

CHAPTER-I

THE FRAMEWORK OF THE STUDY

1.1 INTRODUCTION

It is not utopian to accept and acknowledge that ‘**new media**’ a medium of mass communication spreading its magic worldwide. For the last three decades, it has been making tremendous effort to educate, inform, entertain and persuade the masses all over the world. It is a set of new technology that has carved a special niche in day to day life. It is now a common platform for youth to interact with a number of digital devices and spend many hours upon learning and exploring computer devices. Putting it in other words, new media is an interactive form of communication that uses a computer or mobile device with internet access. New media makes it possible for anyone to create, modify content and share with others, using relatively simple tools that are free or often inexpensive. The new media, including internet, e-mails, social networking sites and instant messages is a very vital part of our society and surrounds everyone in some way or the other. New media helps to connect individuals to another and to the world, always; its powerful influence shapes the ways in which the participants perceive the world and their own position within the humankind.

1.2 STATEMENT OF THE PROBLEM

Populace of all strata are online and using new media for a various reasons such as searching for information, shopping, connecting with others and entertainment. The new media has been characterized as an influential tool for all round development. The effect of these forms of new media is

pretty evident among the adult population; the effect is even more profound on youth population. Online media has always been a driving force towards the perception and thinking of the society as a whole, but forcing on youth who is future of the country; it is equally corrupting the young minds. Instant messaging is most popular among 14-18 years old whereas email is growing in popularity among 18 years and above. The impact and response of digital media differs on geographical ground. This powerful media indeed has a strong impact on youth of New Delhi in India. These impacts are both positive and negative in nature. New media, especially the internet, sharing and chatting, social networking sites, online gaming, sexting, online porn and much more are the products of the new society and each of these are having a profound influence on social and individual relationships, material culture, social values and norms of the society. Round the clock available various information and entertainment communication methods have left very less time for serious study and sports. **Due to the presence of internet and access to innumerable sources of information through new media, youth have become a bit lethargic and arrogant. They are leading real life in a surreal world and virtual society.**

The social networking websites like Facebook and instant messaging apps like Whatsapp offer a different variety of new experiments to youth and giving them unlimited range of activities for entertainment. On the other side YouTube offers all sort of interactive videos like music, film clippings, news clipping, television episodes or educational programmes. With a plethora of features, new media seems to be a premature extravaganza bestowed upon the youth. Before working on its mass proliferation, there should have been effort to educate the youth for its constructive use. With tremendous growth, the medium is coming up with

latest user friendly features for its better utilization. The process will further proceed with more innovative ways to woo the users. With things as they are, new media may turn out to be a bane instead of a boom to the youth.

In industrial and post-industrial societies, mass media forms very important linkages between the great societal subsystems as horizontal linkages between, say economy and polity, religion and science, and between the micro and macro levels of society as vertical linkages.

Regardless of the medium chosen, individual media user must distinguish between at least four aspects of that use:

- Amount of use in terms of units of time spent or units of media content used.
- Type or genre of media content used/ preferred like news, editorials, soap operas.
- Type of context of media use, alone or with somebody else, media use being primary, secondary or Tertiary activity.
- Type of relation established with the content used like identification, para-social interaction.

There is a lot of variation in consumption of media among youth. All variation in human action including all four aspects of individual media use is determined by long and short term variation in the following factors:

- Societal Structure including media structure.
- Individual's position in social structure like age, gender, class and status.
- Personal characteristics such as values, attitudes and opinion.

Media needs to be consumed and that consumption is sociological, psychological and economical. It is a product and audiences, listeners and readers are form of consumers. The media consumers are constantly altering and developing in regard to tastes and preferences as well as owing to shifts in demographical and population. The consumer is the ultimate goals in the media economy for firms and advertisers. Firms create content to attract consumers; advertisers purchase time and space in order to access these consumers. Consumers contribute significantly to a nation's Gross Domestic Production.

The blending of availability and free access of internet on smartphone has taken the internet industry to the next level. Internet is getting popular in urban areas but the trend is still to make higher with accessibility to several other facilities and services. Interestingly, villagers are using Facebook and Whatsapp on their smartphone to keep their update their followers updated.

New media have been perceived as an answer to many of the social, cultural and political problems that plague society today. There are some constraints in the use of new technologies in developing countries like India but these have to be assessed against the benefits.

According to **Internet and Mobile Association of India (IAMAI)**, India has an active internet population of more than 5.2crore till June 2015. With a penetration level of 5.2%, it is expected to up 10% by 2020. The country's internet population has grown 2600% since 2000. After the dotcom finish in 2000, Indian internet industry has gradually emerged as a dominant sector and is generating significant value for several stakeholders.

According to study conducted by **International Data Corporation**, India's digital data will grow 60 fold to 23lakh petabytes (One petabyte is equal to 10^{15} bytes) by 2020. To store 40,000 petabytes (equal to 25crore MP3 songs or 1.2lakh crores images of 10 megapixels) of data 250crore ipads are required and 50% more digital information is created today in India than the capacity that exists to store it. This number will grow to 80% over the next decade.

Over the last ten years, the sector has witnessed the manifestation of forceful and dominant business models and international brands such as Yahoo, Alibaba, Rediff, eBay, Google Amazon and others. The search engine, Google, is unquestionably the major achievement story not only in India but across the globe. The biggest challenge faced by Indian internet industry was the lack of content in Hindi and other regional languages that saturated the user access to only English speaking Indians. Now a huge number of websites, search engines, almost all Hindi mainline daily or weekly and Hindi news channels have launched their websites in vernacular languages. There are lakhs of bloggers who write in Hindi and other Indian languages.

Internet is much limited to metropolitan, tier I and tier II like New Delhi and Guwahati cities and still a medium of prosperous and elite Indians. One of the biggest challenges that still exist in Indian internet industry is that of wide reach. Only those who have knowledge of computer, versed in English and have extra money to shell out after fulfilling basic needs of life, can access internet and work on it. Another limitation of Indians is that dependability on Western concepts and content. The biggest examples are Google, Facebook, Twitter, YouTube, Instagram and others. Indians

still follow their trails in terms of using the power of internet. This has to be addressed and won over. The Indian government has used the **Information Technology (Amendment) Act 2008** to increase monitoring and censorship of social media. In 2012, two young women were arrested after posting a comment on Facebook that angered politicians in Mumbai. In 2014, the government of India rolled out a Central Monitoring System with immense powers to monitor citizen's communications. **Human Rights Watch** called the new system 'chilling' in its scope. According to **Freedom House**, India had the steepest decline in internet freedom of any country in the year ending in April 2013.

Moreover, there is little information available on the motives, attitudes and behavior of the new media youth audiences. Internet usage motives of youth audiences may be completely different from their conventional media usage motives. For instance, users may go to the World Wide Web for collecting general information of interest to them like academic research, entertainment, socialization or even shopping. **Little academic research concerning new media is available in India. This may lead to a lopsided presentation of the facts with little or no representation of the users.** This is not a propitious proposition for the user also as the success of any new media communication is dependent upon the attitude of the users and their perceptions about it. Without understanding youth's attitudes and behavior towards new media, it would be very difficult to fully reap the benefits offered by online media. Also, the research available in the field of new media is scattered and not interlinked. This might lead to formation of incorrect or incomplete assumptions towards the framework and the functioning of new media in India.

