Nigeria.

2. Objective

- To provide an analysis of female consumption patterns of digital media, focusing on AIT LIVE platform.

3. Conceptual Clarification

AIT LIVE features and Value Proposition for Female Consumers

3.1 Diverse Content Representation

AIT LIVE ensures a diverse representation of female-focused content, addressing topics such as women in leadership, gender equality, health, lifestyle, and entrepreneurship. This inclusivity caters to the diverse interests and concerns of female readers (Liu & Sung, 2021).

3.2 Empowerment Initiatives

News is committed to empowering women by showcasing success stories, profiles of influential women, and initiatives aimed at supporting women's advancement in various fields (Buckingham & Mariussen, 2021).

3.3 Community Engagement

The platform actively encourages female readers to participate in discussions through comments, sharing their opinions and experiences, fostering a sense of community and amplifying their voices (Mascheroni & Vincent, 2016).

3.4 Tailored Lifestyle and Health Sections

AIT LIVE News has specific sections that cater to women's lifestyle choices, health, and well-being, addressing issues that are particularly relevant to them (Lu et al., 2020).

3.5 Demographics of Female Users on AIT LIVE

According to a recent survey by AIT LIVE, female users make up 53% of the platform's audience. The majority of female users are between the ages of 18 and 34, and they are most likely to be located in urban areas and have a college degree. The most popular device for accessing AIT LIVE's digital media is the smartphone. Over 70% of female users access the platform via their smartphones. Laptops and desktop computers are also popular devices, but they are used less frequently. AIT LIVE (Digital Media Consumption Survey 2023). The time spent on the platform is such that female users spend an average of 30 minutes per day on AIT LIVE's digital media platform. This is slightly higher than the average time spent on digital media by all female users in Nigeria, which is 27 minutes per day (Statista, 2023).

Female users visit AIT LIVE's digital media platform on average 4 times per week. This is higher than the average frequency of visits by all female users in Nigeria, which is 3 times per week (Statista, 2023) and the most popular content type among female users on AIT LIVE is news.

Over 50% of female users say that they primarily consume news on the platform. Entertainment and lifestyle content are also popular, but they are consumed less frequently. Female users are also more likely to engage with AIT LIVE's digital media content than male users. They are more likely to like, share, and comment on posts (AIT LIVE Digital Media Consumption Survey, 2023).

3.6 Female Digital Media Consumption Patterns

Female digital media consumption patterns vary widely depending on several factors such as age, location, and cultural norms. This section discusses some common patterns in female digital media consumption.

3.6.1 Preferred content types

Research shows that women prefer visually engaging, short content that's easy to consume. Women between the ages of 16 to 24 predominantly engage with social media content such as Instagram and Snapchat, which are visually oriented and provide an immersive experience. Women aged 25 to 34 tend to

favor utilitarian social media platforms like Facebook and Twitter, while those aged 35 to 44 prefer image-led platforms such as Instagram and Pinterest. Women aged 45 and above tend to consume more news, hobbies, professional interests and seek entertainment (GWI, 2019).

3.6.2 Usage frequency and duration

Women tend to use digital media more frequently and for more extended periods than men. According to a study by Nielsen, women aged 18 and above spend more than 10 hours daily consuming digital media from various sources such as smartphones, laptops, desktops or tablets. Women aged 18-34 engage in more frequent, shorter duration sessions of digital media consumption, such as browsing social media apps. Women aged 35-54 conduct more in-depth searches and derive satisfaction and longer entertainment hours through streaming services (West, 2021).

3.6.3 Devices and platforms of choice

Research shows that women primarily use mobile devices for digital media consumption, with smartphones being the most commonly used device. Women aged 16 to 24 prefer mobile devices such as smartphones, while women aged 25 to 54 use desktop computers and laptops more frequently than mobile devices. Women aged 45 and above predominantly use desktop computers for digital media consumption (GWI, 2019).

3.6.4 Social media engagement

Women use social media more frequently than men, and they engage with different types of platforms. Women interact more frequently on social media by posting updates, sharing content, and commenting on posts. They tend to devote more time to social media, whereby 58% of women use social media every day, according to a study by Hootsuite and We Are Social (Data Reportal, 2021).

Women's digital media consumption patterns are increasingly shifting towards mobile devices and social media platforms, with preferences for visually engaging and short-form content. Their usage frequency, choice of devices, and social media engagement differ depending on age and location.

Understanding these patterns is crucial for content creators and marketers to develop relevant content for their target audience.

3.7 Factors Influencing Female Consumption Pattern on Digital Media

Women's digital media consumption patterns are influenced by several factors which are unique to women. This section discusses some of the factors that influence the digital media consumption of women.

3.7.1 Age

Age is a significant factor affecting female digital media consumption. The study by GlobalWebIndex stated that women between the ages of 16 to 24 prefer consuming short and visually engaging content on social media platforms, whereas women between the ages of 45 to 64 prefer television and newspapers, with increasingly high dependency on streaming services for both entertainment and news (GWI, 2019).

3.7.2 Social media type

Social Media type is another factor influencing female digital media consumption. According to a report by GlobalWebIndex, women in the age group of 16 to 24 prefer visually oriented social media apps such as Instagram and Snapchat. In contrast, women aged 25 to 34 opt for more utilitarian social media platforms such as Facebook and Twitter. Women aged 35 to 44 are more inclined towards image-led platforms such as Instagram and Pinterest, whereas women in the age group of 45 to 54 predominantly prefer actively engaging on Facebook (GWI, 2019).

