

CHAPTER –VII
FINDINGS, SUMMARY AND CONCLUSION

7.1 ANALYSIS OF DATA

The analysis constitutes the central segment of the study. Here, the data has been analyzed and subjected to appropriate statistical tests so as to get insight into the objectives of study. Such an analysis while studying the expansion of new media will provide explanations for the opportunities and challenges to youth even as this new medium descends from the firmament and becomes embedded in everyday youth life.

7.1.1 NEW MEDIA AND YOUTH OF NEW DELHI

Table7.1: Distribution of the respondents on the basis of the new media usage.

| Sl. No. | New media tool | Type of uses | Frequency | % |
|---------|----------------|------------------|---------------|-------|
| 1. | Any new media | Don't use at all | 0 | 0 |
| 2. | Facebook | Don't use at all | 29 | 6.44 |
| 3. | Whatsapp | Don't use at all | 18 | 4.00 |
| 4. | Youtube | Don't use at all | 77 | 17.11 |
| 5. | Blog | Don't use at all | 168 | 37.33 |
| 6. | Twitter | Don't use at all | 132 | 29.33 |
| 7. | Instagram | Don't use at all | 97 | 21.55 |
| 8. | LinkedIn | Don't use at all | 138 | 30.67 |
| 9. | Other websites | Don't use at all | 23 | 5.11 |
| 10. | Facebook | Occasionally | 227 | 50.44 |
| 11. | Whatsapp | | 41 | 9.11 |
| 12. | Youtube | | 61 | 13.55 |
| 13. | Blog | | 206 | 45.78 |
| 14. | Twitter | | 203 | 45.11 |
| 15. | Instagram | | 257 | 57.11 |
| 16. | LinkedIn | | 228 | 50.67 |
| 17. | Other websites | | 161 | 35.78 |
| 18. | Facebook | | Up to an Hour | 101 |

| | | | | |
|-----|----------------|----------------|-----|-------|
| 19. | Whatsapp | | 52 | 11.55 |
| 20. | Youtube | | 46 | 10.22 |
| 21. | Blog | | 61 | 13.55 |
| 22. | Twitter | | 106 | 23.55 |
| 23. | Instagram | | 93 | 20.67 |
| 24. | LinkedIn | | 31 | 6.89 |
| 25. | Other websites | | 128 | 28.44 |
| 26. | Facebook | 1 to 6 hours | 86 | 19.11 |
| 27. | Whatsapp | | 193 | 42.89 |
| 28. | Youtube | | 205 | 45.55 |
| 29. | Blog | | 15 | 3.33 |
| 30. | Twitter | | 9 | 2.00 |
| 31. | Instagram | | 3 | 0.67 |
| 32. | LinkedIn | | 53 | 11.78 |
| 33. | Other websites | | 96 | 21.33 |
| 34. | Facebook | 7 to 12 hours | 7 | 1.55 |
| 35. | Whatsapp | | 112 | 24.89 |
| 36. | Youtube | | 61 | 13.55 |
| 37. | Blog | | 0 | 0 |
| 38. | Twitter | | 0 | 0 |
| 39. | Instagram | | 0 | 0 |
| 40. | LinkedIn | | 0 | 0 |
| 41. | Other websites | | 42 | 9.33 |
| 42. | Facebook | Above 12 hours | 0 | 0 |
| 43. | Whatsapp | | 34 | 7.55 |
| 44. | Youtube | | 0 | 0 |
| 45. | Blog | | 0 | 0 |
| 46. | Twitter | | 0 | 0 |
| 47. | Instagram | | 0 | 0 |
| 48. | LinkedIn | | 0 | 0 |
| 49. | Other websites | | 0 | 0 |

New media broadcast content through connection and conversation. It enables people around the world to share, comment on, and discuss a wide variety of topics. Unlike any of past technologies, therefore, researcher came across to the respondent of New Delhi to know about time spent on various websites.

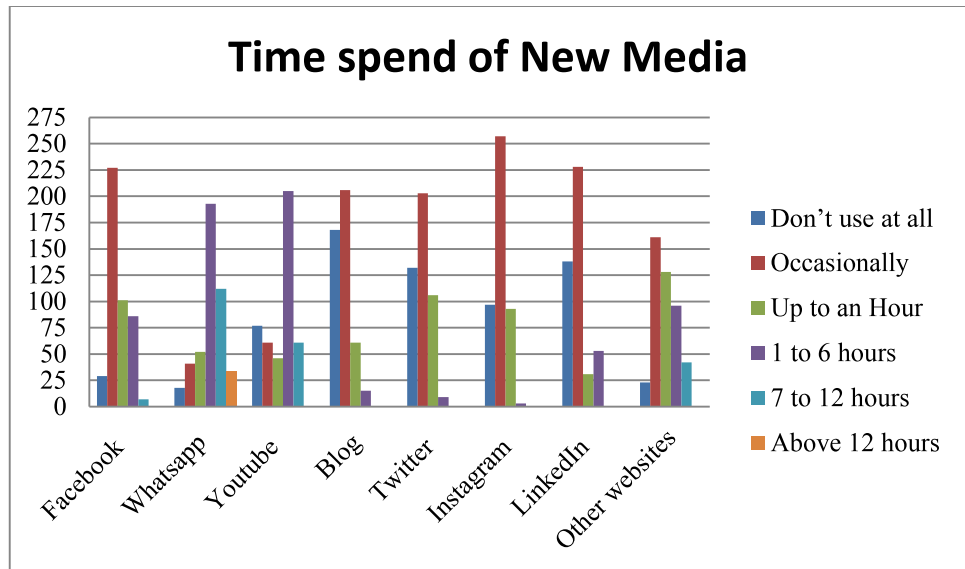


Chart-7.1

Respondents who don't use new media at all: From the above table and chart, it is clear that none of the New Delhi respondents did agree to the fact that they don't use at all. There is respondent who don't use 6.44% Facebook, 4% don't use Whatsapp at all, 17.11% Youtube, 37.33% don't use Blog at all, 29.33% don't use Twitter at all, 21.55% don't use Instagram at all, 30.67% don't use LinkedIn at all, and 5.11% don't use other websites at all.

Respondents who occasionally use new media: From the above table and chart, it is clear that 50.44% use Facebook, 9.11% Whatsapp and 13.55% Youtube, 45.78% use Blog, 45.11% use Twitter, 57.11% use Instagram, 50.67% use LinkedIn and 35.78% use other websites occasionally.

Respondents who use new media up to an hour: From the above table and chart, it is clear that 22.44% use Facebook, 11.55% Whatsapp, 10.22% Youtube, 13.55% use Blog, 23.55% use Twitter, 20.67% use

Instagram, 6.89% use LinkedIn and 28.44% use other websites up to an hour.

Respondents who use new media one to six hours: From the above table and chart, it is clear that 19.11% use Facebook, 42.89% Whatsapp, 45.55% Youtube, 3.33% Blog, 2.00% Twitter, 0.67% Instagram, 11.78% LinkedIn and 21.33% use other websites one hour to six hours.

Respondents who use new media seven to twelve hours: From the above table and chart, it is clear that 1.55%Facebook, 24.89% Whatsapp, 13.55% Youtube, none use Blog, none use Twitter, none use Instagram, none use LinkedIn and 9.33% use other websites seven hour to twelve hours.

Respondents who use new media more than twelve hours: From the above table and chart, it is clear that none use Facebook, 7.55% Whatsapp, none Youtube, none use Blog, none use Twitter, none use Instagram, none use LinkedIn and none use other websites more than twelve hours.

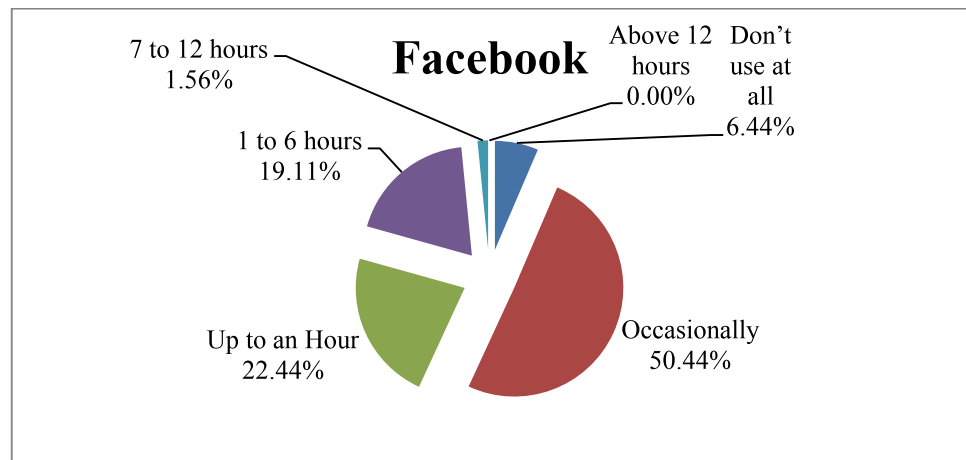


Chart-7.2

Distribution of the respondents on the basis of Facebook usage: From the above chart it is clear that none of the New Delhi respondents did agree to the fact that they don't use Facebook at all, whereas 50.44% use occasionally, 22.44% up to an hour, 19.11% spent 1 to 6 hours, and 1.56% 7 to 12 hours, while none of the respondents spend above 12 hours.

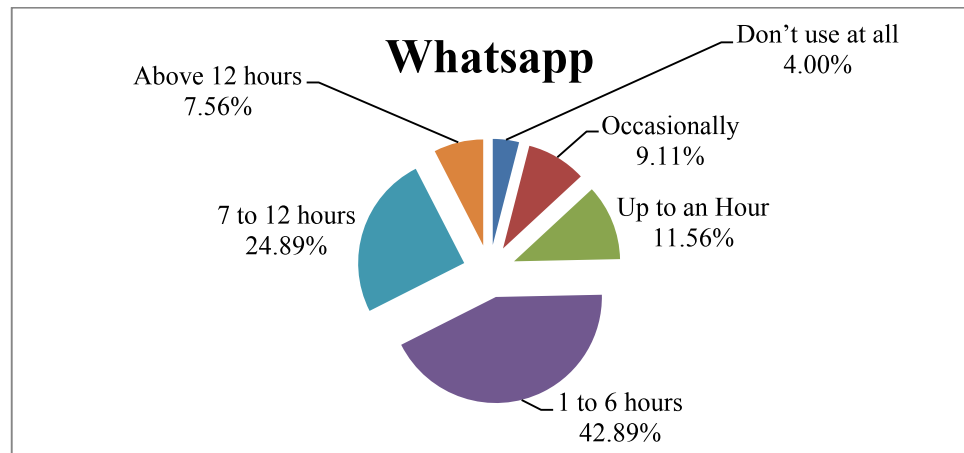


Chart-7.3

Distribution of the respondents on the basis of Whatsapp usage: From the above chart it is clear that 4% New Delhi respondents did agree to the fact that they don't use Whatsapp at all, 9.11% use occasionally, 11.56% Up to an hour, 42.89% spent 1 to 6 hours, 24.89% spent 7 to 12 hours, while 7.56% respondents spend above 12 hours.

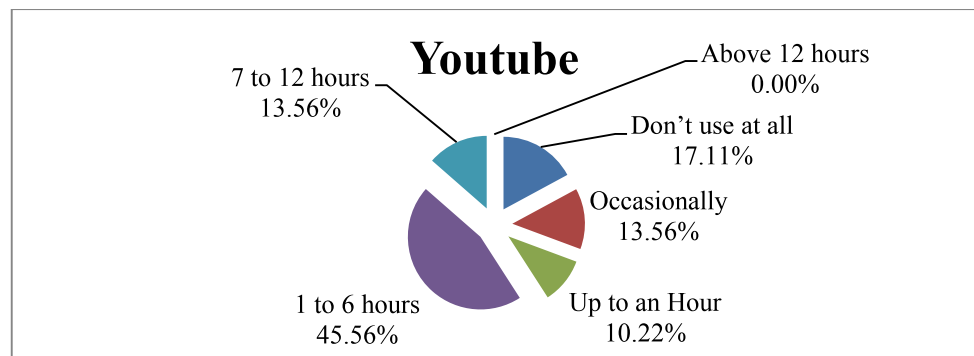


Chart-7.4

Distribution of the respondents on the basis of Youtube usage: From the above chart it is clear that 17.11% New Delhi respondents did agree to the fact that they don't use Youtube at all, 13.56% use occasionally, 10.22% up to an hour, 45.56% spent 1 to 6 hours, 13.56% spent 7 to 12 hours, while none of the respondents spend above 12 hours.

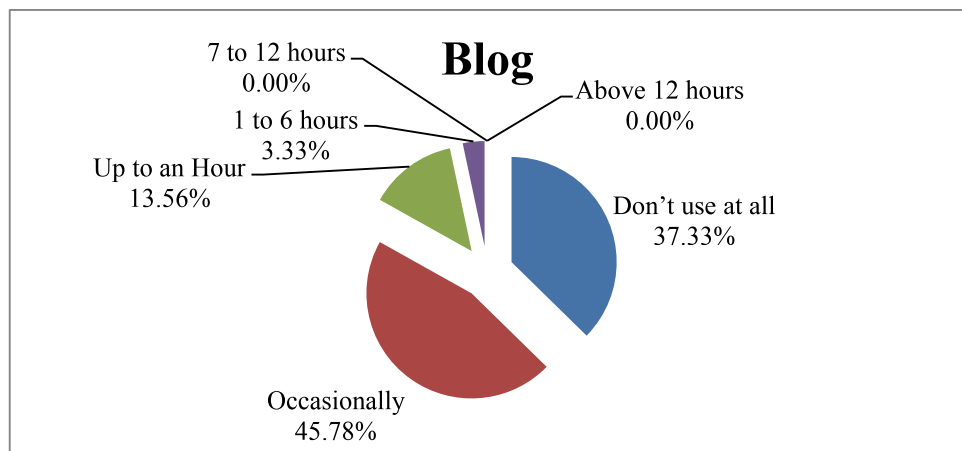


Chart-7.5

Distribution of the respondents on the basis of Blog usage: From the above chart it is clear that 37.33% New Delhi respondents did agree to the fact that they don't use Blog at all, 45.78% use occasionally, 13.56% up to an hour, % 3.33 spent 1 to 6 hours, while none of the respondents spend 7 to 12 hours and above 12 hours.