1.3 SCOPE OF THE RESEARCH

This field of study is important because sociability is an underlying theme in using formats of new media. Since this new media phenomenon is continuing to grow at a rapid pace, it is important to understand the effects, new media has on personal communication. Social media networks offer a straight forward way to converse with peers and get peer feedback, as well, which may influence a young adult's self-esteem (**Pempek et al., 2008**). **Quan-Haase & Young (2010)** can be taken as an example that Facebook is used primarily by youth to maintain relationships with individuals they are acquainted with who live near and far. Facebook makes it handy to communicate with multiple people at one time. Social media may also make it easier for users to monitor activities of people they have not seen in a while as well as reconnecting with new and old friends.

1.4 BACKGROUND OF THE STUDY OF NEW MEDIA

The lightening fast speed of internet has changed the way people exchange the information. Internet combines the immediacy of broadcast and in-depth coverage making it perfect sources for news, current affairs and weather information. Multimedia excitement, email, instant messaging is the most frequently used application of the internet. Users accessed to the internet at any place to send and receive the email. Now this email address has become an identity of an individual. Chatting as one of the most popular activities on the internet has made communication easier between the strangers. Beginning of online social networking sites (SNS) has facilitated communication where users can create a profile and connect that profile to others to form a personal network.

They are several web based services that allow individuals to-

- articulate a record of users with whom they share a connection.
- construct a public or semi-public profile within a bounded system.

And

- view and traverse their list of connections and those made by others within the system. The nomenclature and nature of these connections may differ from site to site.

New media is being used by youth to keep in touch with current friends and reconnect with old friends, establishing social relationships or create real life friendships by joining groups and forums of likeminded. Members can express themselves by designing their profile page to reflect their personality. Networking on new media can also help members to find a job, business contacts and facilitated communication. Youth on such sites can easily form groups, called communities, and share their opinions through discussion, photographs, threads, polls and forums. One of the most popular extra features includes music and video sections. The photo and video section can include everything from member generated photos and videos on hundreds of subjects to TV clips and movie trailers.

Although, new media advantageous in many ways by building this world as a **global village**, negative effects known as **cyber crimes** become a privacy threat worldwide and brought up social behavior and approaches changes among youth which has also ended up as a nightmare for a many youth.

1.5 RESEARCH QUESTIONS

1. What do youth do with the new media? What are the patterns, extent of usage and characteristics of their new media participation? How youth in New Delhi perceive risks and possibilities associated with new media usage? And what do they do?
2. Is new media technology able to reach to all sections of youth society? Does the marginalized youth of New Delhi understand the technology?
3. What is the role played by new media in enhancing youth participation in current events? How new media as a tool has helped in the development process of youth? How are new media being integrated into youth practices and agendas?
4. How do new media practices change the dynamics of youth over literacy, learning, and authoritative knowledge?
5. To what extent youth are dependent on new media? How much time do youth spend on different forms of new media?
6. What is the impact of new media on youth's pursuit of education, peer and social interactions?

1.6 REVIEW OF LITERATURE

Early researches into the print and television were undertaken within an empirical framework which conceptualized the users as a large mass composed of isolated and unknown individuals. That was the thinking of a group of researches in the USA who employed a series of experimental

and statistical methods in search of the effect of the media. These effects were conceived of as behavioral ones subject to measurement. This paradigm, often referred to as the ‘**hypodermic model**’ by its detractors, has been the subject of considerable criticism. Firstly, the model concentrates the meanings that audiences construct and deploy. Secondly, it fails to differentiate between societal groups and the meanings they bring to television medium. As **Williams (1961)** remarked, there are no masses, only ways of seeing people as masses. Beyond and above all, the research failed to demonstrate the expected effects of television.

Previous Studies on Computer and Internet Impact: The advent of World Wide Web, especially web 2.0, has been an event of great importance in the field of communication. It has transformed the dynamics of human communication forever. Time-zones have vanished. Same is the case with need of physical presence for inter-personal or group communications. The dynamics of mass communication have also been altered significantly.

While there is a great deal of commercial research that goes into getting the product into the home and into finding out what happens after the computer is lying largely a show piece. The owners of personal computers and users of online services are reducing their participation in media and social activities that include both home and away activities as well as both information and entertainment media content. The data source makes it possible to suggest some possible ways they have been affected by the arrival of these new technologies. The procedures and results differ markedly from those reported in previous well-publicized studies of internet users (**Erbring & Nie, 2000, Kraut, Scherlis, Patterson, Kiesler, & Mukhopadhyay, 1998, Nie & Erbring, 2000**).

‘Internet is a decentralized, internationally operating network of computers that share a communication protocol which facilitates the exchange of information’ (**Janoschka, 2004**).

Dutton, Sweet, and Rogers (1989) described the underrated impact of income in predicting 1983 home ownership of computers, in comparison to education and income.

Venkatraman (1991) noted some important cognitive and sensory innovative tendencies on adoption.

McQuarrie (1989) found social integration and product strength to be key determinants of computer use and satisfaction.

Dickerson and Gentry (1983) found prior computer experience to be a key factor in an earlier period of computer diffusion.

Haddon and Skinner (1991) noted how the diffusion of computers could not simply be explained in utilitarian terms.

The power of internet as a medium of communication becomes conspicuous in light of the fact that there are in excess of 240crore internet users across the globe (**Avendus, 2013**).

World Wide Web is an extremely versatile service provided by the internet. World Wide Web is defined as a group of World Wide Web pages usually containing hyperlinks to each other and made available

online by an individual, company, educational institution, government, or organization (www.merriam-webster.com).

Defining New and Emerging Media: New media is becoming the preferred term for a range of media practices that employ digital technologies and the computer in some way or another (**Dewdney & Ride, 2006**). One key feature of new and emerging media technologies is that they are often portable and facilitate mobility in communications. New media has a wider reach than anything before it (**Lindgren cited in Galloway, 2005**). It is used as a term in educational settings as the title of university departments and courses and also as a title of certain artistic practices, making new media both an academic and intellectual subject, and a practice (**Dewdney & Ride, 2006**).

Wireless digital technological improvements have lifted earlier restrictions that required connecting to a static machine. When examining cultural forms and contexts in which these new technologies are used, what is striking is the fact that new media makes user technology more accessible for more of the time. New media enables content delivery on demand, called **pull media** which include **Really Simple Syndication (RSS)** feeds that deliver updated information as soon as they are posted online without consumers having to search for it. These new and emerging media are facilitating 'person to person' or 'person to persons' communications through email, text messaging, multimedia messaging, instant messaging, blogging, online chat, and online forums. New media are changing service provision in areas as diverse as dating, delivery of higher education courses and how people do their banking. New media are enabling electronic commerce through pay by subscription, pay per view and pay

by time spent where user can pay by credit card even by online fund transfer.