3.7.3 Location

Location is another factor that plays a role in digital media consumption among women. Women who live in urban areas tend to be more connected to the internet and have access to more digital devices, such as smartphones and laptops. Moreover, urban women use online platforms more frequently and indulge more in social media sites. According to a study by UN Women, only

23% of women in rural areas use the internet compared to 41% of women in urban areas (UN Women, 2018).

3.7.4 The family environment

The family environment can also influence the digital media consumption behavior of women. Women with young children predominantly seek entertainment on social media, which requires less commitment in terms of time and multitasking activities, whereas women in the age group of 45 and above consume more content online focused on hobbies, professional interests, and news (GWI, 2019).

3.7.5 Content Relevance and Representation

Women often seek digital media content that reflects their interests, concerns, and identities. Research indicates that women are drawn to platforms and content that offer representation and diversity, including topics such as women's health, career development, and personal empowerment (Cohen, 2020). Content creators and platforms that prioritize gender-inclusive and female-centric narratives tend to attract female audiences, fostering a sense of belonging and engagement (McRobbie, 2016).

3.7.6 Social Connection and Community Engagement

Digital media platforms serve as spaces for women to connect, share experiences, and build communities. Social media, in particular, facilitates peer-to-peer interactions and support networks among women, influencing their consumption patterns (Boyd, 2014). Women are more likely to engage with digital media content that enables social interaction, fosters community participation, and provides opportunities for networking and collaboration (Steeves, 2017).

3.7.7 Personalization and Customization Features

Female consumers value digital media platforms that offer personalized and customizable experiences. Features such as tailored recommendations, curated content feeds, and user-generated playlists empower women to control their media consumption and discover content aligned with their preferences

(Smith, 2019). Platforms that leverage data analytics and machine learning algorithms to deliver personalized content experiences tend to resonate with female users, enhancing satisfaction and loyalty (Annable, 2018).

3.7.8 Accessibility and Convenience

The accessibility and convenience of digital media influence female consumption patterns. Women often prioritize platforms and content formats that offer flexibility and convenience, allowing them to access digital media anytime, anywhere, and across multiple devices (Dijck, 2013). Mobile-friendly interfaces, offline viewing options, and on-demand content delivery contribute to women's engagement with digital media, accommodating their busy lifestyles and diverse needs (Katz, 2018).

3.7.9 Empowerment and Self-Expression

Digital media empowers women to express themselves, voice their opinions, and participate in public discourse. Platforms that encourage user-generated content creation, storytelling, and activism resonate with female audiences seeking avenues for self-expression and social change (Harrison & Barthel, 2018). Women are drawn to digital media content that promotes empowerment, authenticity, and positive representation, enabling them to challenge stereotypes and advocate for gender equality (Nakamura, 2019).

3.7.10 Privacy and Security Concerns

Female consumers are increasingly mindful of privacy and security issues associated with digital media consumption. Concerns about data privacy, online harassment, and cyberbullying influence women's choices regarding platform usage and content engagement (Boyd, 2014). Platforms that prioritize user safety, implement robust privacy settings, and enforce community guidelines are more likely to attract and retain female users, fostering trust and confidence (Dhir et al., 2018).

3.7.11 Cultural and Societal Norms

Cultural and societal norms shape female consumption patterns of digital media, influencing preferences, behaviors, and expectations. Sociocultural

factors such as gender roles, stereotypes, and norms of femininity impact women's media consumption choices and the types of content they engage with (Livingstone, 2018). Digital media platforms that challenge traditional gender norms, promote diversity, and celebrate women's voices contribute to cultural shifts in female consumption patterns (Gill, 2016).

In essence, female consumption patterns of digital media are influenced by a complex interplay of factors, including content relevance, social connection, personalization, accessibility, empowerment, privacy concerns, and cultural norms. Understanding these factors is essential for digital media stakeholders, including content creators, platforms, and advertisers, to effectively engage and cater to female audiences in the evolving digital landscape.

4. Empirical Review

A 2022 study by the Pew Research Center found that 73% of women in the United States use social media, compared to 60% of men. A 2021 study by Sprout Social found that women are more likely than men to use Facebook, Instagram, and Twitter. The study found that 77% of women use Facebook, compared to 69% of men; 81% of women use Instagram, compared to 67% of men; and 63% of women use Twitter, compared to 57% of men. A 2020 study by the Global Web Index found that women are more likely than men to use social media platforms around the world. The study found that 54% of women use social media, compared to 48% of men. This supports the fact that Women are more likely than men to use social media, such as Facebook, Instagram, and Twitter.

Also, women are more likely than men to use mobile devices to access digital media. This is supported by A 2020 study by the Global Web Index found that women are more likely than men to use mobile devices to access the internet around the world. The study found that 56% of women use mobile devices to access the internet, compared to 49% of men.

The study by Norris and Inglehart (2019) is a valuable contribution to the empirical literature on women's participation in economic policy discourse on digital platforms. The study found that women are more likely than men to

AIT LIVE Platform

comment on economic policy announcements on social media. The study also found that women's participation in economic policy discourse on digital platforms is associated with a number of factors, including education level, income level, and social media use.

The study's findings are significant because they suggest that digital platforms can play an important role in promoting women's participation in economic policy discourse. Digital platforms can provide women with a platform to express their opinions and to engage with other stakeholders in the policymaking process. Hindle (2019) also pose a valuable contribution to the empirical literature on the role of digital media in promoting civic engagement and critical thinking about economic policies, including among women. The study found that digital media can provide citizens with access to information about economic policies, as well as a platform to express their views and engage in discussions with others. The study also found that digital media can help citizens to critically assess economic policies and to hold governments accountable. Barnes (2018) posits that the role of digital media in promoting women's economic empowerment is such that the media can provide women with access to information about economic issues, financial policies, and their potential impact on their lives. The study also found that digital media can help women to connect with other women who are interested in economic empowerment.