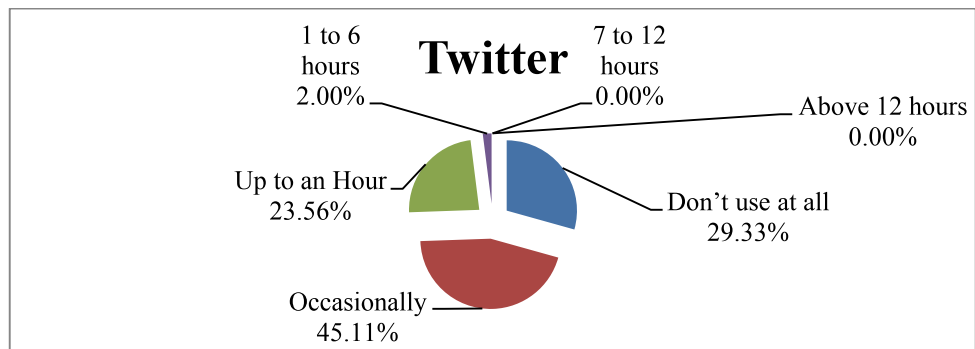


Chart-7.6

Distribution of the respondents on the basis of Twitter usage: From the above chart it is clear that 29.33% New Delhi respondents did agree to the fact that they don't use Twitter at all, 45.11% use occasionally, 23.56% up to an hour, 2% spend 1 to 6 hours, none of the respondents spend 7 to 12 hours and above 12 hours.

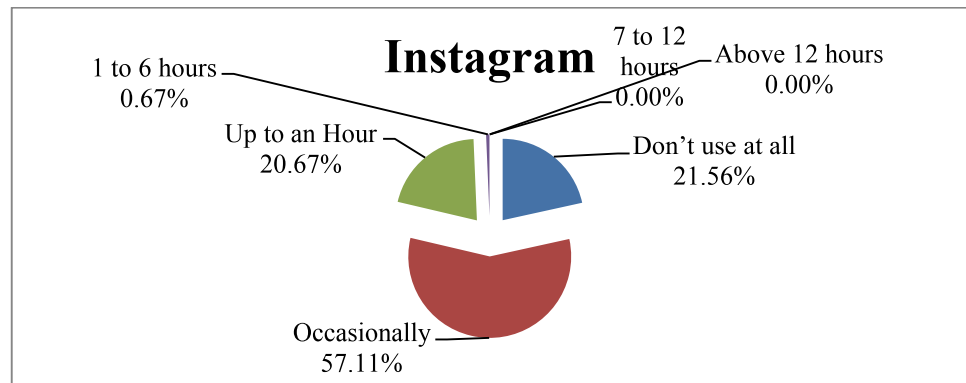


Chart-7.7

Distribution of the respondents on the basis of Instagram usage: From the above chart it is clear that 21.56% New Delhi respondents did agree to the fact that they don't use Instagram at all, 57.11% use occasionally, 20.67% up to an hour, 0.67% spends 1 to 6 hours, none of the respondents spend 7 to 12 hours and above 12 hours.

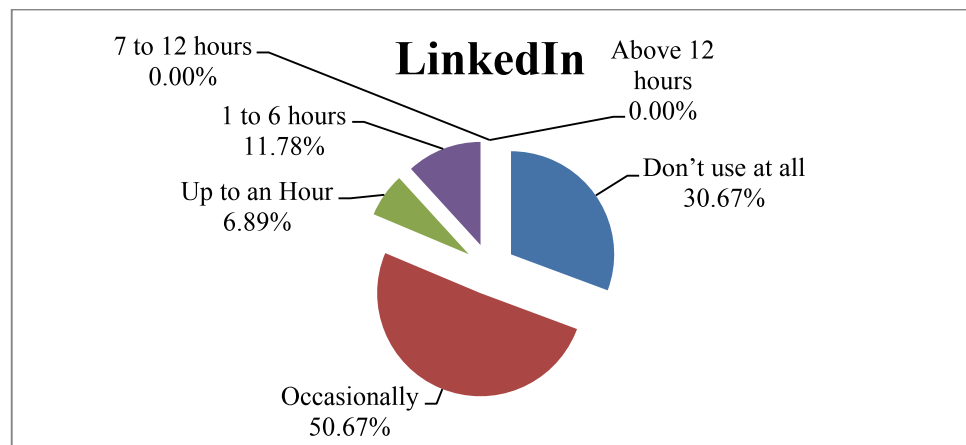


Chart-7.8

Distribution of the respondents on the basis of LinkedIn usage: From the above chart it is clear that 30.67% New Delhi respondents did agree to the fact that they don't use LinkedIn at all, 50.67% use occasionally, 6.89% Up to an hour, 11.78% spent 1 to 6 hours and none of the respondents spend 7 to 12 hours and above 12 hours.

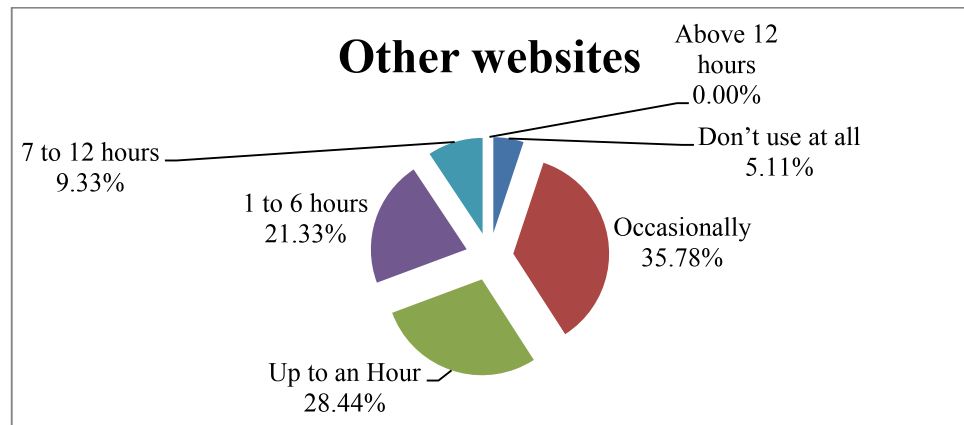


Chart-7.9

Distribution of the respondents on the basis of other websites usage: From the above chart it is clear that 5.11% New Delhi respondents did agree to the fact that they don't use any websites at all, 35.78% use occasionally, 28.44% spent up to an hour, 21.33% spent 1 to 6 hours, and 9.33% spent 7 to 12 hours, while none of the respondents spend above 12 hours.

Table7.2: Distribution of the respondents on the basis of join new media platform.

| Sl. No. | Basis of Joining | Frequency | % |
|---------|-------------------------|-----------|-------|
| 1. | Peer Pressure | 32 | 7.11 |
| 2. | Networking | 328 | 72.89 |
| 3. | Dating/ Porn contents | 8 | 1.78 |
| 4. | To follow Community | 82 | 18.22 |
| 5. | Others (Please Specify) | 0 | 0 |
| Total | | 450 | 100 |

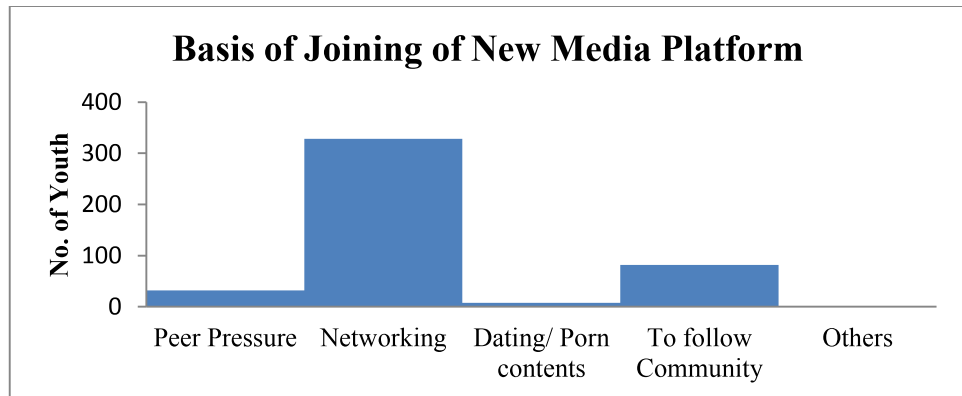


Chart-7.10

The dynamic utilization of new media is an important factor for its rapid acceptance and growth. Within a short span of time, the masses have come to realize its utility in all spheres of life. Today new media epitomizes life, a medium that is indispensable to lead life in this century. New media have grown from a niche to a mass online activity, in which tens of millions of internet users are engaged, specifically when researcher asked why you joined new media. Mostly, 72.89% respondents agree with networking, whereas 18.22% respondents joined to follow community, 7.11% respondent joined new media because of peer pressure and 1.78% for dating/ porn contents.

Table7.3: Distributions of the respondents on the basis of financial constrain and cost of internet affects their new media uses.

| Sl. No. | Responses | Frequency | % |
|---------|-----------|-----------|-------|
| 1. | Yes | 273 | 60.67 |
| 2. | No | 177 | 39.33 |
| Total | | 450 | 100 |

Affected by financial constrain and cost of Internet



Chart-7.11

Like all other technologies, new media does affect the users with its cost constraints. There are palpable discrepancies in the number of users from a developed country to an underdeveloped country. The figures are drastically low in the users of new media in rural areas than the urban ones. Even in an urban area, the use of this new technology is a subject to financial ability of the user. However, today the new medium has opened up a new arena for social life; sometime it surpasses the monetary constraints to exploit its potential. Use to new media in daily lives has become a venue for social interactions and a method of content creation for the youth. It has been found that 60.67% of youth respondents said finance constrain and cost of internet is an issue whereas 39.33% do not find it at all.

Table 7.4: Distributions of the respondents on the basis of their take on new media.

| Sl. No. | Take on new media | Frequency | % |
|---------|-------------------------------------|-----------|-------|
| 1. | It's a good tool | 138 | 30.67 |
| 2. | It's good but has its downsides. | 243 | 54.00 |
| 3. | It's far overused in today's world. | 69 | 15.33 |
| 4. | It's spoiling and wastage of time. | 0 | 0 |
| Total | | 450 | 100 |

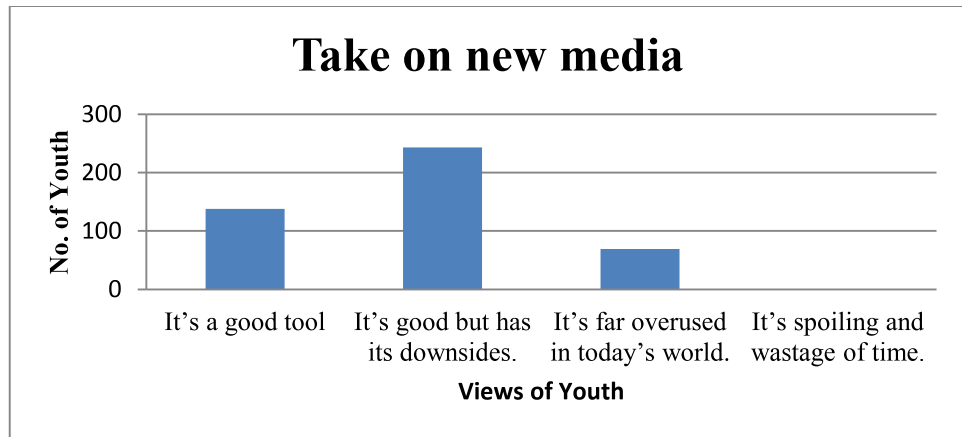


Chart-7.12

Just as Galileo’s theory had to undergo a tremendous test of time, the new media also witnessed an avalanche of opinion regarding its potential, utility and feasibility. The diversity of opinion is still a subject of debate. Some regards it as a harbinger of great revolution while some still looks down upon it as vice and threat for social fabric. Amidst diverse opinion, the new media has come to stay with its unfathomable access and utility. Internet plays a prominent role among the youth in New Delhi. A majority of respondents 54% said that new media is good but has down sides, 30.67% said that new media is a good tool, 15.33% said new media is far overused and none said that new media is spoiling and wastage of time.

Table 7.5: Distributions of the respondents on the basis of their viewpoint on new media.

| Sl. No. | View points | Choices | Frequency | % |
|---------|--|----------------|-----------|-------|
| 1. | New media encourage creativity. | Strongly Agree | 173 | 38.44 |
| 2. | New media offer and deliver new experiences. | | 242 | 53.78 |
| 3. | New media encourage poor grammar, jargon and slang spelling over correct language. | | 238 | 52.89 |
| 4. | New media spread | | 197 | 43.78 |

| | | | | |
|-----|--|----------|-----|-------|
| | rumors and misleading information. | | | |
| 5. | New media is harmful to society and personal reputation. | | 0 | 0 |
| 6. | New media is distractive and reduce productivity. | | 0 | 0 |
| 7. | New media is prone to theft of identity. | | 29 | 6.44 |
| 8. | Cyber-bullying is a common practice on new media. | | 97 | 21.55 |
| 9. | New media disconnect with surrounding people. | | 34 | 7.55 |
| 10. | New media create false sense of relationship. | | 192 | 42.67 |
| 11. | New media encourage creativity. | Agree | 277 | 61.55 |
| 12. | New media offer and deliver new experiences. | | 208 | 46.22 |
| 13. | New media encourage poor grammar, jargon and slang spelling over correct language. | | 143 | 31.78 |
| 14. | New media spread rumors and misleading information. | | 173 | 38.44 |
| 15. | New media is harmful to society and personal reputation. | | 189 | 42 |
| 16. | New media is distractive and reduce productivity. | | 67 | 14.89 |
| 17. | New media is prone to theft of identity. | | 257 | 57.11 |
| 18. | Cyber-bullying is a common practice on new media. | | 289 | 64.22 |
| 19. | New media disconnect with surrounding people. | | 219 | 48.67 |
| 20. | New media create false sense of relationship. | | 158 | 35.11 |
| 21. | New media encourage creativity. | Disagree | 0 | 0 |

| | | | | |
|-----|--|-------------------|-----|-------|
| 22. | New media offer and deliver new experiences. | | 0 | 0 |
| 23. | New media encourage poor grammar, jargon and slang spelling over correct language. | | 61 | 13.55 |
| 24. | New media spread rumors and misleading information. | | 68 | 15.11 |
| 25. | New media is harmful to society and personal reputation. | | 233 | 51.78 |
| 26. | New media is distractive and reduce productivity. | | 215 | 47.78 |
| 27. | New media is prone to theft of identity. | | 128 | 28.44 |
| 28. | Cyber-bullying is a common practice on new media. | | 22 | 4.89 |
| 29. | New media disconnect with surrounding people. | | 131 | 29.11 |
| 30. | New media create false sense of relationship. | | 94 | 20.89 |
| 31. | New media encourage creativity. | Strongly Disagree | 0 | 0 |
| 32. | New media offer and deliver new experiences. | | 0 | 0 |
| 33. | New media encourage poor grammar, jargon and slang spelling over correct language. | | 8 | 1.78 |
| 34. | New media spread rumors and misleading information. | | 12 | 2.67 |
| 35. | New media is harmful to society and personal reputation. | | 28 | 6.22 |
| 36. | New media is distractive and reduce productivity. | | 168 | 37.33 |
| 37. | New media is prone to theft of identity. | | 36 | 8.00 |
| 38. | Cyber-bullying is a common practice on | | 42 | 9.33 |

| | | | | |
|-----|---|--|----|-------|
| | new media. | | | |
| 39. | New media disconnect with surrounding people. | | 66 | 14.67 |
| 40. | New media create false sense of relationship. | | 6 | 1.33 |

With its mammoth reach and grass root level acceptability, new media has paved the way to create perception of varied kinds. Different culture and civilization has different opinion about it. While the acknowledgement of its reach is unanimous, there are still varied opinions about its utility and effects. The emerging definition of new media is subject to space and time. What applies to Middle East doesn't go along with the West. Similarly in India, what new media means to the urban people doesn't necessarily works for the rural India.