Advertising is becoming gradually more sophisticated with the advent of new media and it is not uncommon for mainstream advertisers to have their new ads on a website like YouTube. There are often spoof responses to the mainstream advertisements which, it could be argued, augment the impact or reach of the original campaign. There are now online games designed to promote products and services, in what has been called ‘advergaming’ (**Bradshaw, cited in Galloway, 2005**).

Hiebert (2005) stated that we could be witnessing a revitalization of civil society through a return to participation in the public sphere. But as Hiebert (2005) also notes, much effort is being put into making emerging communication technologies even greater tools of propaganda, mind control, and hegemony than anything before.

Thoughts of Various Researchers on New Media: The advent of new media with its ability to dissolve boundaries between telecommunications and broadcast industry has changed what people expect from the media they use. Access to new technologies has changed and extended abilities for entertainment and information gathering, and media researchers require greater understanding of the personal and social reasons people have for using new media (**West et al, 2007**).

McQuail and colleagues summarized audience needs and gratifications into four basic streams: diversion, which is defined as escaping from routines and daily problems, personal relationships, which involves substituting media for companionship, personal identity, which are the

different ways to reinforce individual values, and finally surveillance, collecting needed information (**West et al, 2007**).

The interactive nature of new media and the internet in general makes the uses and gratifications approach well suited for studying the phenomena of widespread use of new media among youth.

The uses and gratifications approach had been used by many researchers to explain why youth use a specific media. **Lucas and Sherry (2004)** used it to explain differences in how young women and men participated in video game play. A uses and gratifications perspective has been specifically used to test the use of new media.

Papacharissi and Rubin's (2000) concluded that the theory provided an important framework for studying new media and found that people have five primary motives for internet use, the most important was information seeking.

Kaye and Johnson (2004) mentioned that the growth of the internet has produced a renaissance in the uses and gratifications as it allows researchers to go beyond discovering who uses the internet to examining why they use this medium.

LaRose et al, (2004), in their application of uses and gratifications perspective found that people expect that using the internet will improve their lot in life in terms of specific social outcomes as social status and identity. They also suggested that perhaps the internet is a means of constantly exploring and trying out new, improved versions of ourselves.

People may enhance their social status by finding compatible through new media and expressing their ideas to them.

The former suggestion truly applies to the social networks in specific, as it considered the way youth use it to express their identity and to enhance their sense of belonging to specific groups. The uses and gratifications theory services the discipline as a perspective through which a number of ideas and theories about media choice, consumption and impact can be analyzed (**Baran et al, 2003**).

Researches that have used uses and gratification theory have grouped media gratifications into two categories: process and content. Process gratifications are associated with performance of the activity or usage of the medium such as web browsing or creating content on one's profile page, whereas content gratifications depend on the acquired information (**Kayahara and Wellman, 2007**).

Leung (2007) divided functions of the internet into interpersonal utility functions such as relationship building, social maintenance and social recognition, and entertainment and information utility functions.

Matsuba (2006), classified internet uses into mood management as entertainment and information seeking and social compensation as gaining recognition or relationship building.

The factors which found in internet uses and gratifications research were varied as some researchers called them motivations or motives, and it took multi dimensions as information, social interaction, convenience, escape,

relaxation, companionship or political guidance, on the other side others divided them according to expected and gained outcomes.

What Is New About New Media Technologies?

The term ‘**new media**’ refers to a wide range of changes in media production, distribution and use. These changes are technological, textual and cultural (**Lister et al, 2003**). The ‘new’ in ‘new media’ suggests a clear break away from the ‘old’. This separation of ‘new media’ from ‘old’ or mass media can be contested on a number of levels. Whereas the media usually refers to the cultural and material products of communication media as well as the institutions and the organizations under which they are produced, new media infers something far less settled, known and identified (**ibid:10**).

Meikle (2002) refers to as ‘**top down technologies**’. In his introduction to **Future Active**, demonstrates the similar paths the two technologies travelled along, with early development funded by military investment, its early take up amongst technological enthusiasts, and so on.

The internet may well have begun to predominantly take the ‘one to many’ transmission model. Yet the possibility of using these media differently remains. Just as radio is used in many contexts across the world as a participatory, community building and empowering tool for development, there are similar applications of the internet. They are long established ‘third tiers’ of radio, often described as ‘**alternative media**’ (**Price-Davies and Tacchi 2001, Atton 2002**).

Escalating access to new media can be measured one of the main forces behind shift that has moved the source of production as well as meaning away from the mass media and the public sphere towards the audience or reader. A primary driver of alternative or community media is the notion of access. It has provided the opportunity for the citizen to become writer or producer of knowledge or content creator, not only the reader or consumer.

In view of youth and new media technology, much of the past researches has been rooted within psychological and education discourses and this type of research serves to examine technology as a solution to traditional problems of teaching and learning in the context of the education system **(Sefton-Green 1998)**.

However, in looking at youth and new media, the research around it, aims to avoid the crisis starting point from which many studies around youth and technology begin. Instead, research answer questions regarding the way youth may or may not be using new technology to read and write their own meaning through creative content production and online interaction and communication.

In modern times, that is the time of illumination and industrialization, meaning was accredited to the texts themselves and as a outcome of the author who produced it. In contemporary times, post World War II, meaning has shifted towards the audience or reader in what Hartley calls, ‘an egalitarian approach to meaning’ **(ibid)**.

Interactivity- A Key Feature of New Media: One of the often cited defining features of ‘new media’ is it’s apparently inherent ‘interactivity’.

It suggests ‘a more powerful sense of user engagement with media texts, a more independent relation to sources of knowledge, individualized media use, and greater user choice’ (Lister et al 2003).

The concept of intercreativity was first articulated by **Tim Berners-Lee** and it relates to the early design of the World Wide Web where sharing was a key principle and the ideas of stupid networks and intelligent ends/applications became established along with the notions of open and closed systems.

If we consider old literacy to be signaled by a fixed relationship between the writer and reader, then we may consider interactivity and a blurring between the lines that separate writer and reader the very mark of new literacy (**Hartley 2004; Fiske 1989; Sefton- Green 1998**).

For the internet, **Miekle (2002)** believes that the term ‘interactivity’ may imply ‘greater autonomy and agency’ but is often ‘loosely defined’ and ‘loosely deployed’ (**ibid**). **Meikle (2002)** distinguishes between two types of internet use that is interactive and tactical. He makes the important distinction between interactive use, which he defines as choosing between options already prescribed for us and alternative use, which not only offers choice, but intercreativity that allows opportunities not only to interact but to collaboratively create. However, if we are to acknowledge new forms of literacy as a consequence of new media, we need to review the relationships between new and old or traditional forms of literacy, and we need to look beyond discourse of interactivity and access to its practice. In terms of youth’s interactivity with hardware and software technologies, very little research has investigated how far this relationship may be affecting ideas regarding literacy.