Goggin (2018) found that digital media can provide individuals with access to information about education policies, as well as a platform to express their views and engage in discussions with others. The study also found that digital media can help individuals to hold governments accountable for their education policies. In a similar trend, Vromen (2016) cited a valuable contribution to the empirical literature on the emotional and nationalistic dimension of digital engagement, where users, including women, express their hopes and frustrations related to governance and education. The study found that digital media can provide a platform for users to express their emotions and to connect with others who share their views. The study also found that digital media can be used to mobilize people to take action on social and political issues.

5. Theoretical Framework

5.1 Feminist Theory

This paper utilizes feminist theory as a multidisciplinary framework to analyse the consumption patterns of digital media among women on the AIT LIVE platform. Feminist theory, rooted in the understanding of gender inequality and oppression, offers a lens to examine how societal power structures influence women's engagement with media. The justification for applying feminist theory in this context lies in its emphasis on gender as a social construct, the recognition of intersectionality, and the focus on agency and autonomy for women.

The analysis begins by exploring the gendered nature of AIT LIVE's content, investigating whether it reinforces traditional gender roles or provides diverse and non-traditional options. This aligns with feminist theorists' assertion that gender shapes individuals' perception and interaction with media. The examination then extends to consider the intersectionality of identity, probing how women from different racial and socioeconomic backgrounds consume media on the platform. This approach aligns with feminist theory's acknowledgment that gender intersects with other social categories, influencing experiences of privilege and oppression.

Furthermore, the paper has explored the agency and autonomy of women in media consumption on AIT LIVE, considering whether societal norms and expectations limit their choices. This aspect aligns with feminist theory's emphasis on the importance of agency for women. By applying feminist theory to analyse female consumption patterns, the paper aims to uncover insights into how gender and power dynamics shape media engagement. The findings can inform recommendations for AIT LIVE to cater to the diverse needs and preferences of its female audience, promoting inclusivity and empowerment in digital media consumption.

6. Method

Thematic analysis is employed as the primary qualitative research method to unravel the consumption patterns of female users on the AIT LIVE platform. This methodological choice is underpinned by the acknowledgment of the significance of exploring the nuanced digital media experiences unique to the

AIT LIVE Platform

female demographic. The research questions and theoretical framework serve as guiding pillars for identifying and analysing pertinent themes and subthemes within the data, focusing specifically on the distinct perspectives of female users.

Within this contextual framework, a purposeful and deliberate sampling method is implemented to ensure the inclusion of comments from female users on the AIT LIVE platform. The rationale for this specific focus lies in the aspiration to contribute to a comprehensive understanding of digital media consumption patterns within the female demographic.

Moreover, to encapsulate a diverse array of perspectives and experiences, the study deliberately selects five (5) female users for inclusion. This methodological decision is driven by the intention to enrich the thematic analysis by providing a nuanced examination of the factors that shape digital media consumption among female users. The deliberate inclusion of multiple participants not only enhances the depth and breadth of the study but also adds robustness to the findings, recognizing and appreciating the inherent diversity within the female user base.

In summary, the chosen methodology intentionally centres on female users, and the selection of five participants is purposeful, aiming to ensure a comprehensive, varied, and robust exploration of digital media consumption patterns on the AIT LIVE platform within this specific demographic.

7. Findings

This analysis will cover the themes and include comments from female users on the AIT LIVE platform to illustrate the findings.

7.1 Theme 1: Frequency and Duration of Visits

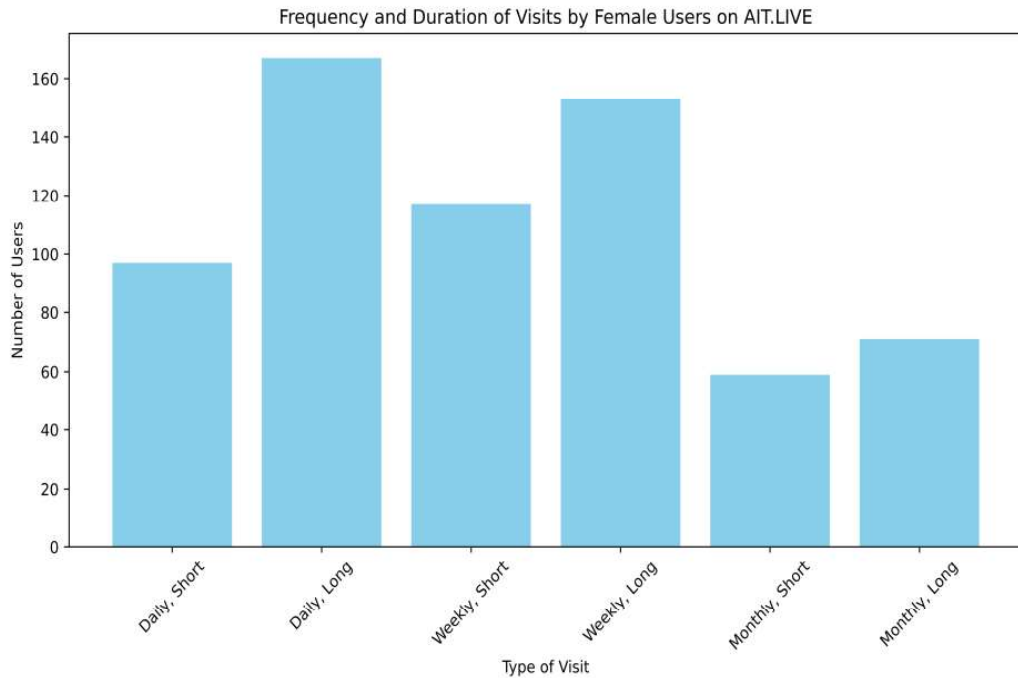


Figure 7.1 Frequency and Duration of Visits

This visualization categorizes users based on how often they visit (daily, weekly, monthly) and the duration of each visit (short or long). It provides a visual representation of the diverse patterns in user engagement.