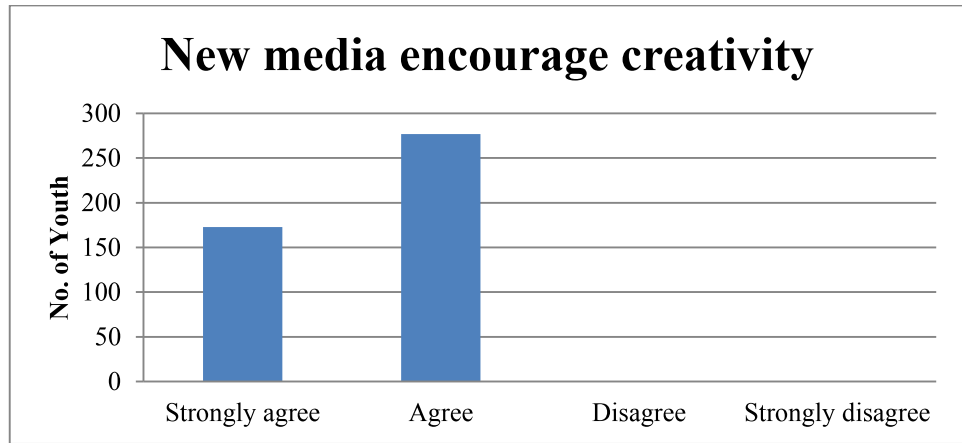


Chart-7.13

It is evident from the above table that 38.44% respondents strongly agree, 61.55% agree, 0% disagree and 0% strongly disagree that new media encourage creativity.

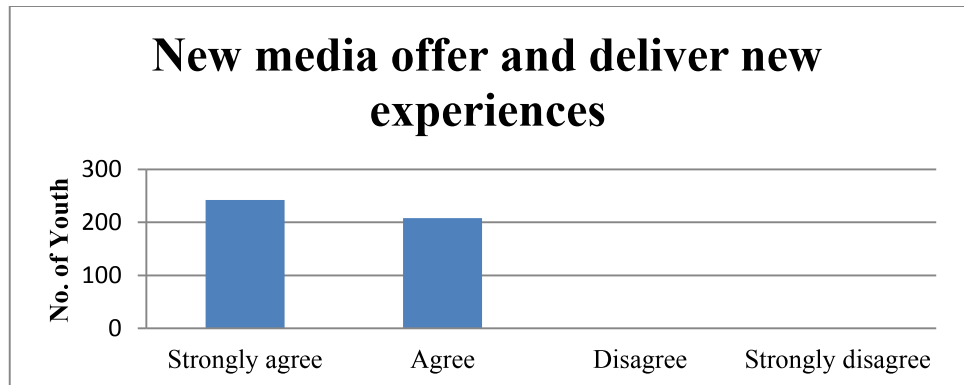


Chart-7.14

In the response of new media offer and deliver new experiences, 53.78% respondents strongly agree, 46.22% agree, 0% disagree and 0% strongly disagrees.

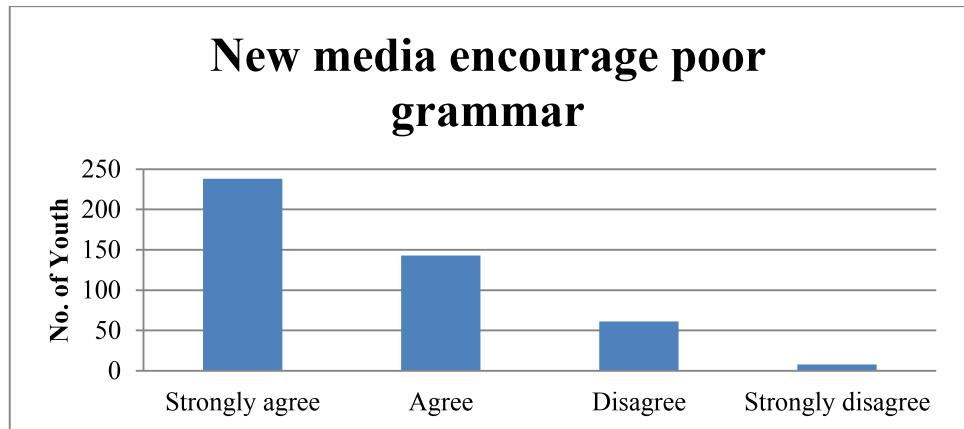


Chart-7.15

In the response of new media encourage poor grammar, jargon and slang spelling over correct language 52.89% respondents strongly agree, 31.78% agree, 13.55% disagree and 1.78% strongly disagree.

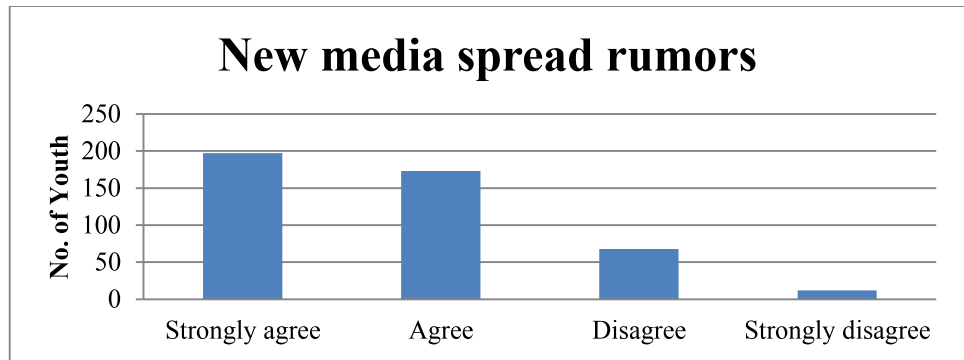


Chart-7.16

In the response of new media spread rumors and misleading information 43.78% respondents strongly agree, 38.44% agree, 15.11% disagree and 2.67% strongly disagree.

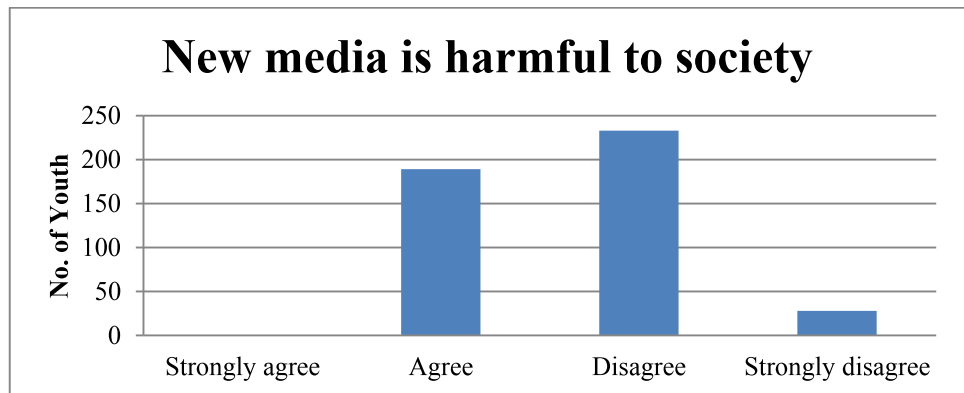


Chart-7.17

In the response of new media is harmful to society and personal reputation 0% respondents strongly agree, 42% agree, 51.78% disagree and 6.22% strongly disagree.

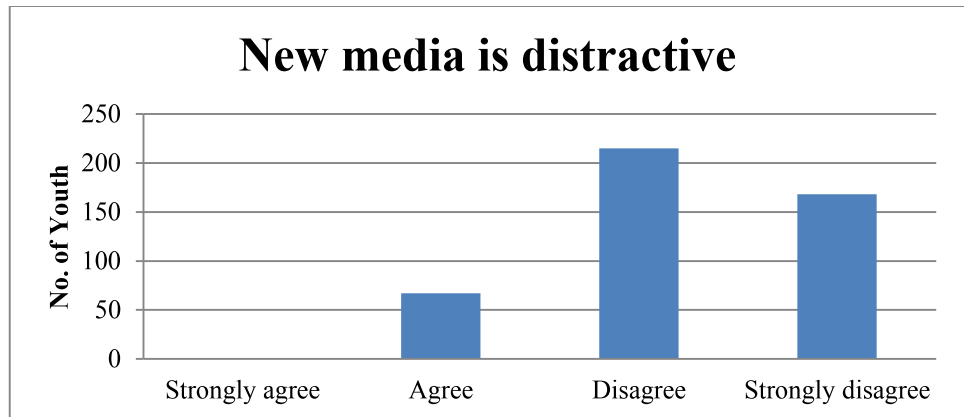


Chart-7.18

In the response of new media is distractive and reduce productivity 0% respondents strongly agree, 14.89% agree, 47.78% disagree and 37.33% strongly disagree.

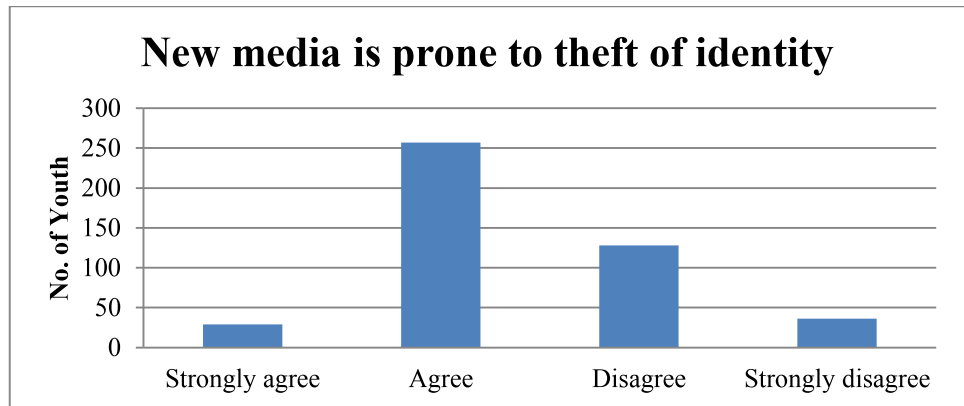


Chart-7.19

In the response of new media is prone to theft of identity 6.44% respondents strongly agree, 57.11% agree, 28.44% disagree and 8% strongly disagree.

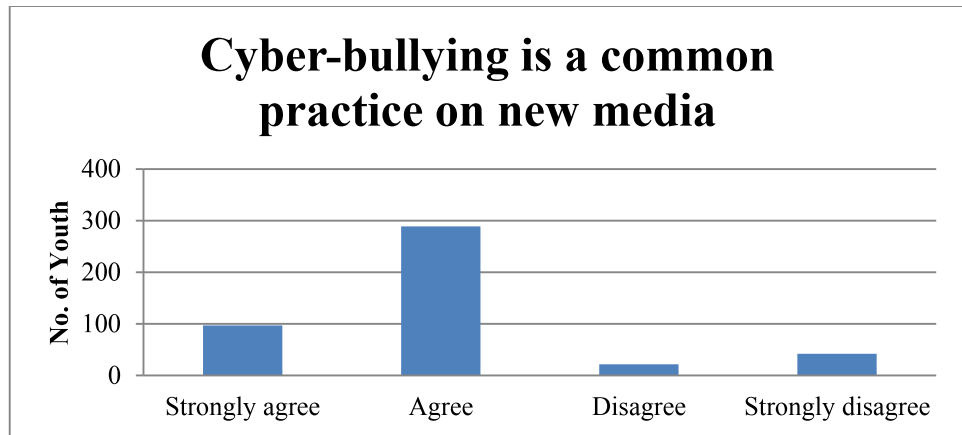


Chart-7.20

In the response of cyber-bullying is a common practice on new media 21.55% respondents strongly agree, 64.22% agree, 4.89% disagree and 9.33% strongly disagree.

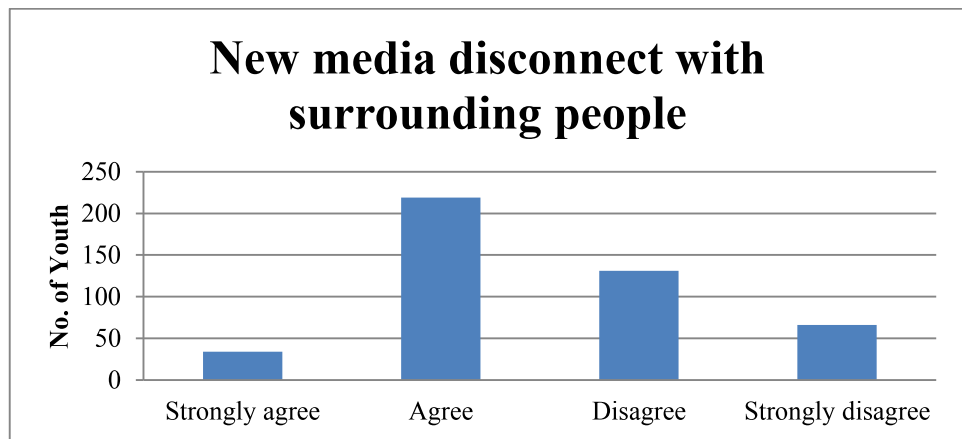


Chart-7.21

In the response of new media disconnect with surrounding people 7.55% respondents strongly agree, 48.67% agree, 29.11% disagree and 14.67% strongly disagree.