The ‘Old’ and The ‘New’: **Sonia Livingstone (2002)** identifies four themes that suggest how new media are contributing to the changing social environment and are distinguishable from ‘older’ media forms. Firstly, personal ownership of media is increasing. These changes in media ownership are largely facilitated by expansion in mobile media and decline in expenses. Secondly, media are diversifying in form and content, so, there are varieties on offer for all at the same time. Thirdly, media convergence raises possibility for convergence across other borders. Almost everything becomes possible as boundaries are blurred between education and leisure, home and work, entertainment and information, and so on. Finally, new media has introduced a shift from one way, mass communication towards more interactive communication. ICTs support further blurring of boundaries in the context of media use, thus changing boundaries between the construction of texts producing edutainment, infotainment, glocalization, netizens where genres are mixed, and high and low cultural forms blend.

New Media Not as an Alternate to Old Media: According to **Sonia Livingstone (2002)**, new media rarely replace or even, displace older media. somewhat, new media add to the available options, to some extent promoting new, more specialized, uses for books, television, radio’ (**ibid**). How this occurs, Livingstone states, is dependent upon how readily new media is incorporated into youth’s everyday practice.

It has been seen from research conducted around new media technologies in community centers in South Asia, that the most promising applications are those that combine new technologies with older, more established ones (**Slater and Tacchi, 2004**).

The ability to be vocal in tandem with utilizing the technology is more than skills acquisition. Mixing of media with the new medium is important as there is not a format for community based content creation equivalent to those widely adopted with community or development radio and TV. It has been seen how involvement in creative practices with these technologies significantly boosts individual and group benefits. People are empowered, and begin to participate actively in spheres, previously alien to them or considered beyond reach, generally they are able to become far more active as citizens. It also enables them to be heard and seen in the wake of technological advancement.

Things are different, but on the one hand we are still pretty short of digital creative content and on the other hand that the mixing of notions of radio and the internet present a largely unregulated space for some ‘radiogenic’ activities (Tacchi, 2000).

Anyone Can Be Mass Communicator: Not long ago, the idea to become a mass communicator was a very expensive one. Only persons with substantial financial resources could venture into the field of mass communication but, with the arrival of web 2.0 and cheaper access to internet on the scene has changed the playing field completely. Now, anyone with access to an internet enabled personal computer or mobile phone, may become a mass communicator by creating a blog, registering on social networking websites, uploading videos shot with personal mobile devices on different websites offering such services. This has empowered the internet audiences to unfathomable extents. Consumer Generated Content (CGC) and Electronic Word of Mouth (eWOM) are the two distinctive developments that have taken place in the realm of World

Wide Web since the arrival of web 2.0 on the scene (**Bright, 2011**). These developments have blurred the boundaries between the World Wide Web content generators and World Wide Web content consumers. They now frequently interchange their roles. The latest advancements in the internet technology have not only empowered the consumers but, have also given powerful tools of persuasion in the hands of the sellers.

Indian Perspective: According to some studies and conferences the effect of the media on India; media's impact is very high on the cultural values of youth who are already in a stage of identity crisis where they reject adult authority. So when extra push and freedom is given to them, they misuse the freedom. In the urban areas without proper guidance, youth may reject the authority of elders and make serious mistakes in their lives.

Face of India is changing: Changes are occurring in our culture, social institutions and interpersonal relationships as well. Media driven market oriented western influences has affected India. With the advent of satellite connections, almost all the international news, commercials and games can be seen. Film industries have its fair share of sex, crime, violence, fashions, attitudes and life style of people especially of youth. Further, western songs and rhythms have influenced Indian films and changed taste of music especially of youth. Even in Hindi and other regional media words of English and other languages are used side by side. Consumerism has permeated and changed the fabric of contemporary Indian society. Advertisements have influenced the buying habits of youth as buying the latest electronic gadgets, cars, TVs, and trendy clothes have become quite popular. Poor cannot respond to it and get frustrated as a result crime increases. India is praised all around the world for its speedy economic growth rates over the last fifteen years or so, fuelled in part by the

amazing growth in Information and Communication technologies (ICT) based services sector and export of software. ICT have a tremendous potential for economic growth and social empowerment. Many other countries look to India as a model for global outsourcing and try to imitate elements of this in their own strategies (**Carmel 2003; Heeks and Nicholson 2004**).

A major development issue, therefore, is whether India can seriously address the needs of its entire people, including the vast numbers of poor and uneducated in the rural areas urban slums. The inculcation of a ‘Citizen to Government’ and ‘Citizen to Citizen’ interface would provide this link that would also lead to community participation in design and implementation of ICT interventions. **Cecchini and Scott (2003)** said that a range of ICT based applications aimed at poverty reduction in the context of rural India. These include supporting pro-poor market. Computerized development improve access to basic services through approaches such as telemedicine, e-government services, improved access to microfinance through smart cards even as this is a useful set of examples, it is not clear that they necessarily succeed in benefiting the poor and disadvantaged. **Heeks (1999)** asked: ‘Can information and communication technologies (ICTs) help to alleviate poverty in low-income countries?’ **Heeks** suggests that ICTs play a role mainly as communications technologies rather than as information processing or production technologies. Among his priorities for the development agenda are: the poor need knowledge to access, assess and apply existing information and need resources for action more than they need access to new information; the poor need access to new, locally contextualized information more than access to existing information from an alien context; the information needs of the poor may be met by more informal

information systems than by formal ICT based systems; the poor will reap the fullest benefits of ICTs only when they know and control both the technology and its related know-how.

In the development spectrum, India is home to the largest number of ICTD projects, covering a wide range of objectives, including e-governance programmes, e-commerce projects and community media based strategies, new institutional alternatives in development like telecaster based enterprises and service delivery initiatives with a localized orientation **(Paul et al., 2004)**.

Several articles describe the Indian scenario particularly in terms of ICT and development. Some of them were general and provided an overall picture. The concept of information society, its origin, definition, global scenario of transformation into information society, its impact on information professionals and socio-economic system are discussed by **Baruah (2001)**. The Indian scenario along with data and applications is also described in the article which helped in getting a clear picture of information society in India. **Srivastava (1991) and Dasgupta, (2000)** have also deliberated on implications of information society in India. The role of information as a key resource in the society is highlighted by **Husain (1998)** discussing the concept of information superhighway, its impact in the present day society is also discussed. The author stressed on the implementation of National Information Policy in Indian context.

A survey conducted by ASSOCHAM reveals that ‘Despite government's strict norms that prohibit children under-13 from joining social networking sites, nearly 73% of children in tier-I (like New Delhi) and tier-II (like Guwahati) cities in the age group of 8 to 13 are using

social networking sites which can lead to negative outcomes such as cyber bullying and online sexual abuse’.

The Federation of Industries and chamber of commerce of India (FICCI) - Klynveld Peat Marwick Goerdeler (KPMG) 2012 report on ‘India media and entertainment’ shows that number of internet users will come close to the number of television viewers by 2016.