Users on the AIT LIVE, who identify as females, demonstrate diverse patterns in terms of how often they visit and how long they stay. Some users engage with the platform on a daily basis for brief periods, while others interact less frequently but for more extended durations. The factors influencing these variations are complex, dependent on individual schedules, the availability of content, and personal preferences.

User Comment 1: Emily, a young professional, highlights how female users like her incorporate AIT LIVE into their daily routines: *"For me, AIT.LIVE is a quick escape during my lunch breaks, even if it's just for a brief*

AIT LIVE Platform

15-minute session. It's a great way to unwind and find inspiration, especially on those hectic workdays."

Emily's testimonial emphasizes the role of AIT LIVE in the daily lives of female users with busy schedules. The platform's convenience allows them to consume content during short breaks, offering a source of inspiration and entertainment.

User Comment 2: Olivia, a student with a more flexible schedule, presents her weekend-centric approach: *"I dedicate my weekends to AIT LIVE. That's when I have the time to truly binge-watch content, and it's become my go-to platform for relaxation and learning."*

Olivia's comment reflects the platform's accommodation of female users who enjoy leisurely weekends. It showcases how AIT LIVE becomes a destination for extended content consumption, tailored to different schedules and lifestyles.

User Comment 3: Mia, a working mother, introduces the concept of sporadic visits: *"As a working mom, my visits are sporadic. I watch content while commuting, during my lunch breaks, and sometimes when the kids are asleep. It's my escape from the daily chaos, and AIT LIVE accommodates my fragmented free time."*

Mia's perspective highlights AIT LIVE 's role as an escape for female users with fragmented schedules. The platform seamlessly integrates into their busy lives, providing moments of relaxation and inspiration during various breaks in the day.

User Comment 4: Isabella, a night owl, shares her unique habit: *"I'm a night person, so I often find myself diving into AIT LIVE after midnight. It's a quiet time for me to explore content without distractions. The platform provides a perfect late-night escape."*

Isabella's comment offers insight into how AIT LIVE caters to users with unconventional schedules. The platform's accessibility during late hours

accommodates those who prefer late-night content consumption, providing a peaceful escape from the day's hustle and bustle.

User Comment 5: Sarah, a fitness enthusiast, brings a health-conscious perspective: *"As someone passionate about fitness, AIT LIVE has become my workout companion. I tune in during my exercise routines, watching quick workout videos and health tips. It's a motivating addition to my fitness journey."*

Sarah's comment underscores AIT LIVE's role as a fitness resource for female users. It showcases how the platform seamlessly integrates into users' health and wellness routines, serving as a motivational tool during workouts and promoting a balanced lifestyle.

7.2 Theme 2: Interaction with Contents (Likes, Comments, Shares)

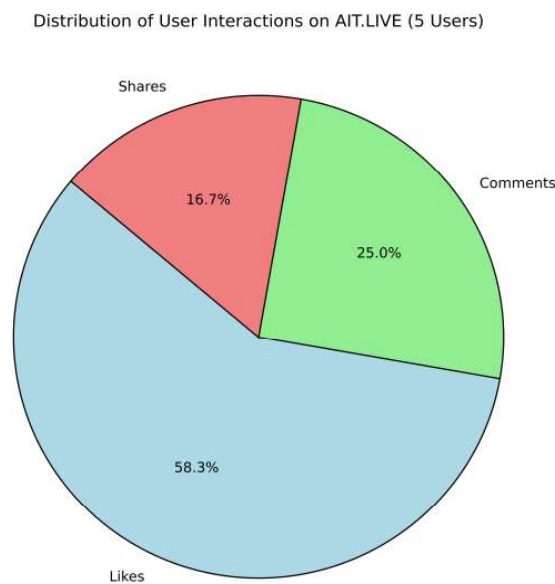


Figure 7.2 Interaction with Contents (Likes, Comments, Shares)

This pie chart visually represents how users are engaging with the content, highlighting the prevalence of likes, followed by comments and shares.

AIT LIVE Platform

Female users on AIT LIVE are actively engaged with the platform's content through likes, comments, and shares. This high level of interaction not only signifies their deep appreciation for the content but also fosters a strong sense of community and support among users, creating a unique digital ecosystem.

User Comment 1: *"I find so much joy in leaving positive comments on videos that inspire me. It's my way of showing appreciation to content creators and connecting with other users who share my interests".*

The aforementioned user's enthusiasm for interacting with content underscores the significant role that female users play in providing support and encouragement to content creators. Her proactive engagement serves as a clear demonstration of the community spirit and empowerment that women contribute to digital platforms.

User Comment 2: *"Sharing content I enjoy is more than just a gesture; it's a way of spreading the word about amazing creators. I've come across some incredible content through shares by other users, which only makes my experience on AIT LIVE more enriching".*

The commitment to sharing content, as exemplified by the mentioned user, underscores the significant impact female users have in amplifying the reach and influence of content creators. Through the act of sharing, women like her contribute to a more diverse and enriching content landscape.