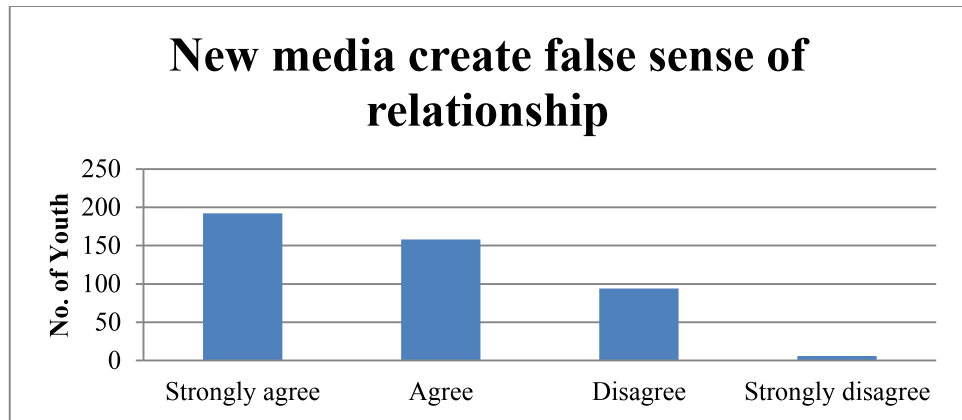


Chart-7.22

In the response of new media create false sense of relationship 42.67% respondents strongly agree, 35.11% agree, 20.89% disagree and 1.33% strongly disagree.

Table 7.6: Distributions of the respondents on the basis of their statement describes them most accurately as a new media user.

| Sl. No. | Statements | Frequency | % |
|---------|--|-----------|-------|
| 1. | I have tried new media but not comfortable with it. | 0 | 0 |
| 2. | I am using new media and consider myself a beginner. | 94 | 20.89 |
| 3. | I am using new media more often now and comfortable with it. | 288 | 64.00 |
| 4. | I use new media and consider myself an advanced user. | 68 | 15.11 |
| 5. | Others (Please Specify) | 0 | 0 |
| Total | | 450 | 100 |

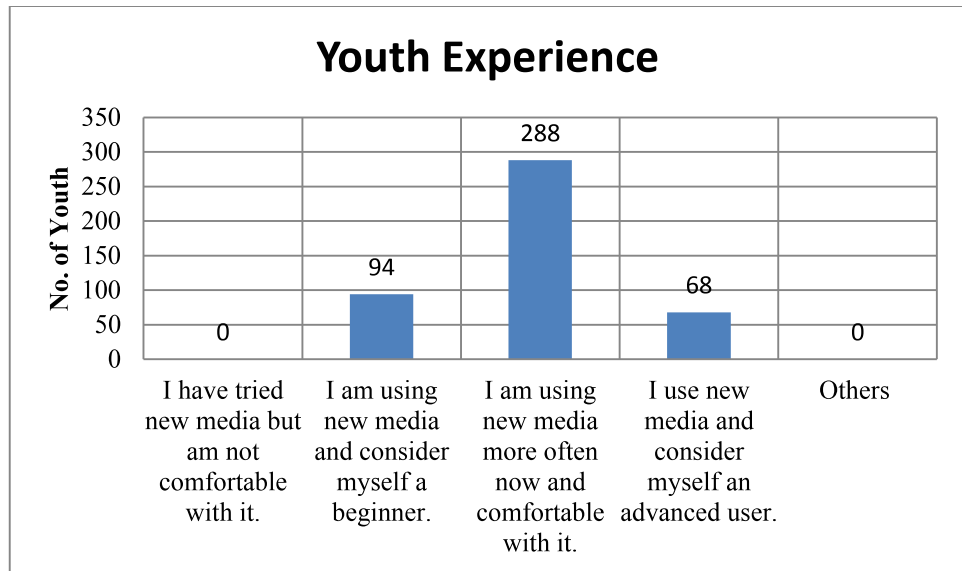


Chart-7.23

It is indeed a subject to enquire how society after society gets engrossed in the new medium irrespective of its social and cultural differences and financial constraints. New media has reached a point where it is impossible to imagine a world without it. It is interesting to see the change of opinion before and after its use. New media in its growth has seen people getting addicted to it who saw it as an anathema at the beginning. It is seen from the above table, none respondents have tried new media but felt uncomfortable, 20.89% using new media and consider themselves a beginner, 64% using new media more often now and comfortable with it. 15.11% considers them as an advanced new media user.

Table 7.7 Distributions of the respondents on the basis of what do you want to achieve most from your new media activity on professional front.

| Sl. No. | Achieved from new media | Frequency | % |
|---------|--------------------------------------|-----------|-------|
| 1. | Professional networking | 321 | 71.33 |
| 2. | Gathering market intelligence | 66 | 14.67 |
| 3. | Promotion of company or organization | 32 | 7.11 |

| | | | |
|-------|------------------------------|-----|------|
| 4. | Others (Please specify)_____ | 31 | 6.89 |
| Total | | 450 | 100 |

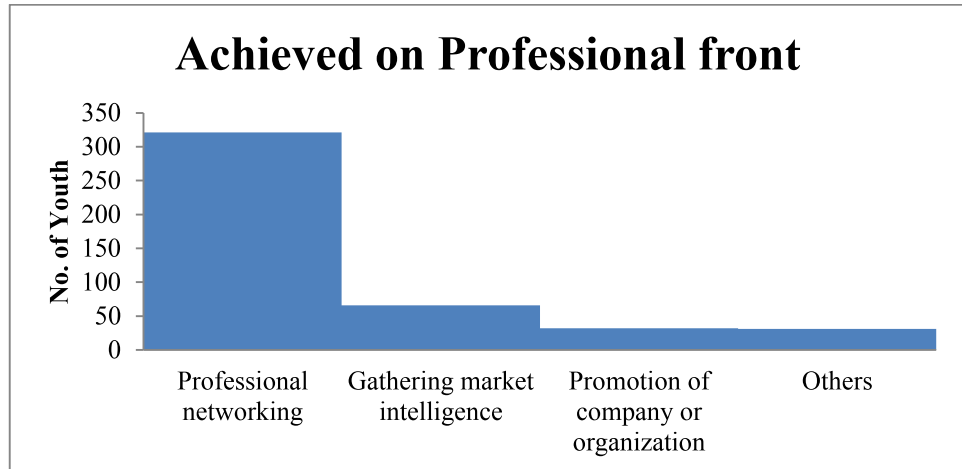


Chart-7.24

The initial doubts about its function and impacts are evaporating fast. People have now matured enough to identify its personalized use and gratification. The youth have learnt to consume it for their benefits rather than being consumed by it. They can foresee a horizon of opportunity by optimizing their talent in tandem with the dynamic potential of the new media. The above table shown that 71.33% respondents want to achieve professional networking, 14.67% want to gather market intelligence and 7.11% promotion of company or organization. 6.89% want to achieve else on from their new media activity on professional front.

Table 7.8 Distributions of the respondents on the basis of what do you want to achieve most from your new media activity on leisure front.

| Sl. No. | Achieved on leisure front | Frequency | % |
|---------|------------------------------|-----------|-------|
| 1. | Pornography | 17 | 3.78 |
| 2. | Friendship with opposite sex | 68 | 15.11 |
| 3. | Entertainment | 362 | 80.44 |
| 4. | Others (Please specify)_____ | 3 | 0.67 |
| Total | | 450 | 100 |

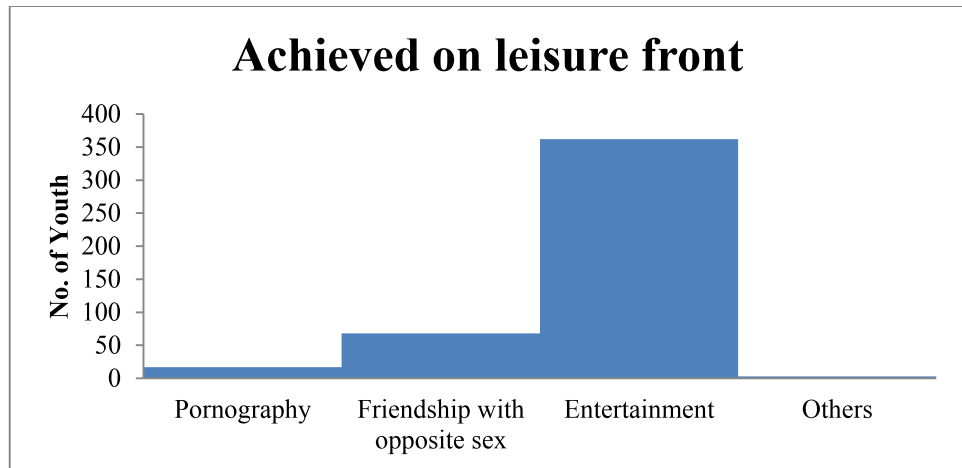


Chart-7.25

With the onslaught of information and myriad options in the new media, users seem to be divided into groups for its utilization. Data shows that the potential of new media is still underused in India. Majority of the users find it as an extension of a medium for entertainment. However, things are changing in the National Capital Territory of New Delhi with rising degree of serious purpose users. The above table has shown that 80.44% respondent want to achieve entertainment, 15.11% friendship with opposite sex, 3.78% pornography, 0.67% want to achieve else on from their new media activity on leisure front.

Table 7.9 Distributions of the respondents on the basis of what do you want to achieve most from your new media activity on educational front.

| Sl. No. | Achieved on educational front | Frequency | % |
|---------|---------------------------------|-----------|-------|
| 1. | Current affairs and information | 181 | 40.22 |
| 2. | Research and knowledge exchange | 149 | 33.11 |
| 3. | Communication skills | 93 | 20.67 |
| 4. | Others (Please Specify) | 27 | 6.00 |
| Total | | 450 | 100 |

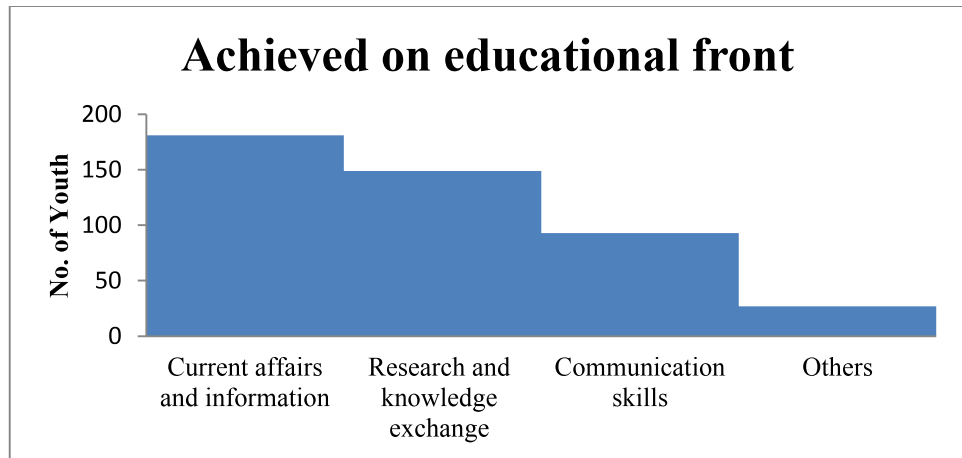


Chart-7.26

With the growing number of new media users, the medium is apparently being used positively in many spheres. Apart from science and technology, new media has successfully made inroads to the educational arena. The data are indicating that a good number of youth are using the new media for enhancing their knowledge and skills. The above table showed that 40.22% respondents want to achieve current affairs and information, 33.11% research and knowledge exchange, 20.67% communication skills, 6% want to achieve else on from their new media activity on educational front.

7.1.2 EFFECTS OF NEW MEDIA

Table 7.10: Distributions of the respondents on the basis of what kind of voice they generally hear on new media.

| Sl. No. | Voice heard on new media | Frequency | % |
|---------|--------------------------|-----------|-------|
| 1. | Formal and factual | 351 | 78.0 |
| 2. | Vulgar | 27 | 6.0 |
| 3. | Rowdy | 68 | 15.11 |
| 4. | Suspicious | 4 | 0.89 |
| 5. | Others (Please Specify) | 0 | 0 |
| Total | | 450 | 100 |

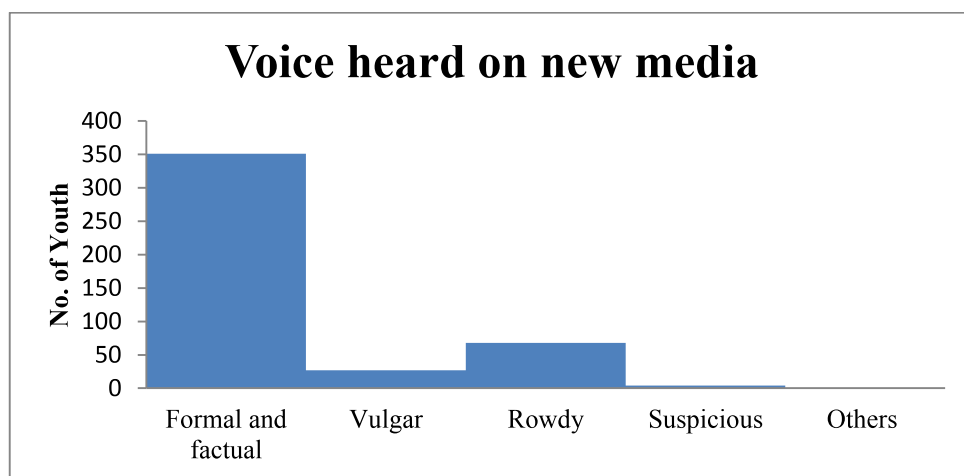


Chart-7.27

New media has opened plethora of opinions regarding its scope and utility. Along with technology, it has cast its impact on social life too. With its growing use, social life, relationships and language are being redefined in order to gel with the new mode of communication. The use of the internet for relationship formation is of particular interest among youth. Youth is a stage characterized by critical developmental changes in the social and physical realm. Specifically 6% respondents said they hear vulgar language, 15.11% hear rowdy voice, 0.89% suspicious language and behavior and 78% get formal and factual voices tone while communicating through new media.

Table 7.11: Distributions of the respondents on the basis of has new media become their voice as a common man.

| Sl. No. | Responses | Frequency | % |
|---------|-----------|-----------|-------|
| 1. | Yes | 287 | 63.78 |
| 2. | No | 163 | 36.22 |
| Total | | 450 | 100 |

Voice of Common man



Chart-7.28

One reason for the rapid popularity of new media among the youth is its freedom for the users to be participants in its process which is otherwise absent in any other form of media. Here the receiver can be an active participant in the information provided in the form of words, video or audio. The receiver can register its feedback instantly, therefore the new media has a dynamic potential for its receivers. The above table shows that 63.78% youth believe that new media has become their voice as common man while remaining 36.22% do not agree.