Internet vs.TV penetration (projected)

Year	Television	Internet
2011	53.9	13.2
2012P	59.9	18.0
2013P	65.0	24.2
2014P	69.6	31.8
2015P	74.7	41.2
2016P	78.9	54.6

A report on Indian Media and Entertainment Industry released by FICCI-KPMG in March 2013, assessed **the value of the Indian advertising industry to be more than INR 3600crore in 2013 and stated that by 2017, it would increase to INR 6300crore.** The same report also projected the size of the digital advertising industry in India to reach to approximately INR 8700crore by 2017 which amounts to about 14% of the size of the entire advertising industry in India (**Jaisinghani, 2013**). Online advertising is growing much faster than any other form of advertising and is expected to do so in the future. This growth may be attributed to a number of factors such as the immense opportunities proffered by online advertising in the form of better targeting techniques, better profiling of audiences, greater scope for personalization and localization of advertising content, improved measurability and, most

significant of all, low cost of advertising. Coupled with these benefits for the advertisers is the greater control that online advertising gives to the users. It allows them to select the type of advertisements that they want to receive. This makes online advertising seem less intrusive than other forms of advertising. Also, most of the big online advertisers and publishers adhere to ethical online advertising practices and sincerely endeavour to not interfere with the web page viewing experience of the users. The fact that online advertising is consumer centric, even if in principle only, and takes into consideration preferences and comfort of the audiences while trying to communicate various brand messages to them, is expected to be its biggest asset. **Over 50crore users will have internet access by 2016, around 40% of the population.** The reach of television is currently 45% of the population.

According to a report prepared by **comScore for FICCI** published in 2012, among the BRIC (Brazil, Russia, India and China) Nations, **India has been the fastest growing market (in terms of internet users)...growing at an annual rate of 41%. The report also reveals that 75% of the total internet users in India belong to the age group of 15 years to 35 years (comScore, 2012).** About 86% of the internet users in India visit a social networking (**India Digital Future in Focus 2013, 2013**). These data are significant as youth generation is comparatively more comfortable with modern internet technologies and adapts to innovative use of the same in various fields such as online advertising. 'India currently accounts for 7% of Facebook's global monthly active user base and has the second largest Facebook user base in the world, next only to US. Other networks such as Twitter are also gaining foothold with more than 2crore users' (**Deloitte, 2014**).

These are more than the entire population of most of the countries of the world. The market that these users comprise is humongous. Another important factor relevant for online advertisers is the time spent by internet user online, accessing social networking websites. According to a comScore report published in 2013, Indian Facebook users spend about 217 minutes on the site (**India Digital Future in Focus 2013, 2013**). Compare this datum to the datum that on an ‘average time spent on a search page by a searcher is only about 6.4 second’s (**Enquiro et al. study carried out in 2005 as cited in Plummer et al. 2007**).

In another report published on www.webanalyticsindia.com dated 01July 2010, with a headline ‘The Challenges of Social Media Analytics’: The upsurge of social medial networks is very useful but tightly coupled with the varied challenges when it comes to analyzing social media, especially for business needs. Businesses yearns to muscle its way out of these challenges to fully benefit from this human network colossal, which is poised to replace emails and other means of communication in the future. These challenges if clearly understood and unlocked are guaranteed to bring a potential and profitable channel for business promotions and marketing. Few challenges are here to mention.

a. Too much qualitative data: It’s a cumbersome task to sieve the qualitative data from the onslaught of data flow through the use of new media. It is a time consuming job to cull the desired data out of innumerable data available through the new media.

b. Social media is huge, unavoidable and growing: The popularity of social media poses threat to business in more than one manner. The conversation in the social media is of all sorts, including the consumable products by the people at large. Even a misleading propaganda in social networking sites against a product may spoil its long efforts to build it. It

is very difficult for companies to track the conversation in the social media that may damage their business.

c. Cutting through non-qualitative data: Despite its effective role, the new media is still dependent on human acumen to filter the undesired data that is harmful for the business. There are content in new media which is indirectly instigating the mind against a product or business plan. It is still beyond the capacity of computer to get away with the disguised messages/content. It needs the involvement of human mind and good amount of time to solve the virtual problem.

d. Proliferation of tools: No one tool can answer all your questions and support all your analysis. You have to use different kind of tools with different features and maybe make them work together to get your data. This may require both time and experience in keeping track of more and latest tools.

e. No known framework: There is no proper framework/ mechanism to measure effectiveness of social media. It's still difficult to weigh how your product is going on social media. Its response and feedback do affect the business.

f. Need for expertise: As the reach and it's complexities grow businesses have to look for experts who can effectively handle social media analysis. Futuristic measures are to be taken as, if today's scenario is almost demanding experts to handle social media analysis then what will the situation be like tomorrow; more data, more sites, more tools, more platforms, more dependencies and of course more profitability. So this may become a specialized job and mandate engaging social media experts, who can obviously deliver more profits through this channel of information exchange.

g. Final thought: These challenges are evident and pressing, there may be even more to follow as this phenomenon is here to stay.

In another report published in The Times of India dated 02 July 2010, with a headline ‘Classroom teaching taking a backseat’: Former Vice Chancellor of Indira Gandhi National Open University **Ram Takwale** observed that the conventional system of classroom teaching is gradually taking a backseat and that the new media are giving tremendous freedom to learners, in turn helping people build up their sources of information. The flipside of new media taking a toll on young minds is an issue that needs to be dealt with immediately, one of the panelist observes that media is binding people with commercial values. The need of the hour is for each to know ones limitations, maintain innocence and peace of mind and avoid cultivating a materialistic mindset. Children today are burdened with expectations from parents and teachers, and often end up confused and stressed, nature of a child’s mind. In order to communicate effectively with a child, one has to be a child first and stop ordering them like adults. Technology and good teacher training can come to a child’s aid if used effectively.

In another report published in The Times of India dated 06 March 2015, with a headline ‘Smartphone addicts are more moody, lonely’: Smartphone users are growing substantially all over the globe. Smartphone addiction is linked to higher levels of narcissism and negative personality traits such as moodiness, jealousy and loneliness, a study has found. Zaheer Hussain, lecturer in Psychology at University of Derby found that more you use a smartphone, the higher your risk of becoming addicted. The study informs us about smartphone overuse and the impact on psychological well-being. The results of the study showed that 13% of participants were addicted, with the average user spending 3.6 hours per

day on the device. The research also suggests that prospective smartphone buyers should be pre-warned of its potential addictive properties.

In another report published in The Times of India dated 06 March 2015, with a headline ‘Government plans to light up social media with anti tobacco campaign’: The ministry of health and family welfare is in the process of completely redoing its media campaign plan while anti-tobacco campaign will continue in newspapers, radio jingles and television, focus will be more on social media. As part of the new campaign, the ministry released public service advertisements and posters on tobacco control. The ministry also informed that the campaigns are under study to weigh its efficacy.

In another report published in The Times of India dated 17 December 2015, with a headline ‘Facebook India user base crosses 11.2crore’: Growing internet penetration and a large youth population has helped world’s largest social network platform Facebook expanded its user base in India to 11.2crore, the second largest after the USA. US based Facebook, which had about 10crore users a couple of years ago; saw its **monthly active users (MAUs)** base touching 11.2crore at the end of September. The number of **daily active users (DAUs)** from India now stands at 5.2crore. Globally, the company has 135crore users, while the number of daily active users now stands at 86.4crore Facebook India managing director told that they have realized the potential of Facebook in India, it is growing rapidly and they are working day and night to give further boost to the business. Interestingly, of the 11.2crore user base in India, about 9.9crore users are using the platform through their mobile phones at least once a month. About 4.5crore users in India are using their mobile phones every day to connect with their friends on Facebook.