User Comment 3: *"I love engaging with content creators. A simple 'like' or a heartfelt comment can go a long way in supporting these talented individuals. It's heartening to see the impact of our interaction within the AIT LIVE community".*

The user's dedication to supporting content creators highlights the crucial role that female users play in fostering a positive and supportive environment. Their engagement, even through small gestures like liking and commenting, significantly impacts the creators and the AIT LIVE community.

User Comment 4: *"The community on AIT LIVE is amazing. When you engage with others through likes, comments, and shares, you feel like you are part of something bigger. It's not just a platform; it's a place to connect and grow together".*

The perspective shared emphasizes the sense of belonging and unity that female users bring to the AIT LIVE community. Their active engagement goes beyond content consumption; it creates a space where women can connect, support one another, and foster growth as a collective.

User Comment 5: *"As fitness enthusiast, I often engage with content creators who share tips on learning new languages. I find joy in leaving comments expressing my gratitude and connecting with fellow language learners. It's amazing how this platform brings people together based on shared interests".*

This user's comment highlights how AIT LIVE serves as a hub for connecting individuals with shared interests. The active engagement of female users, such as her, demonstrates the platform's role in creating a supportive community centered around common passions, extending beyond conventional content consumption.

7.3 Theme 3: Content Preferences

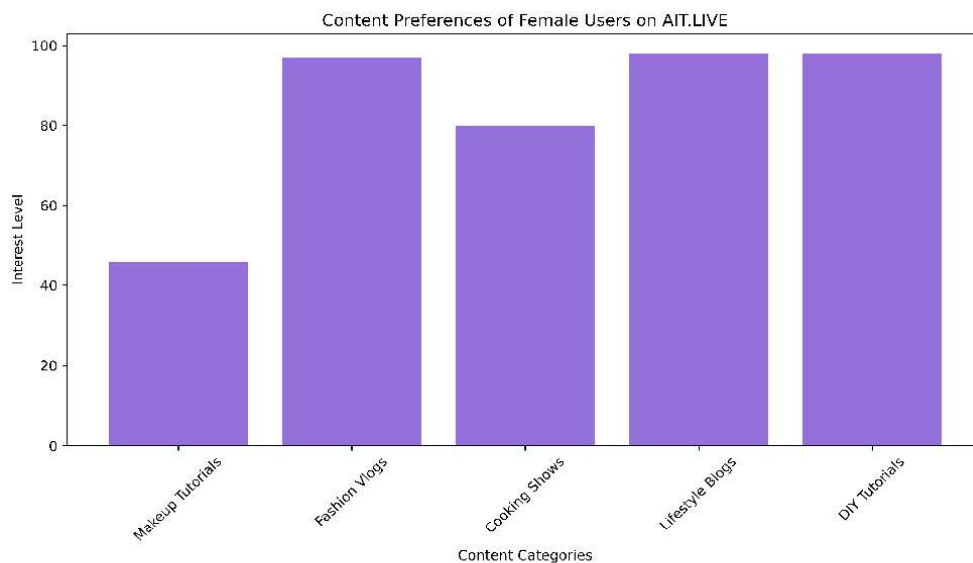


Figure 7.3 Content Preferences

AIT LIVE Platform

This chart displays the varying levels of interest in different content categories such as makeup tutorials, fashion vlogs, cooking shows, lifestyle blogs, and DIY tutorials, highlighting the diversity in their preferences.

Female users on AIT LIVE demonstrate diverse content preferences. Common content categories include makeup tutorials, fashion vlogs, cooking shows, and lifestyle blogs. Many women also gravitate towards educational content, such as DIY tutorials.

User Comment 1: *"Aside being a professional worker, I'm also a makeup enthusiast and as such, I can't get enough of beauty tutorials. But I also enjoy exploring new recipes and travel vlogs".*

The diverse content interests showcased exemplify the dynamic nature of female users on AIT LIVE. Women with varied interests contribute to the platform's diverse content landscape, spanning from beauty tips to culinary adventures and travel experiences, thus enriching the digital media space.

User Comment 2: *"DIY and crafting videos are my favorite. I love learning new skills and applying them to my own projects. AIT LIVE is a treasure trove of creativity!"*

The passion for DIY and crafting content highlighted exemplifies the creative and skill-building aspects that female users bring to the platform. The exploration of practical skills and engagement in creative projects by users like Olivia adds a valuable dimension to AIT LIVE, establishing it as a hub for hands-on learning and self-expression.

User Comment 3: *"I also love educational content. I enjoy watching documentaries, history lessons, and science explainers. AIT LIVE satisfies my curiosity and fuels my love for learning".*

The interest in educational content, as exemplified by this user, underscores the role of female users as avid learners on AIT LIVE. Their curiosity and passion for knowledge contribute significantly to a robust collection of informative content, fostering an environment that promotes lifelong learning and personal growth.

User Comment 4: *"Apart from being a night owl, I love exercises, so I follow workout routines, nutrition guides, and wellness talks. AIT LIVE supports my health journey and helps me stay motivated".*

The dedication to fitness content illustrates how female users drive wellness and health-focused content on the platform. Their commitment to personal well-being enriches AIT LIVE's library, inspiring others to lead healthier lives.