Table 7.12: Distributions of the respondents on the basis of monitoring or regulation of new media should be mandatory.

| Sl. No. | Responses | Frequency | % |
|---------|-----------|-----------|-------|
| 1. | Yes | 193 | 42.89 |
| 2. | No | 257 | 57.11 |
| Total | | 450 | 100 |

Should regulation be mandatory?



Chart-7.29

The free flow of information in new media has its flip sides too. In the absence of any gate keeping process, the new media and its function may land a society, nation into jeopardy. Social norms and censorship vary culture to culture, what is acceptable in Europe cannot be welcomed in Middle East or Asian countries. The uncensored content therefore is opinionated by few that there should be a gate keeping process for the content to be accessed freely. Some however has the contrary opinion. From the above discussion reflects 57.14% youth think that monitoring and regulation of new media should not be mandatory while remaining 42.86% said that it should be mandatory.

Table 7.13: Distributions of the respondents on the basis of new media revolutionize one to.

| Sl. No. | Type of participation | | Frequency | % |
|---------|-----------------------|-------------------|-----------|-------|
| 1. | educational | Strongly agree | 193 | 42.89 |
| 2. | political | | 167 | 37.11 |
| 3. | pornographic | | 68 | 15.11 |
| 4. | social | | 289 | 64.22 |
| 5. | educational | Agree | 257 | 57.11 |
| 6. | political | | 193 | 42.89 |
| 7. | Pornographic | | 223 | 49.55 |
| 8. | Social | | 161 | 35.78 |
| 9. | educational | Disagree | 0 | 0 |
| 10. | political | | 90 | 20.00 |
| 11. | pornographic | | 89 | 19.78 |
| 12. | social | | 0 | 0 |
| 13. | educational | Strongly disagree | 0 | 0 |
| 14. | political | | 0 | 0 |
| 15. | pornographic | | 70 | 15.55 |
| 16. | social | | 0 | 0 |

With its reach and accessibility spreading fast, new media has achieved a position in the society that has fetched a fair amount of opinion regarding its potential role in shaping the minds of the youth. It goes without saying

that youth today has started relying on new media when it comes to seeking information regarding subjects of their interest.

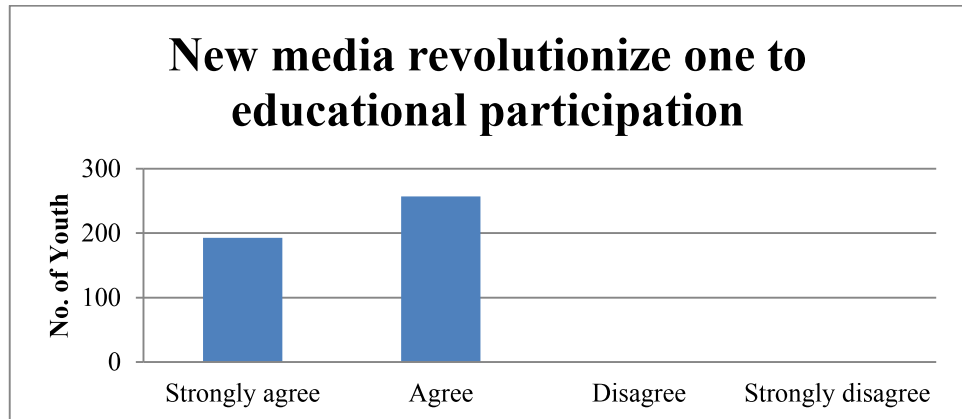


Chart-7.30

The data in the above table shows, 42.89% respondent are strongly agree, 57.11% are agree, 0% are disagree and 0% are strongly disagree that new media revolutionize one to educational participation.

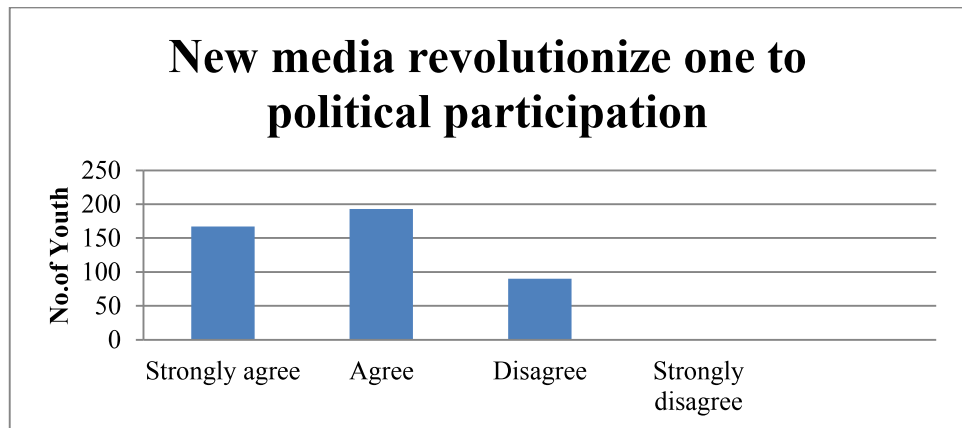


Chart-7.31

In the response of new media revolutionize one to political participation 37.11% respondent are strongly agree, 42.89% are agree, 20% are disagree and 0% are strongly disagree.

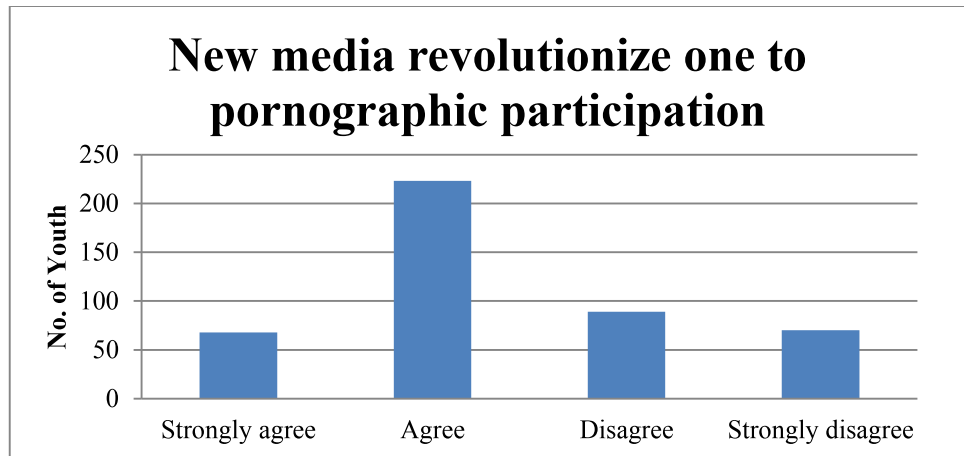


Chart-7.32

In the response of new media revolutionize one to pornographic participation 15.11% respondent are strongly agree, 49.55% are agree, 19.78% are disagree and 15.55% are strongly disagree.

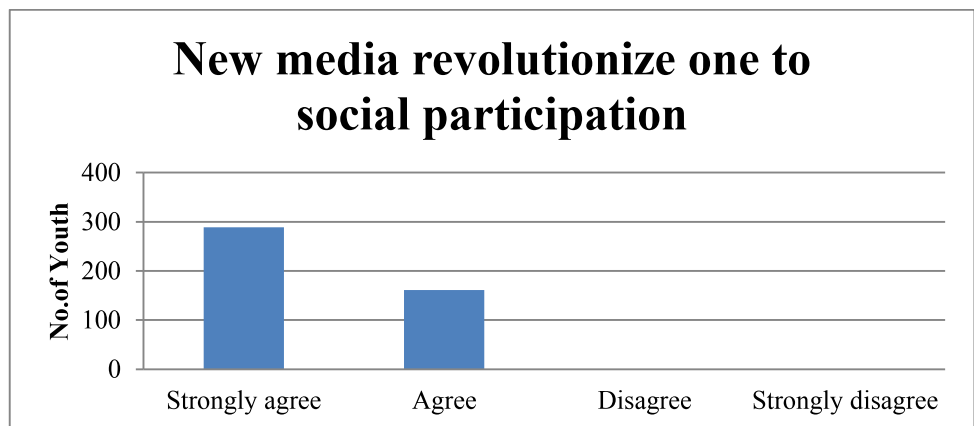


Chart-7.33

In the response of new media revolutionize one to social participation 64.22% respondent are strongly agree, 35.78% are agree, 0% are disagree and 0% are strongly disagree.

7.1.3 OPPORTUNITIES AND ADVANTAGES OF NEW MEDIA

Table 7.14: Distributions of the respondents on the basis of how new media improve their daily life.

| Sl. No. | Improvement in daily life | Frequency | % |
|---------|-------------------------------------|-----------|-------|
| 1. | Improves and facilitates study | 74 | 16.44 |
| 2. | Improves and facilitates work | 52 | 11.56 |
| 3. | Connects with friends and relatives | 98 | 21.78 |
| 4. | Provides information instantly | 226 | 50.22 |
| 5. | Others (Please Specify) _____ | 0 | 0 |
| Total | | 450 | 100 |

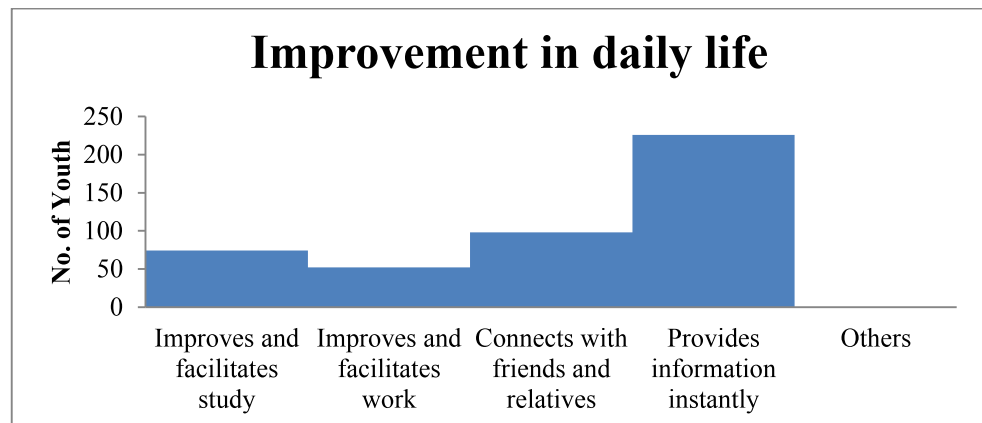


Chart-7.34

New media is undoubtedly an indispensable tool for the youth today; it has gradually surpassed the limitation of technology. New media has added a fresh vigor in social life irrespective of nation, custom, language and culture. It has transcended its presence from offices, labs to households and individuals. There is so much of new media in everyday life. From the above table it is observed that majority 50.22% says new media provides information instantly, 21.78% says that new media connects with friends and relatives, 16.44% improves and facilitates study, 11.56% Improves and facilitates work.

Table 7.15: Distributions of the respondents on the basis of which online protest they have participated most.

| Sl. No. | Type of protest | Frequency | % |
|---------|-------------------------------------|-----------|-------|
| 1. | Political | 17 | 3.78 |
| 2. | Social | 289 | 64.22 |
| 3. | Educational | 7 | 1.56 |
| 4. | Religious | 9 | 2.0 |
| 5. | Others (Please Specify)_____ | 0 | 0 |
| 6. | I never ever joined online protest. | 128 | 28.44 |
| Total | | 450 | 100 |

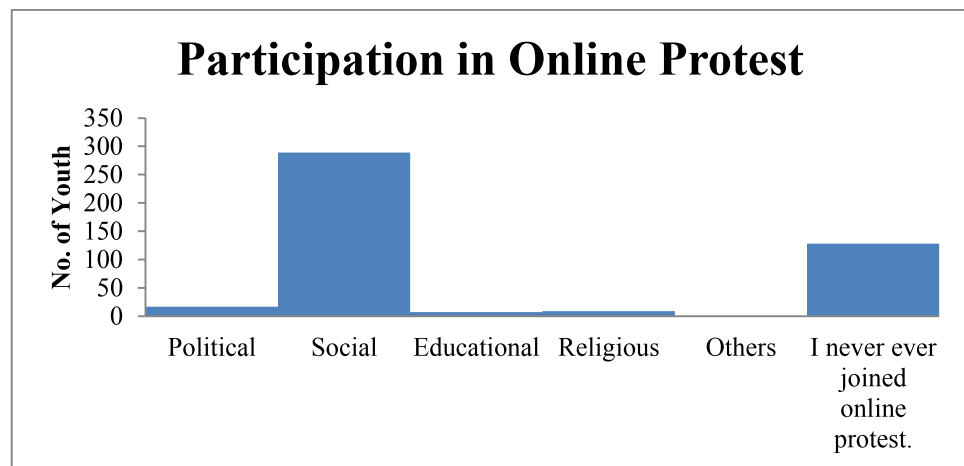


Chart-7.35

New media with its unique feature of giving voice to the people has gained momentum with rising online protests. The masses have got a platform to register their ‘say’. Though most of such protests are group oriented where likeminded people raise their voice in protest of their concern, however issues with larger interests also get substantial attention when broached online on wider scale. New media is setting a new trend of online protests which has come to stay. People are now able to make opinions about the online protests as it provides a platform for discussion on burning issues that has been overlooked in today’s scenario.

From the above data it shows that, social causes were most frequently protested by the youth respondent of New Delhi. 64.22% respondents joined social protest, 3.78% respondents participated in political protest, 1.56% respondents joined educational protest, 2% joined religious protest whereas 28.44% respondents never ever joined any online protest.