Facebook has also conducted a study titled ‘**Coming of Age on Screens**’, which aims to understand people's attitudes and behaviour both online and offline. The study unearthed that 77% of the users in the 13-24 years age group agreed that they can't leave their house without their mobile, while 63% agreed that they would prefer to give up their TV for their mobile phone. Another interesting finding that emerged is that youth today use an average of four devices and often use multiple screens in the evening, especially while watching TV. They suffer from **FOBO (Fear of Being Offline)** with 77% respondents saying they like to be connected to the internet wherever they are. ‘Social media is the first place this group would turn to share a photo of themselves (41%), a funny video or joke (37%), an interesting news article (32%) and a random observation (24%), ranking ahead of face to face, text, email and other means of communications,’ the report reveals. Reddy said that the study will help advertisers understand youth better in terms of how do they connect and the role of technology and different digital platforms in the lives.

In another report published in The Times of India dated 12 January 2015, with a headline ‘I&B ministry to soon connect with you on Whatsapp’: The report acknowledges the potential of Whatsapp to establish communication with the masses. In line with Prime Minister Narendra Modi's focus on disseminating information through new media, Information and Broadcasting (I&B) ministry is preparing to use WhatsApp and also integrate other social media platforms to hold ‘talkathons’. While the ministry has been widely using Twitter, Facebook and YouTube to publicize important events, it has still not utilized the potential of WhatsApp. It would be an innovative step to install a one to one connection with the people. The observation of the officials on the limitations of Whatsapp, they are of the opinion that ‘One of the reasons

that we have not used WhatsApp much is because there is a limit to the number of members that can be added to a group. And to manage multiple groups, a customized software solution is needed. The official added that the ministry is now considering possibilities as to how this medium can be used to reach the people and also planning to use more wide interactions that it calls 'talkathons'. At International Film Festival of India, interactions were held where a panel deliberated live on YouTube questions which were fired by the audience in real time on Twitter. I&B ministry have a wing that specializes in utilizing the new media for the spread of information. The ministry and its associated bodies have over 16lakh followers on Twitter, nearly ninety thousand YouTube subscribers and a substantial following on Facebook. It has managed to carry out a vigorous online coverage of important events live. The new media wing plans to spread awareness online about the activities on Swami Vivekananda's birthday on January 12, which is celebrated as the National Youth Day.

In another report published in The Times of India dated 21 February 2014, with a headline 'Social media, new age police informer': A new dimension of the use of social media came into light in Jhansi (UP) where youth found it comfortable to inform police about miscreants through social networking sites. Now, Facebook and WhatsApp have created revolution in the field and even cops posted in small towns have started relying on social media and got tremendous response. With 30 to 35 posts daily pouring in, police have been able to bust seven gambling dens, illegal sale of liquor, nuisance of auto-drivers and frequent traffic jams. With the launch of the Facebook page, more and more people have come forward with information, which helps in nabbing criminals. In many cases, the police have raided within minutes of getting information on FB

and able to take criminals by surprised. An officer has been deputed for keeping a regular watch on FB posts, online daily chatting with the local youth, understanding their problems and giving them solution. Locals said that they are interactive and feel happy chatting with him and sharing problems. The entire exercise is being kept a secret to conceal the identity of informers.

In another report published on <http://timesofindia.indiatimes.com/tech/> with a headline ‘How Facebook helps boost self esteem’: There are negative side of social network on human being but it has some positive aspects too. If one has had a bad day, chances are he/she might end up spending time on social networking sites like Facebook with people who are worse off, reveals a study. It is a human nature that when people are in a negative mood, they start to show more interest in the less attractive, less successful people on their social media sites, said co-author and professor of The Ohio State University, US. These findings give impetus to recent studies that found people who spend a lot of time on Facebook tend to be more frustrated, angry and in solitude, presumably because of all the happy updates from friends that make them feel inadequate. ‘People have the ability to manage how they use social media,’ said co-author and assistant professor of VU University Netherlands. ‘Generally, most of us look for the positive on social media sites. But if you are feeling vulnerable, you will look for people on Facebook who are having a bad day, or who aren't as good at presenting themselves positively, just to make yourself feel better,’ co-author added. Overall, the researchers found that people tended to spend more time on the profiles of people who were rated as successful and attractive. But participants who had been put in a negative mood spent significantly more time than others browsing the profiles of people who had been rated as

unsuccessful and unattractive. 'If you need a self-esteem boost, you are going to look at people worse off than you,' co-other said.

In another report published on <http://timesofindia.indiatimes.com/city/> with a headline 'Politicians campaign using social media to attract youth': Politicians seem to be prepared to avail the social networking sites for their benefits. Be it big or small time, politicians all across the country are making the most of social networking sites like Facebook, Twitter and WhatsApp to publicize their work and attract youth. Politicians have realized that youth of the day hardly reads newspapers and watches news channels, thus they have chosen their medium of social media to show them their work and attract as much attention as possible. Politicians regularly update their Facebook page, Twitter handle and other social networking accounts with comments, pictures and information not only about the issues that they have worked on but also the cause they support. 'This new media is helping us reach a larger audience. When we upload details about our work we get first-hand reaction from people. It has turned out to be a great way to get these youngsters interested in politics,' says a Member of Parliament. Meanwhile, youth agrees that constant updates by politicians have made them more aware of the issues and their work.

In another report published on <http://timesofindia.indiatimes.com/tech/jobs> with a headline 'E-commerce may create 1.5 lakh jobs in India in 3 years': It's raining jobs in the e-commerce space as this segment could grow at 20-25% over the next 2-3 years in terms of jobs, salaries and growth, which in turn could create at least 1,50,000 jobs. The current estimated size of the industry is about Rs 18,000crore and is expected to reach Rs 50,000crore by 2016 and as the industry grows, the

demand for talent would grow proportionally. There are nearly 200 startups flush with PE/VC funds within this area and several hundred that are treading the same lines. Since the sector is fairly new, there is a severe dearth of talent at all levels and in order to attract and retain key talent some of the leading e-commerce players today are even shelling out 'crore+' salaries. In India, most e-commerce players increased the salaries by 10-40% between 2013-14 and are now paying salaries ranging from Rs 10-23lakh and are hiring large entry level employees. At mid- and senior-level also, the salaries are swelling by 10-15% every year, besides the priceless stock options that are offered, which make employees crorepati. E-commerce hiring is extremely bullish with the sector alone ready to hire over 15,000 in the next 5 months. The upscale is largely driven by robust positive sentiment both amongst consumers as well as the industry. The indicative salary outlook for junior employees is Rs 1.45-3lakh per annum, while for mid-management it is between Rs 12-30lakh per annum.