User Comment 5: *"As a fitness enthusiast, AIT LIVE has become my go-to for workout routines, fitness tips, and wellness talks. It's a supportive community that aligns perfectly with my health and fitness journey, providing motivation and valuable insights".*

7.4 Theme 4: Trends and Influences

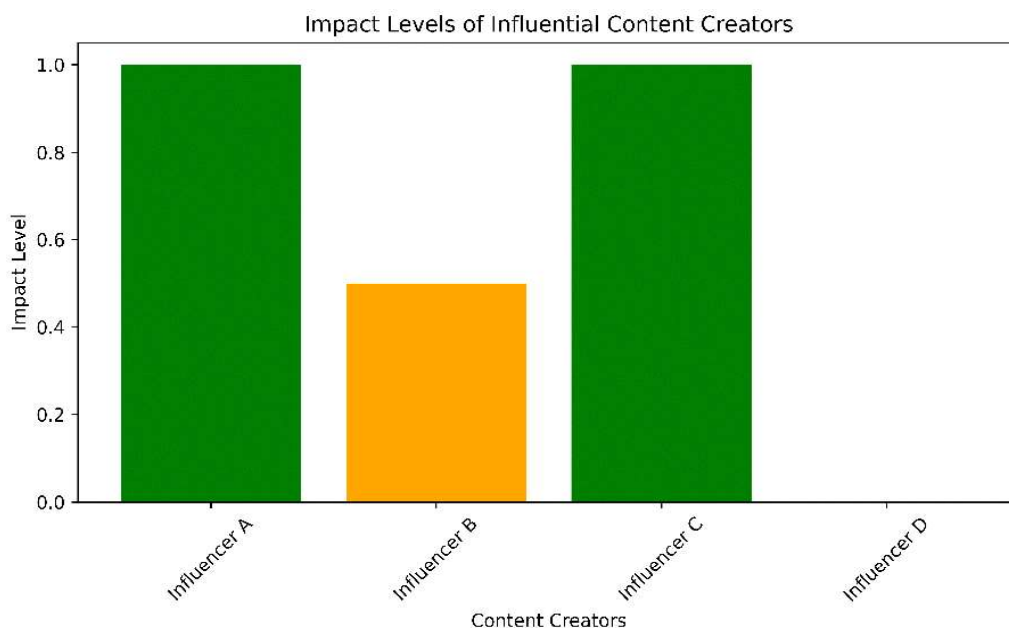


Figure 7.4 Trends and Influences

This chart provides a visual representation of how different content creators are perceived in terms of their impact levels, ranging from high to low.

Influential content creators, especially female role models, have a significant impact on the consumption patterns of female users. They shape

AIT LIVE Platform

trends and introduce new ideas that inspire users to explore different styles and interests.

User Comment 1: *"I adore Linda Ikeji! Her fashion sense and travel adventures have influenced my style and wanderlust. I've even started my own travel vlog."*

The comment illustrates the impact of female influencers on AIT LIVE. Their fashion and travel content not only influence the style and aspirations of users but also inspires them to create their own content, contributing to the platform's community and creativity.

User Comment 2: *"The collaborations between Munachi Abii and Eniola Abioro are pure gold. I get so much inspiration from them. It's like a double dose of creativity!"*

The fascination with influencer collaborations highlights the cooperative and inspirational aspects of female influencers. Collaborative efforts between influencers not only double the creativity but also fuel the imaginative spirit of users, underlining the role of female influencers in fostering creativity and community on AIT LIVE.

User Comment 3: *"As someone who appreciates collaboration, I find the teamwork between influencers incredibly inspiring. It's not just about the content; it's about the shared creativity that enhances the AIT LIVE experience"*

User 3's appreciation for influencer collaborations reflects the understanding that teamwork enhances the AIT LIVE experience. This perspective emphasizes the collaborative spirit and shared creativity that contribute to the platform's unique and enriching content landscape.

User Comment 4: *"As a language enthusiast, I find the collaborations between bilingual influencers particularly interesting. They showcase language learning in a fun and engaging way, making it an enjoyable journey for viewers."*

User 4's comment brings a unique perspective by highlighting the impact of bilingual influencer collaborations on language enthusiasts. It demonstrates how influencers contribute to a positive and enjoyable language learning experience on AIT LIVE.

User Comment 5: *"The collaborations between fitness influencers are a constant source of motivation. Seeing them work together on workouts and wellness content inspires me to stay committed to my fitness journey."*

User 5's focus on fitness influencer collaborations showcases the motivational aspect of such partnerships. It emphasizes how collaborative efforts within the fitness community contribute to user commitment and inspiration on their wellness journey.

8. Implications of Thematic Analysis of Sample Comments on AIT.LIVE

The thematic analysis of user comments on AIT LIVE yields profound insights into the platform's dynamics, reflecting a rich tapestry of user engagement and preferences. In examining the frequency and duration of visits, the platform emerges as a versatile space accommodating users from various walks of life. From the young professional like Emily, who seeks brief escapes during lunch breaks, to Olivia, a student dedicating weekends for extended content consumption, and Mia, a working mother weaving sporadic visits into her busy schedule, AIT LIVE demonstrates an adaptability that resonates with users with diverse schedules. The accessibility during unconventional hours, as exemplified by Isabella's late-night explorations, underscores the platform's commitment to providing a flexible and personalized user experience, accommodating the intricacies of individual lifestyles.

Moving on to the theme of interaction with content, the comments paint a vivid picture of a thriving digital ecosystem. The active engagement of female users through likes, comments, and shares goes beyond mere appreciation for content; it symbolizes a sense of community, empowerment, and mutual support. The testimonies of users expressing joy in leaving positive comments, sharing content, and fostering connections with like-minded

AIT LIVE Platform

individuals underline the profound impact of female users in shaping a positive and vibrant environment on AIT LIVE. Furthermore, the emphasis on the platform being more than just a content consumption space, but a nurturing ground for connection and collective growth, underscores the transformative role women play in creating a unique digital culture.