Table 7.16: Distributions of the respondents on the basis of what motivates them most to share content online.

| Sl. No. | Motivates to share online | Frequency | % |
|---------|----------------------------------|-----------|-------|
| 1. | Humour | 224 | 49.78 |
| 2. | Educational/ informational value | 137 | 30.44 |
| 3. | In reply of the message received | 43 | 9.56 |
| 4. | Pornography | 46 | 10.22 |
| 5. | Others (Please Specify) | 0 | 0 |
| Total | | 450 | 100 |

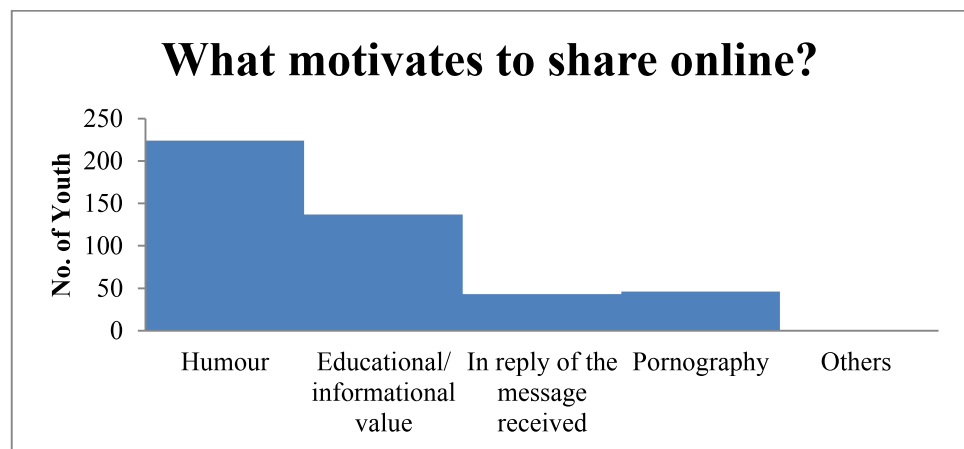


Chart-7.36

Last few years have witnessed a myriad of aspects and multi utility of new media among the common masses. One interesting aspect is its use for social interaction that ranges from news, views to jokes and humor with each other. Online media has usurped the conventional ways of leisure and entertainment with its technological advantage. Its omnipresent reach and

timelessness has enabled the people to share humor across the globe within no time. It is clear from the above data that humour is the most preferred reason that motivates 49.78% youth to share content online, educational/ informational value motivates 30.44% followed by 10.22% pornography and 9.56% in reply of the message received.

Table 7.17: Distributions of the respondents on the basis of what is the most advantageous factor of new media.

| Sl. No. | Advantageous factors | Frequency | % |
|---------|-------------------------------|-----------|-------|
| 1. | Inform, Entertain and Educate | 203 | 45.11 |
| 2. | Instant global reach | 193 | 42.89 |
| 3. | Equality | 4 | 0.89 |
| 4. | Personalize and Privacy | 18 | 4.0 |
| 5. | Secure | 0 | 0 |
| 6. | Retrievable | 32 | 7.11 |
| 7. | Others (Please Specify)_____ | 0 | 0 |
| Total | | 450 | 100 |

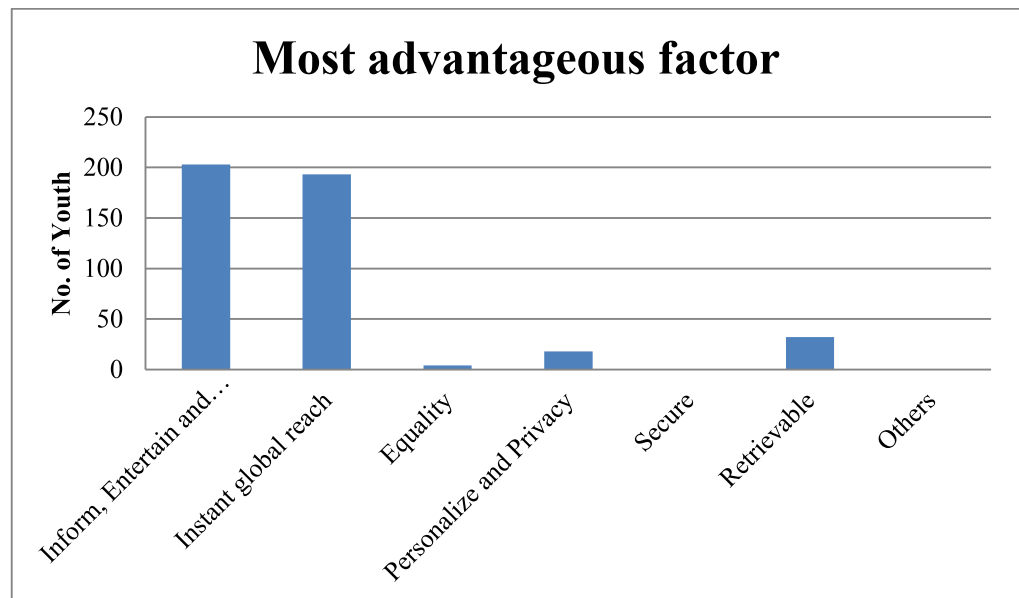


Chart-7.37

The dynamic of new media has occupied most of the spheres of modern human life with little scope left to remain without it. Its reach is so deep

that the users are ultimate to decide its utility for betterment. With good, there are some negative aspects too that is subject to the jurisdiction of its users. The above table shows that larger section 45.11% respondents believe Inform, Entertain and Educate is the most advantageous factor of new media followed by 42.89% Instant global reach, 7.11% said it is Retrievable, 0.89% said provide equality, 4% said it is personalized and privacy further none of the respondents said Secure is the most advantageous.

7.1.4 DISADVANTAGES OF NEW MEDIA

Table 7.18: Distributions of the respondents on the basis of how new media affect their daily life.

| Sl. No. | Negative effects on daily life | Frequency | % |
|---------|--------------------------------|-----------|-------|
| 1. | Lack reading habits | 104 | 23.11 |
| 2. | Created fear of missing out | 166 | 36.89 |
| 3. | Created fear of being off line | 29 | 6.44 |
| 4. | Sleeping disorder | 151 | 33.56 |
| 5. | Others (Please Specify) _____ | 0 | 0 |
| Total | | 450 | 100 |

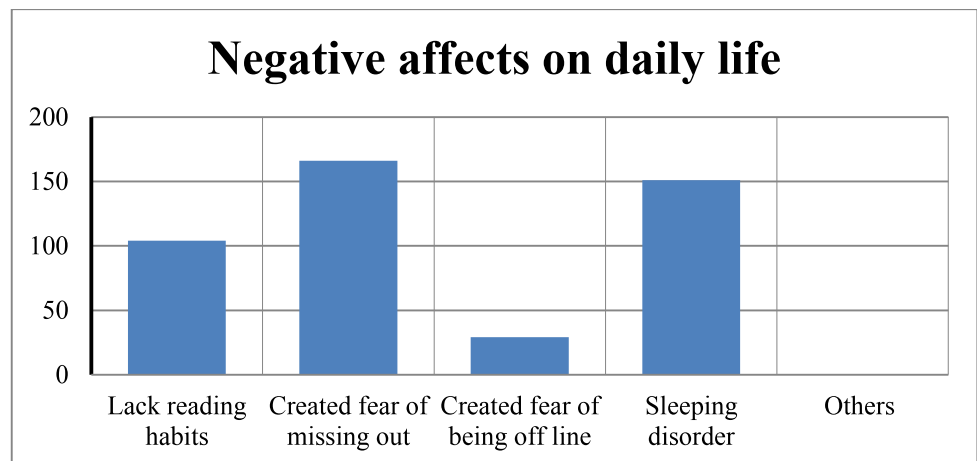


Chart-7.38

As the advantages of new media are multifold, so are its disadvantages too. Just as other vices, new media also has negative effects on society and

individual. Its technical loophole and mammoth volume of communication potential have ample flip sides that beget social, psychological, individual and financial side effects. New media in every civilization calls for legal and social censorship for its better use. From the above table it is clear that 23.11% said lack reading habits, 36.89% created fear of missing out, 33.56% Sleeping disorder and 6.44% created fear of being off line.

Table 7.19: Distributions of the respondents on the basis of where they get exposure to pornographic/ adultery contents most.

| Sl. No. | Source of porn/ adultery contents | Frequency | % |
|---------|-----------------------------------|-----------|-------|
| 1. | Through Web sites | 391 | 86.89 |
| 2. | Through Whatsapp | 42 | 9.33 |
| 3. | Through Instagram | 0 | 0 |
| 4. | Through Youtube | 17 | 3.78 |
| 5. | Others (Please Specify)_ | 0 | 0 |
| Total | | 450 | 100 |

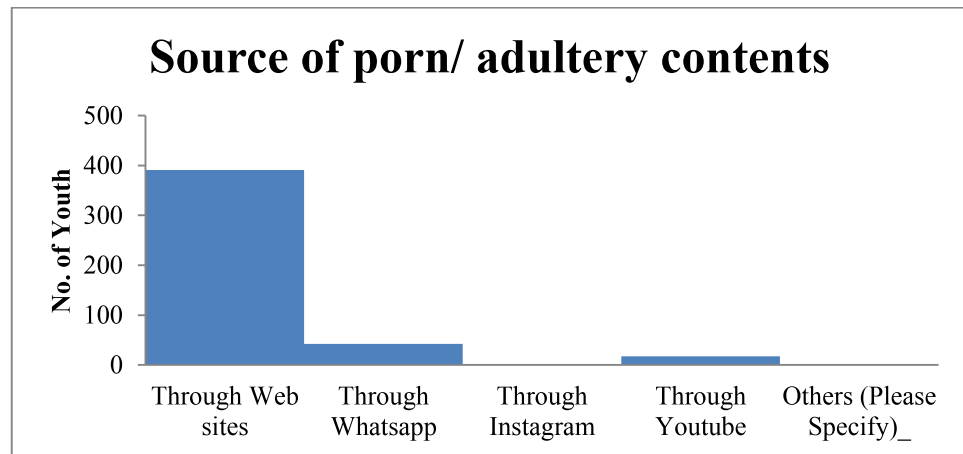


Chart-7.39

Pornography is one of the vices that get spread widely through new media without any censorship. As a result, one is aware of the fact that crime against women and children is on the rise across the globe. With the portability of new media on mobile phones, it has become even more accessible to the youth irrespective of age and gender. In a culture like India where even films are not released without a certificate of censor

board, pornography has made an easy inroad through new media. It is observed from the above table that majority 86.89% get exposure to pornographic/ adultery content through web sites, 9.33% through Whatsapp, 3.78% Youtube, none from Instagram and other sources.

Table 7.20: Distributions of the respondents on the basis of what is the most disadvantageous factor of new media.

| Sl. No. | Most Disadvantageous Factor | Frequency | % |
|---------|--------------------------------------|-----------|-------|
| 1. | Restlessness and Information Fatigue | 92 | 20.44 |
| 2. | Insecurity of data | 102 | 22.67 |
| 3. | Inaccurate and old data | 67 | 14.89 |
| 4. | Technological barrier | 28 | 6.22 |
| 5. | Uncontrolled contents | 93 | 20.67 |
| 6. | Distractive | 0 | 0 |
| 7. | Misleading and Biased information | 68 | 15.11 |
| 8. | Others (Please Specify) | 0 | 0 |
| Total | | 450 | 100 |

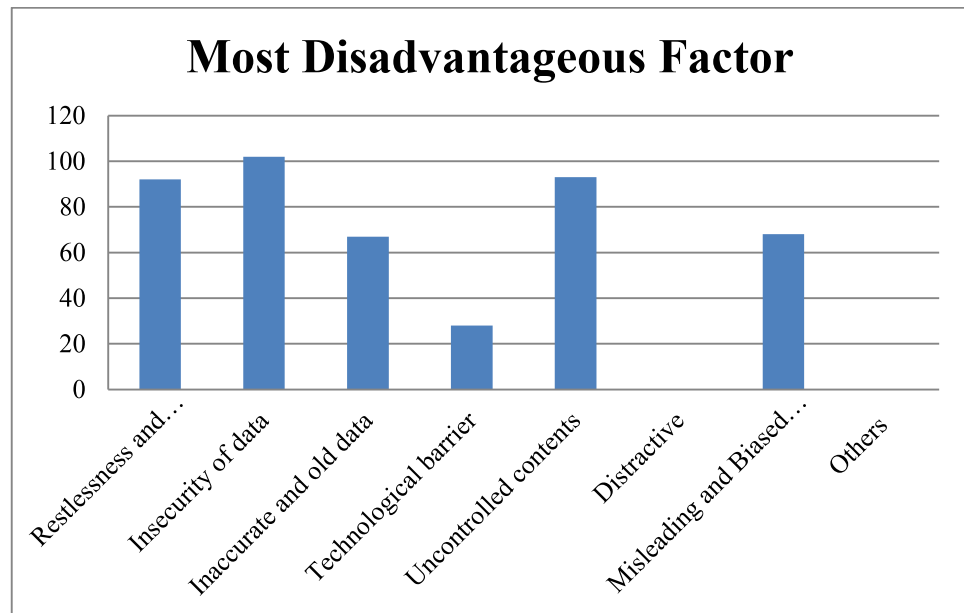


Chart-7.40

India is at the helm of digitization. There are attempts to make the new media accessible to all in all the departments from urban to rural areas. Acknowledging the potential of new media, India is also aware of its

destructive capabilities at different levels of the society. Be it social, moral, psychological or criminal, Indian youth is well aware of the flip sides of new media. The above table shows that 22.67% respondents believe insecurity of data is the most disadvantageous factor of new media followed by 20.44% restlessness and information fatigue, 14.89% inaccurate and old data, 6.22% technological barrier, 20.67% uncontrolled contents, none distractive, 15.11% misleading and biases information.

7.2 FINDINGS OF THE RESEARCH

With diverse contention and findings, the chapter deals with analyzing the subject with its gathered information and reports from the research. It provides different views of new media and social media with meticulous charts and graphs for better understanding of the findings. The outcome of the schedule has been presented graphically in this chapter. A path breaking report of the subject has been presented graphically with negative and positive effects on the youth. The key findings on social back ground, expansion of new media, opportunities and challenges to the youth respondents in respect of the study area New Delhi may be summarized as follows:-

Social Background of the respondents:

1. Regarding fair sex representation there are female respondents 50%.
2. Further, the respondents are divided age wise into four groups and in each group consist of 50% male and 50% female. According to that 24.89% of the respondents belong to the category of 15-18 age groups, 24.89% of the respondents belong to the category of 19-22 age groups,

24.89% of the respondents belong to the category of 23-26 age groups, while 25.33% of respondents belong to 27-30 age groups.

3. With respect to the age group majority 79.33% of the respondents are unmarried and 20.67% are married. None on reported in other category.
4. The majority 76.44% of the respondents profess Hinduism, followed by 10.44% profess Islam, 8% profess Sikhism, 1.56% Christianity and 3.56% profess others.
5. Majority 58.67% respondents belong to the General (Unreserved) Category, followed by Other Backward Classes 20.44%, Schedule Castes 14.89% and Schedule Tribe 6%.
6. Hindi is the mother tongue of 40.89% respondents, Bengali 8.22%, Maithili 7.55%, Telugu 6.44%, Punjabi 5.33%, Tamil 4.67%, Urdu 4.67%, Marathi 4.89%, Malayalam 3.78%, and others 13.56%.
7. Hindi and English are the languages known by all the respondents, followed by Bengali 19.78%, Tamil 14.44%, Telugu 13.78%, Punjabi 12.44%, Maithili 12.44%, Malayalam 10.67%, Urdu 8.44%, Marathi 7.55%, and others 39.55%.
8. In terms of the class status, 38.22% respondents belong to middle class, 24% upper middle class, 18.22% lower class, 12.45% poor and 7.11% upper class.