In another report published on <http://timesofindia.indiatimes.com/life-style> with a headline 'Friendship in the times of social media': Time was when Friendship Day meant hanging out with buddies and wearing colourful friendship bands. But now virtual connect through forwarded messages or mobile app stickers or a simple post on a friend's wall of a social networking site overshadows the personal touch and people's socializing skills. Easy-to-access internet without pinching your wallet and mobile app's fun stickers expressing your emotions have made many people connect with one another, but mostly on a superficial level, say experts. Friendship bands have become old fashioned. Now, there is WhatsApp, Instagram where you can post your photos with your friends. Virtual friends are more now. With internet on phone now, one does not need not to take extra time to stay in touch with people. Now, people

would rather use WhatsApp or do video chat or send pictures. People becoming closer because of technology, but it have become more superficial. There are some who are active on social networking sites or mobile apps as they are following others blindly. They feel that everybody is doing so and should follow them. Lacks of time and effort have also made people turn to virtual friends. 'So, close friendships are not there. Earlier friendship used to mean a lot. People used to take a decision on the basis of friendship, now, it's becoming shallow. Apps and social networking sites are also taking people away from reality. All these sites are designed in a way that people get addicted to them and they are living in a fancy land where they feel that if they send a friend request to a stranger and that stranger accepts, they become friends in reality. That doesn't happen. There are friends on social networking sites, but when you meet them in person you get different energy...We are living our life on autopilot mode. It is easier for robots to lead a virtual life rather than a realistic one. It is a fact indeed that the virtual medium has affected people's confidence to socialize in the real world. People want to save time but the more time they spend on sites and apps the more they lose confidence of meeting people. It has now become a choice not to meet and rather send a message. The consequences are worse for the younger generation as for them expression of emotions and articulation of thoughts in person increasingly getting tougher. Children as young as 10 years start using such sites and apps. They won't know how to communicate face-to-face. The older age group (above 25) has passed all that; so there's not much to worry. They don't have a sense of responsibility at that age. They may not understand or develop a trait of making real friends or having an emotional connect with someone. Technology is advancing by each day, it is for the convenience but there should also be a demarcation line to use it lest it does not turn human being into mere robot, bereft of emotion.

Social Media Influences Buying Behaviours: Digital Influence Group reported that 91% of the people say consumer reviews are the #1 aid to buying decisions and 87% trust a friend's recommendation over critic's review. It is thrice more likely to trust peer opinions over advertising for purchasing decisions. One word of mouth conversation has an impact of 200 TV ads.

New Media and Suicide: With the prevalence use of new media, there is numerous news related to it from the most viewed YouTube video on Armless pianist wins 'China's Got Talent' to Web assisted suicide cases. Social media and suicide have important relationship. New Jersey college student who killed himself after video of him in a sexual encounter with another man was posted online. Thus, does social networking make us better or worse off as a society? The death of Phoebe Prince was said to have resulted from cyber bullying. There is some concern that the desire for achieving for prestige via online memorial may encourage suicides. **Vincent Nichols**, Arch Bishop of west minister, has warned that popular social networking sites lead youth to form 'transient relationship' which put them at risk of suicide when they collapse. **A report 'Student ends life after texting friends on networking app' published on <http://timesofindia.indiatimes.com/tech/social>** sites ample example of abuse of social networking sites by youth. In Chennai, a 20-year-old college student commits suicide by hanging from the ceiling at his house in Egmore after sending a message on 'WhatsApp' to a few of his friends. None of them saw his message on time as it was sent early in the morning. Police says many people who commit suicide now send SMSs or emails warning family and friends that they are on the verge. He browsed the internet for ways to end his life and sent an email to his girlfriend. The

report quotes another incident, in Madurai, a student ordered and pasted posters mourning his death in his college.

Personalization of Online Media: Public memory is evidently short as there is little effort by the traditional media to follow news for long. It moves on in quest of 'Breaking News'. This is almost same even in the field of advertising. **Sheehan & Hoy (1999)** reported that generally the participants of the survey preferred to remain oblivious to personalized advertising and avoided websites seeking personal information. The tradeoff between personalization and privacy concerns of the audiences is a very important in the context of online advertising and it appears to be imperative for the advertisers to gain the confidence of the audiences, if they want to minimize negative responses to personalized online advertising and maximize the benefits that they may accrue as a result of personalization. Ideally, concepts of targeting and personalization should be beneficial for both the advertisers as well as the audiences. This, however, is not the case always. For instance, advertisers may be limiting their audiences by targeting or may be spending too much on personalization without receiving expected response from the audiences as is suggested by the research reports of **Athey and Gans (2010)** and **Chen & Stallaert (2014)**. On the other hand, data used for personalization raises privacy concerns for the users and gives them a sense of losing control over their online content consumption. **Sheehan & Hoy (1999)** studied the consumer responses to online advertising in the context of their privacy concerns and found out that with increasing concerns about privacy audiences adopted certain avoidance behaviours. This is a clear indication of the fact that increasing privacy concerns of the users may lead to negative attitude formation and responses towards the advertised products or services. **Yu & Cude (2009)** reported that generally the users perceived

personalized advertising as a violation of their privacy and regarded acquisition of e-mail/ mailing addresses and telephone numbers as a criminal activity on the part of the advertisers. They also found out that personalized advertisements generated negative attitudes towards the advertisers and generated a feeling of distrust. Also, the users were not well disposed towards recommending personally advertised products to other people. Therefore, winning the trust and the confidence of the users appears to be a prerequisite for the success of targeted and personalized online advertising. The research done in the field of online advertising suggests that it has a lot of potential in terms of targeting, audience segmentation and personalization; however, the success of online advertising would depend upon the manner in which privacy concerns of the users are addressed by the advertisers.

New Media and Pseudo Consumerisms: Pseudo consumers are users who watch advertisements just for entertainment, to alleviate ennui (ease boredom) or just as a pastime and are not interested in buying or even knowing about a product (**Srivastava and Mishra, 2011**). If the advertisers gain access to the demographic profile of the consumer, they may match it with the products they are offering and thereby, converting a pseudo-consumer into an actual buyer. With the advent of the internet as a marketplace, this has become possible. The measurement techniques and metrics used by online advertisers are still in an evolutionary phase and are generally regarded as intrusive by users. Nevertheless, they allow the advertisers to target their desired consumers in a better manner. Performance of an online advertising campaign may be improved considerably by selecting and targeting the right audiences (**Sherman, 2004 as cited in Plummer, et al., 2007**).

Internet and Fitness: As per the recent study, online peer networks can motivate people to exercise. Researchers have found a way to make the web and social media more effective for improving people's exercise habits. The study tested a fitness motivator that can be more effective than promotional advertisement: programme assigned 'health buddies'. The study found that promotional messages caused an initial bump in class attendance but had almost no long term effect on class participation (**Hindustan Times, 2015**). A report 'Want to shed extra kilos? Join social media' published in **The Times of India** dated 16 January 2015, says, Social networking programmes designed to help people lose weight could play a role in the global fight against obesity. Researchers from the Imperial College London compiled data from 12 studies spread across the US, Europe, east Asia and Australia which trialed social networking services for weight loss, involving a total of 1,884 participants. The results showed that people who used these services achieved a collective decrease in body mass index (BMI). One advantage of using social media is that it offers the potential to be much more cost effective and practical for day to day use when compared to traditional approaches. 'It is not the only solution to the obesity epidemic but it should be introduced as an element of every country's counter obesity strategy,' Dr. Ashrafian of Imperial College London believes.