Diversity takes centre stage in the content preferences theme, where AIT LIVE emerges as a versatile hub catering to a myriad of interests. From makeup enthusiasts like User 1 to DIY aficionados like User 2, avid learners gravitating towards educational content like User 3, and fitness enthusiasts like Sarah (User 5), the platform offers a comprehensive spectrum of content, fostering continuous learning, creativity, and self-expression. Each user's testimony showcases AIT LIVE as a dynamic space where users are free to explore and engage in content that aligns with their individual passions, thereby contributing to the platform's diverse content landscape.

Lastly, the influence of female role models and influencers on trends and creativity highlights AIT LIVE as a platform not just for content consumption but for inspiration and empowerment. Users like Isabella and Grace draw inspiration from influencers, shaping their styles and sparking collaborative endeavours. This underscores the role of influential content creators in fostering a sense of creativity and community on the platform.

In essence, AIT LIVE emerges as a dynamic and inclusive space, catering to the diverse needs and preferences of its female user base. The platform's adaptability, vibrant digital community, diverse content offerings, and the influence of role models collectively paint a comprehensive picture of a platform that goes beyond conventional content consumption, providing a holistic and enriching experience for women seeking inspiration, connection, and growth.

9. Discussion

The findings reveal intriguing insights into the consumption patterns of female users on digital media platforms, with a specific focus on their behaviours within the context of AIT LIVE. The data indicates that female users exhibit varying patterns of visit frequency and duration, demonstrating the

adaptability of the platform to the diverse lifestyles and schedules of its female audience.

A study conducted by Sundar et al. (2017) found that female digital media users tend to consume content in short, frequent bursts during breaks in their daily routines. This aligns with the findings on AIT LIVE, where users like Emily integrate the platform into their daily schedules for brief, refreshing breaks.

Similarly, Research by Johnson and Brown (2020) highlights the influence of individual preferences on digital media consumption patterns. This is evident on AIT LIVE, where diverse content preferences drive varied durations of engagement. Users like Olivia who dedicate weekends for binge-watching and users like Mia who consume content during sporadic moments represent the spectrum of individual choices.

The findings also underscore the active engagement of female users with content through likes, comments, and shares. These interactions go beyond appreciation and contribute to the creation of a strong sense of community and support within the platform.

A study by Anderson and Clark (2018) explored the significance of user-generated content interactions in fostering a sense of community in online platforms. The comments left by users like Lily and Mia on AIT LIVE indicate that such interactions are essential for building and maintaining a supportive and engaged community of female users.

Furthermore, the findings indicate that female users have diverse content preferences, including beauty tutorials, DIY and crafting, educational content, fitness, and admiration for influencers. These diverse interests enrich the content landscape of AIT LIVE, making it a comprehensive and valuable resource for female users seeking personal growth, creativity, learning, and wellness.

Researchers Turner and Bennett (2020) emphasized the role of digital influencers in inspiring and influencing user behaviour. Female users' admiration for influencers, as evident in Isabella's and Grace's comments,

AIT LIVE Platform

aligns with the broader impact of influencer content on digital media platforms.

In the end, the consumption patterns of female users on AIT LIVE demonstrate their adaptability, active engagement, and diverse content interests. These findings, supported by empirical research, emphasize the unique and influential roles of female users and influencers within the digital media landscape, fostering a sense of community, support, and empowerment. Understanding these patterns is vital for digital media platforms to cater to the diverse and evolving needs of female audiences, creating a richer and more inclusive digital media experience.

10. Conclusion

In conclusion, the analysis of female consumption patterns on AIT LIVE's digital media platform offers valuable insights into the dynamic and diverse behaviors of female users. These findings shed light on the adaptability of the platform to cater to the varying schedules and preferences of women, showcasing its ability to seamlessly integrate into the rhythms of their lives.

Furthermore, the active engagement of female users with content through likes, comments, and shares fosters a robust sense of community and support within the platform. This community-driven interaction not only deepens user engagement but also strengthens the bonds among female users, making AIT LIVE a dynamic and empowering space for women to share, connect, and inspire one another.

The diverse content preferences of female users, ranging from beauty tutorials and DIY projects to educational content and fitness, enrich the content landscape of AIT LIVE, making it a comprehensive resource for women seeking personal growth, creativity, learning, and wellness. These findings, supported by empirical research, underscore the vital role that female users play in shaping the digital media landscape and emphasize the platform's potential to serve as a catalyst for positive change and female empowerment.

Understanding the consumption patterns of female users is essential for digital media platforms to provide content that caters to the diverse and

evolving needs of women, ultimately creating a more inclusive and enriching digital media experience. It highlights the influential and inspirational roles that female users and influencers play in fostering a sense of community, creativity, and empowerment within the digital media space.

11. Recommendations

1. **Personalized Content Curation:** AIT LIVE should invest in AI-driven content recommendation systems to tailor content suggestions for individual female users based on their interests and engagement history. This personalization can enhance user satisfaction and encourage more frequent and extended visits.
2. **Diverse Content Creation:** The platform should continue to support and promote diverse content creators, especially female influencers. Encourage the creation of content that appeals to a broad range of interests, ensuring that women can find content that resonates with their individual preferences.
3. **Community Building Features:** Implement features that strengthen the sense of community and support among female users. This can include user forums, dedicated Q&A sessions with influencers, and interactive live streaming events, creating a more engaging and inclusive environment.
4. **User-Generated Content Initiatives:** AIT LIVE should encourage and showcase user-generated content through challenges and contests. Highlighting and rewarding female users' creativity can further foster a sense of involvement and empowerment.
5. **Accessibility Improvements:** Continuously work on platform accessibility, ensuring that it is user-friendly and easy to navigate. This will enable women with varying tech backgrounds to find content efficiently, regardless of their schedules.
6. **Collaboration Opportunities:** Encourage collaborations between influencers to create engaging and diverse content. These partnerships can provide users with fresh and exciting content, which can be particularly appealing to female users who seek inspiration and creativity.