9. Larger section with 42% of the respondent are graduate, 32.67% are post graduate, 20.89% higher secondary, 4% are high school and below and 0.44% are PhD.
10. Larger section with 41.11%, of the respondent's father is graduate, 26.89% are higher secondary, 16.22% are post graduate, 14.22% are high school and below, and 1.56% are PhD.
11. Majority with 64.67% of the respondent's mother is educated, 12.89% are post graduate, 12.67% are high school and below, 9.11% are higher secondary and 0.66% is PhD.
12. Majority with 61.78% respondents are students, 27.55% employed in government or private sector, 8% are social worker, 2% are in business or self employed and 0.67% are farmer.
13. Majority of respondent's father 52.22% are employed in government and private sector, 39.11% are business men or self employed, 1.78% is farmer, 3.11% social worker and 3.78% are retired.
14. Most of the respondent's mother 52% are housewives, followed by government or private employee with 25.33%, business women or self employed with 19.78%, 2.67% are involved in social work and 0.22% are retired.
15. Majority, 95.11% families are nuclear and only 4.89% are living in the joint family structure.

16. Majority, 64.67% families are small in size with 1-5 members followed by medium family of 6-10 members with 32.22% and large family of more than 11 members with 3.11%.
17. Majority, 61.33% respondents have native place other than New Delhi whereas remaining 38.67% belong to New Delhi.
18. Larger section of the respondents 40.44% go for shopping more than once a week. 38.67% go once in a week. 16.89% go for marketing in alternate days. Only 4% go for marketing daily.
19. Majority, 65.11% respondents reside in New Delhi since birth, followed by 25.56% for last 1 to 20 years and 9.33% for more than 20 years.
20. Majority, 52.67% respondents reside in urban New Delhi, followed by 22.89% in unauthorized, 14.89% in Lal Dora and 9.55% in rural Delhi.
21. Majority, 73.78% prefer to go to private hospitals for medical treatment. 26.22% respondents prefer government hospitals.
22. Nationalized banks are the most preferred banks among youth in New Delhi as 67.11% respondents have savings account there. 63.33% has accounts in private banks. 32.89% respondents don't have accounts anywhere. Few respondents (3.33%) do have accounts in post office also.
23. Majority, 58% respondents got pocket money more than 100Rs/ day while 42% respondents receive less than 100Rs/day.

24. All the respondents have cooking gas, cable connection, Radio/FM and refrigerator at home. Majority, 99.57% of the respondents own a colour television set followed by 87.78% have computer or laptop or iPad. 86.44% have smartphone when 32.89% have basic telephone or mobile. 98.78% have scooter or mobike when 68% are having car. 87.33% have water purifier, 79.78% have Inverter, 52.44% have washing machine, 28.67% have dining table, 67.55% have music system, 11.78% have digital camera and 37.11% have air conditioner. The other household consumption pattern of the respondents shows that have everyday household appliances.

(A) New Media usage and Youth:

1. None of the respondents are there who don't use any new media at all.
2. There are 6.44% respondents who don't use Facebook at all, 4% don't use Whatsapp at all, 17.11% don't use Youtube at all, 37.33% don't use Blog at all, 29.33% don't use Twitter at all, 21.55% don't use Instagram at all, 30.67% don't use LinkedIn at all, and 5.11% don't use other websites at all.
3. There are 50.44% respondents who use Facebook, 9.11% use Whatsapp, 13.55% Youtube, 45.78% use Blog, 45.11% use Twitter, 57.11% use Instagram, 50.67% use LinkedIn and 35.78% use other websites occasionally.
4. There are 22.44% respondents who use Facebook, 11.55% Whatsapp, 10.22% Youtube, 13.55% use Blog, 23.55% use Twitter, 20.67% use Instagram, 6.89% use LinkedIn and 28.44% use other websites up to an hour.

5. There are 19.11% respondents who use Facebook, 42.89% Whatsapp, 45.55% Youtube, 3.33% Blog, 2.00% Twitter, 0.67% Instagram, 11.78% LinkedIn and 21.33% use other websites one to six hours.
6. There are 1.55% respondents who use Facebook, 24.89% Whatsapp, 13.55% Youtube, none use Blog, none use Twitter, none use Instagram, none use LinkedIn and 9.33% use other websites seven to twelve hours.
7. There are 7.55% respondents who use Whatsapp more than twelve hours, none of the respondents reported in Facebook, Youtube, Blog, Twitter, Instagram, LinkedIn and other websites category.
8. None of the respondents use Facebook at all, whereas 50.44% use occasionally, 22.44% up to an hour, 19.11% spent 1 to 6 hours, and 1.56% 7 to 12 hours, while none of the respondents spends above 12 hours.
9. There are 4% respondents who don't use Whatsapp at all, 9.11% use occasionally, 11.56% Up to an hour, 42.89% spent 1 to 6 hours, 24.89% spend 7 to 12 hours and 7.56% respondents spend above 12 hours.
10. There are 17.11% respondents who don't use Youtube at all, 13.56% use occasionally, 10.22% up to an hour, 45.56% spent 1 to 6 hours, and 13.56% spend 7 to 12 hours, while none of the respondents spend above 12 hours.

11. There are 37.33% respondents who don't use Blog at all, 45.78% use occasionally, 13.56% up to an hour, % 3.33 spent 1 to 6 hours, while none of the respondents spend 7 to 12 hours and above 12 hours.
12. There are 29.33% respondents who don't use Twitter at all, 45.11% use occasionally, 23.56% up to an hour, 2% spend 1 to 6 hours and none of the respondents spend 7 to 12 hours and above 12 hours.
13. There are 21.56% respondents who don't use Instagram at all, 57.11% use occasionally, 20.67% up to an hour, 0.67% spends 1 to 6 hours and none of the respondents spend 7 to 12 hours and above 12 hours.
14. There are 30.67% respondents who don't use LinkedIn at all, 50.67% use occasionally, 6.89% Up to an hour, 11.78% spent 1 to 6 hours and none of the respondents spend 7 to 12 hours and above 12 hours.
15. There are 5.11% respondents who don't use other websites at all, 35.78% use occasionally, 28.44% spent up to an hour, 21.33% spent 1 to 6 hours, and 9.33% spent 7 to 12 hours, while none of the respondents spend above 12 hours.
16. In response to why you joined new media, Mostly, 72.89% respondents agree with networking, 18.22% joined to follow community, 7.11% respondent joined new media because of peer pressure and 1.78% for dating/ porn contents.
17. It has been found that 60.67% of youth respondents said financial constrain and cost of internet is an issue whereas 39.33% do not find it at all.

18. A majority of respondents 54% said that new media is good but has down sides, 30.67% said that new media is a good tool, 15.33% said new media is far overused and none said that new media is spoiling and wastage of time.
19. It is evident that 38.44% respondents strongly agree, 61.55% agree, 0% disagree and 0% strongly disagree that new media encourage creativity.
20. In response to new media offer and deliver new experiences 53.78% respondents strongly agree, 46.22% agree, 0% disagree and 0% strongly disagree.
21. In response to new media encourage poor grammar, jargon and slang spelling over correct language 52.89% respondents strongly agree, 31.78% agree, 13.55% disagree and 1.78% strongly disagree.
22. In response to new media spread rumors and misleading information 43.78% respondents strongly agree, 38.44% agree, 15.11% disagree and 2.67% strongly disagree.
23. In response to new media is harmful to society and personal reputation 0% respondents strongly agree, 42% agree, 51.78% disagree and 6.22% strongly disagree.
24. In response to new media is distractive and reduce productivity 0% respondents strongly agree, 14.89% agree, 47.78% disagree and 37.33% strongly disagree.

25. In response to new media is prone to theft of identity 6.44% respondents strongly agree, 57.11% agree, 28.44% disagree and 8% strongly disagree.
26. In response to cyber-bullying is a common practice on new media 21.55% respondents strongly agree, 64.22% agree, 4.89% disagree and 9.33% strongly disagree.
27. In response to new media disconnect with surrounding people 7.55% respondents strongly agree, 48.67% agree, 29.11% disagree and 14.67% strongly disagree.
28. In response to new media create false sense of relationship 42.67% respondents strongly agree, 35.11% agree, 20.89% disagree and 1.33% strongly disagree.
29. It is seen that none respondents have tried new media but felt uncomfortable, 20.89% using new media and consider themselves a beginner, 64% using new media more often now and comfortable with it. 15.11% considers them as an advanced new media user.
30. Regarding their new media activity on professional front, 71.33% respondents want to achieve professional networking, 14.67% want to gather market intelligence and 7.11% promotion of company or organization. 6.89% want to achieve else.
31. Regarding their new media activity on leisure front, 80.44% respondent want to achieve entertainment, 15.11% friendship with opposite sex, 3.78% pornography, 0.67% want to achieve else.

32. Regarding their new media activity on educational front 40.22% respondents want to achieve current affairs and information, 33.11% research and knowledge exchange, 20.67% communication skills, 6% want to achieve else.

(B) Effects of New Media on Youth:

33. In response to the voice heard on new media, 6% respondents said they hear vulgar language, 15.11% hear rowdy voice, 0.89% suspicious language and behavior, 78% get formal and factual voices tone while communicating through new media.

34. In response to new media has become their voice as common man 63.78% youth believe while remaining 36.22% do not agree.

35. Data reflects, 57.14% youth think that monitoring and regulation of new media should not be mandatory while remaining 42.86% said that it should be mandatory.

36. In terms of assessing new media revolutionize one to educational participation 42.89% respondent are strongly agree, 57.11% are agree, 0% are disagree and 0% are strongly disagree.

37. In response to new media revolutionize one to political participation 37.11% respondent are strongly agree, 42.89% are agree, 20% are disagree and 0% are strongly disagree.

38. In response to new media revolutionize one to pornographic participation 15.11% respondent are strongly agree, 49.55% are agree, 19.78% are disagree and 15.55% are strongly disagree.

39. In response to new media revolutionize one to social participation 64.22% respondent are strongly agree, 35.78% are agree, 0% are disagree and 0% are strongly disagree.

(C) Opportunities and advantages of New Media:

40. Majority 50.22% says new media provides information instantly, 21.78% says that new media connects with friends and relatives, 16.44% improves and facilitates study, 11.56% Improves and facilitates work.

41. Social causes were most frequently protested by the youth respondent of New Delhi. 64.22% respondents joined social protest, 3.78% respondents participated in political protest, 1.56% respondents joined educational protest and 2% joined religious protest whereas 28.44% respondents never ever joined any online protest.

42. Majority 71.56% respondents joined online protest whereas 28.44% respondents did not join any online protest.

43. Humour is the most preferred reason that motivates 49.78% youth to share content online, educational/ informational value motivates 30.44% followed by 10.22% pornography and 9.56% in reply of the message received.

44. Larger section 45.11% respondents believe Inform, Entertain and Educate is the most advantageous factor of new media followed by 42.89% Instant global reach, 7.11% said it is Retrievable, 0.89% said

provide equality, 4% said it is personalized and privacy further none of the respondents said secure is the most advantageous.

(D) Challenges and Disadvantages of New Media:

45. In terms of new media affects youth's daily life 23.11% said lack reading habits, 36.89% created fear of missing out, 33.56% sleeping disorder and 6.44% created fear of being off line.

46. It is observed that majority 86.89% get exposure to pornographic/adultery content through web sites, 9.33% through Whatsapp, 3.78% Youtube and none from Instagram.

47. Regarding the most disadvantageous factor of new media, 22.67% respondents believe insecurity of data, followed by 20.44% restlessness and information fatigue, 14.89% inaccurate and old data, 6.22% technological barrier, 20.67% uncontrolled contents, 0% distractive, 15.11% misleading and biases information.

7.3 CONCLUSION OF THE RESEARCH

New media have penetrated in our lives by the beginning of 21st century with blogs. Within few years new media have captured and affected all aspects of our daily lives, teenage, young, adults and academic life is one of them. As seen, there are various different effects of usage of social network sites of teenagers and young adult's academic lives. However, positive aspects of usage of social network sites cannot be supported by scientific findings. They are just positive thoughts about the topic.

According to scientific findings, social network usage damages student's academic lives. These effects can be listed as creating addiction, killing time, living in a virtual life (escaping from reality) and disrupting student's concentrations.

As a result, it can be said that, the usage of social network sites can be beneficial for some areas but, most of the time it affects youth academic lives negatively.

This research shows us reasons behind the usage of social network sites and results which are derived from this. It helps us to understand that usage of social network sites is not just one dimensional issue. It can be seen as a beneficial facility from one side of the topic, but also it can be seen harmful facility from other side of the topic.

This research indicates that the harms of usage of social network sites are more important than the benefits of it. To save teenagers and young adults, academics lives, parents, teachers and authorities should collaborate patiently. It seems that the only way to decrease harms of social networking is this collaboration.

Analysis of the thesis is guided genres of participation, networked publics, peer based learning, and new media literacy. In examining these different areas, researcher draw from existing theories in literacy studies, new media studies, learning theory, and youth studies that are in keeping with our ethnographic approach. The framework has been drawn from focus on social and cultural context.

Contrary to the popular belief, the impact of new media is more positive on the youth of New Delhi. Study has revealed that new media and its multipurpose utility have swept the society with its omnipresence in all the sectors. The aim of the present research work is to study the everyday lives of youth in terms of engagement with new media, to understand youth and to put forth a paradigm for understanding learning, usage, participation, thoughts and believes in contemporary networked society and to bring this youth centered perspective into the study about expansion of new media, opportunities and challenges.

It is revealed from the findings that majority of the respondents are from middle class and upper middle class family. They are from educationally good background as both parents are literate. All family of the respondents has cooking gas, cable connection, Radio/FM and refrigerator. Most of the respondent's family have water purifier, computer, scooter, inverter, car, washing machine, music system, bank accounts, visits private clinic and go for shopping frequently. Most of the respondents both male and female are unmarried and are still pursuing studies. The study has revealed that though the respondents are from good educational and social background, the participation of the respondents on religious, political and educational issues is very low, however, good number of respondents participate on social issues. The respondents whether male or female equally aware and participate and use actively new media.

