Dedicated to

my loving parents

Sh. Y.K. Sharma and

Smt. Vimlesh Sharma

DECLARATION

I, Deepak Sharma, bearing Ph.D Registration No. - Ph.D/2464/14 Dated 29/01/2014, hereby declare that the subject matter of the thesis entitled **EXPANSION OF NEW MEDIA: OPPORTUNITIES AND CHALLENGES (A STUDY ON THE YOUTH OF METROPOLITAN CITY NEW DELHI)** is the record of work done by me and that the contents of this thesis did not form the basis for award of any degree to me or to anybody else to the best of my knowledge. The thesis has not been submitted in any other University/ Institution.

Place: Assam University,

Date:

Deepak Sharma

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LIST OF ABBREVIATIONS

APPS	Applications
ARPANET	Advanced Research Project Agency Network
CAI	Computer Assisted Instruction/ Computer Aided Instruction
CBI	Computer Based Instruction
CBT	Computer Based Training
CD-ROM	Compact disk- Read Only Memory
CERN	Conseil Europeen Pour La Recherche Nucleaire (European Council For Nuclear Research)
CGC	Consumer Generated Content
DAU	Daily Active Users
EMAIL	Electronic Mail
EVOM	Electronic Word of Mouth
FB	Facebook
FOBO	Fear of Being Offline
FOMO	Fear of Missing Out
GB	Giga Byte (10^9 Bytes)
GDP	Gross Domestic Production
GOI	Government of India
I &B	Information and Broadcasting
IAMAI	Internet And Mobile Association of India
IBT	Internet Based Training
ICT	Information and Communication Technologies
IDC	International Data Corporation
IE	Internet Explorer
IM	Instant Messenger
IMRB	Indian Market Research Bureau
INR	Indian Nation Rupee
IOE	Internet of Everything
IT	Information Technology
KBPS	Kilobytes per second
LGBT	Lesbian, Gay, Bisexual and Transgender
MAU	Monthly Active Users
MB	Mega Byte (10^6 Bytes)
MBPS	Megabyte
MP	Mega Pixel
NTP	National Telecom Policy
PB	Peta Byte (10^{15} Bytes)
PPP	Purchasing Power Parity

PR	Public Relations
RSS	Really Simple Syndication
SELFIE	Self Enhancing Live Feed Image Engine
SEM	Search Engine Marketing
SNS	Social Networking Sites
TB	Terabyte (10^{12} Bytes)
TCP/IP	Transmission-Control Protocol/Internet Provider
TEL	Technology Enhanced Learning
TRAI	Telecom Regulatory Authority Of India
TV	Television
UN	United Nations
UNESCO	United Nations Educational, Scientific And Cultural Organization
UNICEF	United Nations Children's Emergency Fund
VLE	Virtual Learning Environments
WBT	Web Based Training
WI-FI	Wireless Fidelity
WWW	World Wide Web