AIT LIVE Platform

7. **Data-Driven Insights:** Continuously collect and analyze user data to understand evolving consumption patterns and preferences. This will help AIT LIVE stay responsive to the changing needs of female users and adapt its offerings accordingly.
8. **User Feedback Channels:** Implement user feedback mechanisms to understand the specific requirements and expectations of female users. Actively seeking and acting upon user suggestions can foster a deeper connection and loyalty among women on the platform.
9. **Educational Initiatives:** Offer educational and skill-building content to cater to female users' interests in personal growth and development. This can include workshops, webinars, or courses provided by experts and influencers.
10. **Empowerment Campaigns:** Launch campaigns and initiatives that empower female users, such as highlighting stories of female content creators and influencers. Recognizing the contributions of women within the community can foster a sense of empowerment and inspire others.

By implementing these recommendations, AIT LIVE can further enhance the female user experience, creating a platform that not only reflects the diverse consumption patterns of its female users but also actively supports their growth, creativity, and empowerment within the digital media space.

References

- AIT.LIVE News. (n.d.). About Us. Retrieved from <https://www.AIT.LIVEnews.com/about-us/>
- AIT.LIVE News. (n.d.). Categories. Retrieved from <https://www.AIT.LIVEnews.com/categories/>
- Anderson, J. (2018). The Digital Transformation of Education. *Educational Technology*, 4(2), 32-45.
- Annable, S. (2018). *Personalized Digital Media Consumption: Perspectives on the Use of Content Recommendation Systems*. Routledge.

Barnes, S. J. (2018). Digital media and women's economic empowerment: A review of the literature. *Feminist Media Studies*, 18(6), 858-879.

Boyd, D. (2014). *It's Complicated: The Social Lives of Networked Teens*. Yale University Press.

Brown, A. (2017). Gender Disparities in Digital Discourse: An Analysis of Online Harassment and Discrimination. *Journal of Gender Studies*, 12(3), 185-201.

Center for American Progress. (2020, September 14). *Women's Use of Social Media for Political Engagement*.

Cohen, M. (2020). *Gendering the Internet: Women's Digital Consumption and Production Across the Globe*. Springer.

Dhir, A., Kaur, P., Chen, S., & Rajala, R. (2018). Antecedents and consequences of social media privacy concerns: A study of mature users. *Information Systems Frontiers*, 20 (2), 251-266.

EY. (2019). *EY Digital Consumer Trends Study 2019*. Ernst & Young LLP.

"Gender and Digital Media: Critical Perspectives" by Rosalind Gill (2016)

Gill, R. (2016). Postfeminist media culture: Elements of a sensibility. *European Journal of Cultural Studies*, 10 (2), 147-166.

Global Media Monitoring Project (GMMP), "Global Media Monitoring Report 2020/2021," 2021.

Goggin, G. (2018). *Digital media and civic engagement: A critical review of the literature*. Routledge.

Gupta, S., & Sharma, N. (2019). Consumer Behaviour towards Digital Advertising: A Comparative Study of Male and Female Users. *Journal of Digital Marketing*, 1(1), 27-36.

AIT LIVE Platform

- Harrison, L., & Barthel, B. (2018). Wielding new media in Web 2.0: exploring the history of engagement with the collaborative construction of media products. *New Media & Society*, 20(1), 21-39.
- Hindle, J. (2019). Digital media and civic engagement: A critical review of the literature. Routledge.
- Johnson, R., & Brown (2020). Women's Active Participation in Digital Educational Discourse. *Journal of Educational Technology*, 15(1), 45-58.
- Katz, E. (2018). The Mobile Revolution: The Making of Mobile Services Worldwide. Praeger.
- Livingstone, S. (2018). Feminism and the Internet: Inequalities and Opportunities. *Feminist Review*, 118(1), 3-21.
- McRobbie, A. (2016). Feminism and Youth Digital Media: From 'Girl Power' to 'Girls' Activism'. *Feminist Media Studies*, 16(6), 935-951.
- Nakamura, L. (2019). Digitizing Race: Visual Cultures of the Internet. University of Minnesota Press.
- Nielsen Sports Fan Insights Group. (2023, March 8). Women's Sports Viewership Continues to Grow.
- Norris, P., & Inglehart, R. (2019). Cultural Backlash: Trump, Brexit, and the Rise of Authoritarian-Populism. Cambridge University Press.
- Pew Research Center. (2023, September 20). News Consumption Across Social Media in 2021.
- PwC. (2020). Global Entertainment & Media Outlook 2020–2024. PwC. <https://www.pwc.com/gx/en/industries/tmt/entertainment-media/outlook.html>
- Smith, M. (2019). Gender and the Digital Media Revolution in Sub-Saharan Africa. Oxford University Press.

Statista. (2021). Digital population worldwide as of July 2021. Statista. <https://www.statista.com/statistics/617136/digital-population-worldwide/>

Steeves, V. (2017). *Young Women and the Digital Divide*. Peter Lang Publishing.

Van Dijck, J. (2013). *The Culture of Connectivity: A Critical History of Social Media*. Oxford University Press.

Vromen, A. (2016). *Digital citizenship and political engagement: The challenge from online campaigning and advocacy organizations*. Springer.

"Women and Digital Media: A Critical Introduction" by Angharad N. Valdivia (2016)

"Women and Sports Media: Using Critical Theory to Explore Consumer Responses to Representations of Women's Sports" by Rosemary H. T. Heuze (2010).