Present research suggests that new media has created a phenomenon over the past decade. Facebook and Whatsapp have emerged as the most popular communication modes that have continued to grow with its mass appeal. Now majority of the respondents are using new media more often

and comfortable with it, however they feel it has down sides too. New media also offers innovative ways to communicate in a quick manner.

Youth are free to use new media as and when required. Whatsapp is the most used new media platform used by the youth of New Delhi. The study reveals that youth are using new media in both their formal and informal learning and this can enhance youth's enjoyment and motivation in their learning. With a large population of youth, India cannot lag behind in capitalizing the technological advancement across the globe. While India may have missed out on past civilizations, technology driven revolution that is sweeping the world fast and furious provides a chance not to be missed. It is only be possible if interventions for online safety and trust quickly put in place.

New media have altered the way how youth socialize and learn. New set of issues rose that educators, policymakers and parents should consider. It is revealed from the study that majority of youth are not in favour of any monitoring and regulations by the government.

It is also revealed from the study that new media revolutionized for educational participation. Youth are also picking up basic social and technological skills. Therefore erecting barriers to participation deprives youth of access to these forms of learning. Participation in the digital age means more than being able to access serious online information and culture. Youth's participation in this networked world suggests new ways of thinking about the role of education. To keep the youth at a bay from digital media would only result in a futile adoption of the technology. With its access, youth should also be guided for its purposeful use in education and learning. The participation of the youth should be

encouraged by enabling them with policies for easy access to the medium across the class in the society.

On the whole new media revolutionized for political participation, study reveals that though new media technologies, especially internet and mobile are good means of election campaigns, mobile phone campaigns will have a good reach among all strata of society. Political parties feel the use of mobile phones is cheap and effective way to reach out to the people. Usage of internet is common with youth and upper middle class. Internet campaign may be successful if it provides easy access to the rural masses as well in future. As new media progresses, it can be seen adopting functions like mass mobilization that is an essential for older media forms.

Overall there is now support to the technological determinism theory that new technologies are instrumental in setting the conditions for social change and progress. Technology, acting as a determinant is playing a crucial role in transforming society at social and individual levels. Revolutions in communication thus lead to social, political and educational revolutions.

It is also revealed that new media has emerged as a voice of common man. The corporatization of media has added glitter to the profession, the journalists are becoming a celebrity with a huge fan following. This new makeover of journalists is however at the cost of an encroachment of freedom of their expression. The hegemony of corporate world into the profession of journalism has come to redefine its ethics. This has given birth to a culture of white colored minions who do not hesitate to compromise with real issues for their professional gains. This new trend is an awkward situation for who believe in broaching social issues for the

benefit of common people. In this circumstance, new media has paved the way for common man specially youth to vent their concern on new media. Most of the journalists, columnists have adopted the practice of maintaining a blog which their fans or followers pursue. India is worthwhile market and new media is certainly gaining opportunities to intensify its roots resulting strong foothold.

The study shows youth living in New Delhi joined new media platform for networking as they are the potential users of new media. New media allow users to interact with N number of other users instantaneously surpassing the social and cultural boundaries. The main features of new media allow users to socialize, communicate and interact with other users who are at distant location. Online social networking extends from family circle to other agents of socialization such as peers groups. The interactive services of social networking sites feel youth presence influence their personal development in terms of self and psychological well being.

The strength of new media, as demonstrated in this study, was that its genre lent itself well to casual interaction online, leading to casual interaction offline. Moreover, messages, findings pointed to the importance of considering platform and access mechanism when researching online social networks. Even the difference in level of access means that the experiences are quite distinct. The study indicates that youth often learn from their peers using new media and notions of expertise and authority has been turned on their heads. Such learning differs fundamentally from traditional instruction and is often framed negatively by adults as a means of peer pressure.

New media constantly attract youth to enter in social media. There has been a rapid increase in social networking sites, instant messaging, micro blogging and media sharing. Youth from various domains are using them for their benefits. Social media is being extensively used by youth for networking.

The study also reveals that new media encourage creativity and deliver new experiences. The proliferation of new media was seen as a drawback for creativity for its ready to use content and applications; however, use to in daily lives has become a venue for social interactions and a method of content creation for youth. The interactivity, their individualized demassified nature and their nature of no longer being time bound is contributing to their increasing popularity. Participation in the digital age means more than being able to access serious online information and culture; it also means the ability to participate in social and recreational activities online. There is little space left untouched by the wave of new media, it has added a new dimension in social life.

It is revealed from the study that on professional front youth logged-in to new media for professional networking purposes. Promotion of company or organization, gathering marketing intelligence and other reasons are secondary. The present century is marked with a global realization of time as a currency. Any innovation that becomes instrumental in saving time for greater values is highly accepted and recommended. New media has contributed a great deal in making the world a global village by its immense potential for networking in a jiffy surpassing the physical distance

It is found that ongoing, lightweight access to digital production tools and the internet is a precondition for participation in most of the networked publics that are the focus of attention for youth.

It is revealed from the study that on educational front, majority of the respondents logged in to new media for current affairs and information followed by research and knowledge exchange. Few respondents joined for communication skill and other purposes. New media given constraints on time and mobility to youth therefore offers an opportunity to connect and engage in private chat that is not monitored by parents and teachers.

The ability to browse the profiles and status updates of their extended peer network in sites such as Facebook offers youth information about others in an ambient way, without the need for direct communication. Youth turn to networked publics to connect with like-minded peers who share knowledge and expertise that may not be available to them locally.

The study reveals that many of the norms that have been observed online are very much up for negotiation, and often uncovered divergent perspectives among youth about what was appropriate, even within a particular genre of practice. New media is amusement for some youth and they are inclined towards social networking sites, updates profiles and pictures regularly. But, some take social media very sensibly. The incidents of mass gathering for Anna Hazare or Delhi Gang Rape victim strongly depicts the power of integration and worthy use of new media. Now, every citizen is able to write his views on all the events of national concern, which is the largest of its kind where people are using their freedom of speech and expression. Majority of the youth of New Delhi

participates in online protest for social causes rather than educational and others.

Youth are willing to share whatever content they get online from any sources. They have formed online group and well connected through social media and instant messengers. Humour is the main driving force followed by information and educational along with pornography contents that motivates to share. Some of the youth have been sharing contents in reply of received messaged.

Youth in India is composite with modernity and cultural values. It distinguishes on global platform. A large chunk of population find immature youngster with no ascertained goals and aims. On the other hand, the same generation carries forward a sensitive clan who has objectives and is working hard to thrive it. Today youth are developing new forms of media literacy. The study has identified a range of different practices that are evidence of youth defining new media literacy. Youth are developing shared norms for online publicity, norms for displaying peer networks online, how to represent oneself in online profiles, the ranking of relationships in new media and the development of new genres of written communication.

Instant information, education, entertainment and global reach are the most advantageous factors of new media. Youth continue to test the limits of forms of new media literacy and expression. The study has also revealed that the monetary aspect is an important deterrent in its access to the masses. New media is also subject to the financial condition of a society for its hold on youth. In addition to the institutional, social and cultural constrains, youth encounter economic barriers to online

participation. Fluent use of new media requires task specific access to technology. Youth who engaged in learning opportunities with new media generally had robust technology access, liberal time and independence to experiment and explore and a network of peers who supported their interests.

It is also revealed that majority of youth is clearly in favour of the statement that new media is good tool but has its down sides. The incorporation of the new media communication tools and strategies gave a new facet and gain to the life of youth. Innovative methods are being used which are not limited to search engines, video clips, interactive games, and e-mails. Now, mobile gadgets with multimedia are very attractive to youth with its portability and multipurpose use. None of the respondent says that new media is spoiling and wastage of time.

Language is an intrinsic mode of human communication, from Stone Age to the present day; with the emergence of civilization and culture, language has evolved a great deal. Language, with least realization always endeavors to accommodate itself with the modern innovations and technology. This happened when the technology of printing came into being, when the electronic media gained hold with the common masses and now this is bound to happen with unprecedented reach of new media. It is only natural for language to be flexible enough to fit into the new garb of technology. Though the changing language was looked upon as deterioration yet the jargons have come to stay.

These include personal and amateur media that are being circulated online, such as photos, video blogs, web comics, and podcasts, as well as

derivative works such as fan fiction, fan art, mods, mashups, remixes, and fansubbing.

It is important to understand the diverse genre conventions of youth new media literacy before developing educational programs in this space. Particularly when addressing learning and literacy that grows out of informal practices, we must realize that norms and standards are deeply situated in investments and identities of youth own cultural and social worlds.

Similarly, the elite language of committed gamers involves literacy that are of little, and possibly negative, value for boys looking for a romantic partner in their peer networks. Not only are literacy standards diverse and culturally specific, but they are constantly changing in tandem with technical changes and a rising bar of cultural sophistication.

With divergent views, this has also come to notice during the study that many believe that new media encourage poor language, distractive, reduce productivity, cyber bullying, spreads rumour and misleading informations, harmful to society and personal reputation, prone to theft of identity, disconnect with surrounding, create falls sense of relationship.

For youth of New Delhi, new media is the most favorable segment to use, but presents a number of risks along with a multitude of opportunities. Our research finding says that New Delhi youth spent most of the time with internet and new media which might lead exposure to inappropriate material, online addiction, sexual solicitation and cyber bullying. The changing phenomenon of digital youth beginning to determine which youth may be at most risk for online addiction. Further Research also

suggests that most of youth depend on internet which became more likely to be victims of online harassment and sexual solicitation, suggesting that intervention efforts should target high risk youth as well as risky online behaviors. Despite these risks, the research also suggests that the internet can be beneficial for youth and this technology has affected the consumption pattern of new media. Social networking sites provide a vehicle to promote cognitive, social, and physical development.

A sizeable number of youth participants have a basic understanding of privacy issues feel that social networking profile is doing enough to protect privacy; they tend to be convinced with the mere idea of control through new media privacy settings without much real control. Emphasize on the points that still a major part of the youth remain ignorant of various risks emerging from privacy invasion. Further research shows although many restrict their profiles, they do not seem to fully understand that their level of privacy protection is relative to the number of friends, their criteria for accepting friends, and the amount and quality of personal data provided in their profiles, which they tend to divulge quite generously. In other words, users are unaware of or unconcerned about temporal boundary intrusions.

The main risk online today are risks from each other, risks of improper use of technology, lack of privacy, sharing too much information, or posting false information about themselves or others. These types of behavior put their privacy at risk. The youth were not aware of the risks of using social media like uploading inappropriate content; lack of understanding of online privacy issues; and outside influences of third-party advertising groups. Most of them had not read the privacy policy that is ensured by social networking sites. All of the above points make the assumption of

our research study that ‘privacy is not a major concern for the youth hold true.

Although new media reflect new possibilities for identity related activities, the online realm is not a separate sphere of activity that reflects the real world as distinct from the virtual. Rather, how individuals behave online and offline reflect dimensions of the self and online activities are as real as those that take place offline.

It is evident from the study that youth demand entertainment from new media on leisure front. It is widely acknowledged that amongst the various forms of social media the most sought after by the youth is social networking sites like Facebook and video sharing website like YouTube. For most of them it’s a medium of entertainment and fun. Previously, there were only newspapers and magazines where very selective and fine write-ups were able to make space. As human it is a common nature to express one’s thoughts and feeling.

Contemporary social media are becoming one of the primary institutions of peer culture for youth, occupying the role that was previously dominated by the informal hanging out spaces of the school, mall, home, or street. Further, much of this engagement is centered on access to social and commercial entertainment content that is generally frowned upon in formal educational settings.

At the same time, the actual shape of peer based communication, and many of its outcomes, are profoundly different from those of an older generation, and are constantly being redefined. The study found examples of parents who lacked even rudimentary knowledge of social norms for

communicating online or any understanding of all but the most accessible forms of video games. Further, the ability for many youth to be in constant private contact with their peers strengthens the force of peer based learning, and it can weaken adult participation in these peer environments.

The study finds ample indications that the new media, with its myriad features is also used by the youth for closet entertainment. Adult content or Pornography is otherwise available only through the certificate of censor board is easily accessible through new media. A good number of users indulge in watching pornography in New Delhi. Acceptability of porn actors in the Indian mainstream entertainment industry has encouraged the curiosity of the youth to know more about such films and actors. This is evident with the fact that Sunny Leone is the most sought after actor in the Google search engine. It is revealed from the study that youth get exposure to pornography through website followed by whatsapp. The flip side of this aspect is reflected in the society with alarming rise of crime against women. At this juncture, a regulation seems to be the need of the hour.

It is revealed from the study that Fear of missing out, sleeping disorder insecurity of data and uncontrolled contents are most disadvantages factors of new media. Like every innovation, new media is also a boon and a bane as well for the society. Excessive use of new media tends to affect the mental and physical health of the youth making them aggressive and rigid. The research has made an attempt to analyze issues emanating from efforts on new media uses by youth. Youth need to be trained internet explorer at formative stages so that they could grow with filters in the head that help them differentiate between right and wrong online. It is critical that youth are taught internet explorer on new media at places

where they first access it. New Delhi has a sharing culture. Given the right content and controls, they could make use of the emerging technologies for their wellbeing. Undoubtedly, sharing the wrong, unethical information on the internet could dissuade people from using the technology.

Along with competing with other forms of media it has to continuously keep advancing for maintaining and increasing its users. Social media in India has to meet other challenges besides illiteracy, reach and accessibility that are revenue generation. In comparison to revenue generated in developed countries, it is still far lesser in developing countries.

7.4 SUGGESTIONS

Technology is evolving very fast and changing itself in every second. Therefore it can't be said what will happen in the future about new media and its usage. The question, which is whether there will be anything which will addict youth to itself or not instead of new media and social networking sites, is a challenge for youth. This question cannot be answered easily but, it seems that new media will save their places in youth's lives for a while. Of course, "further researches would help to clarify to what extent do new media save its places".

Future studies could focus on why social networking has created such a popular phenomenon compared to other social networking sites. Since there are high numbers of usage for both social networking sites, it would be interesting to understand why youth use these sites so frequently. Another area of research worth pursuing is the usage of new media sites in

the youth age bracket generation. As these websites become more popular, it would be a worthy topic to research. Lastly, there should be more research done on gender and usage of new media websites to better understand the effects on males and females using these sites.

There is need to regularize new media. Some agency must be deputed to monitor the anti social activities taking place on virtual world of social media. **Laws relating to cyber crime should be made more stringent.** There should be a separate policing department for cyber crimes. There is a need of extensive research study for finding ways to regulate crime against new media. These suggestions must be certainly taken into consideration and implementation or else the Indian population will keep waiting for another monitoring body along with television monitoring authority since 1959.