Twitter and Prediction: Researchers found that it is possible to know a Twitter user's income level simply by looking at the words that he or she uses to tweet. Analyzing more than one crore tweets from over 5000 Twitter users; it is found that those who earn more tend to express more fear and anger on Twitter. Text from those in low income bracket includes more swear words, whereas those in higher bracket more frequently discuss politics. (**Hindustan Times, 2015**)

New Media and Matrimonial Life: No doubt, the internet has become an essential part of the lives of many of us. There is an increasing tendency among many persons to use the internet to a degree that it is affecting their social life and changing their priorities, which essentially should be directed to their families. The arrival of internet changed the lives of certain people for the worse, since it exposed them to many dysfunctional things like pornography. One of the destructive effects of new media technologies has been that it has impinged on the matrimonial life of many people. These people devote most of their time and attention to their friends on internet websites and devote lesser and time to their families. In the process, they have even ruined their matrimonial lives. They are tending to concentrate more on false sexual relationship and derive fake pleasure from pornography websites. This has helped in the rise of a phenomenon, which came to be known as ‘**computer widow**’. As a result, many wives are turning into widows even when their husbands are still alive. The men are already living in a virtual world with other virtual relations. “They say that in a few years time, being on the Net will be as essential as having a phone. We’ll use it for shopping, voting, and maybe even talking to our husbands” (**Alice Woolley, the Independent, 1995**). A computer widow (or widower) is a term for a person whose spouse has a relationship with a computer user - either one who plays video games, on a console or on the computer (**Abigail Van Buren, (1995)**). It is a person whose husband or wife who pays far more attention to the computer or game than to his/her partner (**Walsh Patricia, 1984**).

New Media and Rumours: A rumour is an unverified account or explanation of events circulating from person to person and pertaining to an object, event, or issue in public concern (**Warren, Peterson, Noel and**

Gist, 1951). The content and purpose of a rumour cannot be verified, while this character discriminates rumours from illusive propaganda, gossip and slander, which have certain purposes and targets (**Zhao et al. 2012**). Traditionally, rumours are propagated by word of mouth. Nowadays, with the emergence of the internet, rumors spread by instant messengers, emails or publishing blogging that provide a faster speed of transmission (**Zhao et al. 2012**). With the development of social media the audiences have more accessibility to the opinions spread by the social media rather than the traditional media: The notion of the two step flow, associated with **Lazarsfeld** and his disciples at Columbia, suggests that media do not ruin or distort conversation; they supplement and inform it (**Peters. 2006**). Therefore, the authorities within the social media framework are gaining more power of speech. The more power they have, the stronger influences they will have on the audiences. However, in this circumstance, the opinion leaders are the celebrities rather than the experts. This means that they may not have the ability to distinguish truth from illusive and fake information. In addition, they may have bias and stereotypes on some issues. In other words, they are more emotional and less rational than the well trained media workers once they transmit information to their audience. As **Kimmel (2004)** states, rumour recipients may receive an unconfirmed message from more than one source and the message may or may not be passed on to both strong and weak ties, depending on the trustworthiness of the rumour content, the nature of one's social relationships, and one's attentiveness to the content of mass media.

Internet Usage: India is one of the youngest countries in the world with a median age of just about 25 years and this technology savvy young generation is changing the internet usage patterns rapidly, which is now

becoming comparable to the internet usage patterns in the developed countries. The time spent on sophisticated online activities such as social networking, e-mails, online shopping and financial transactions are showing greater growth rates than basic reading and browsing (**Gnanasambandam, Madgavkar, Kaka, Manyika, Chui, & Bughin, 2012**).

Although, the time spent by Indian internet users online is quite low when compared with the developed countries or even some the countries of the Asia-Pacific region, in terms of absolute numbers it is still significant. Indian users are still in the process of understanding and adopting the medium. Once they become fully conversant with it, the usage in terms of quantity and quality is bound to increase exponentially providing a huge prospective market to the online advertisers.

According to joint report of **Internet and Mobile Association of India (IAMAI)** and **Indian Market Research Bureau (IMRB)** titled Internet in India- 2015, India will leave USA behind and become second largest internet user country with 46crore internet users by January 2016. China will remain number one with 60crore users. There are 37.5crore users in October 2015. India has 71% male and 29% female users. The growth recorded in urban male users is 28% whereas female users increased 39%. 75% urban users are between 18-30 age groups. 11% is below 18 years. India has 88% rural male users. 32% is college going students and 24% are male youth. 97% users are working women, 36% are school going girls and 26% are college going girls.

According to **McKinsey Global Institute Report (2011)** on ‘**Internet matters: the net’s sweeping impact on jobs, growth and prosperity**’,

China and India have already 50crore internet users which are estimated to go up to 120crore users by the year 2015. India has 4.6crore users of Facebook out of its total 80crore users worldwide at the same time as there are 50lakh and 30lakh users of Twitter and ibibo respectively.

According to **Internet and Mobile Association of India (IAMAI)**, the number of social media users is expected to grow to 10crore by June, 2016. Youth form the largest user base of social networking, accounting for 84% of active internet users, or 2.03crore.

According to data available in the **Economic Survey**, 2012-13 tele-density (an important indicator of telecom penetration) increased from 18.22% in March 2007 to 73.34% as on 31 December 2012, with urban tele-density at 149.55% and rural at 39.90%. Mobile phones accounts for 96.7% of all telephones in India. According to data available in the **TRAI report, 2015**, as on 31st March 2015, the total number of all phones was 99.64crore out of 86.26crore were mobile phone and 2.65crore were landline phones, the overall tele density 79.38% with urban tele-density 148.61% and rural 48.37%. The broadband subscribers are 9.92crore.

The rise of new media users also depends on the telephone connectivity and telecom reforms during the last few years have enhanced the growth of telephone and wireless users which is an indicator of growing new media.

1.7 OBJECTIVES OF THE STUDY

The objectives are to -

- ascertain different roles of new media used in the social and cultural development.
- delineate various variables involved in new media.
- study the accessibility, acceptability, usability, degree of dependence and impact of new media on youth of New Delhi.
- assess the use of new media in pedagogy and hands on experiences of youth.
- find out the scope and factors that might impede the growth of new media.

1.8 HYPOTHESIS

The study is designed for **exploratory cum descriptive research** to understand the nature of new media therefore no hypothesis is formulated here. The findings of this study are supposed to generate new problems and hypotheses for further studies that might be conducted on related fields.

1.9 RESEARCH METHODOLOGY AND DESIGN

1.9.1 RESEARCH DESIGN

This study will use **EXPLORATORY CUM DESCRIPTIVE** research design; it shall be used for the exploration of new theories and to gain vast information. This research will also give a descriptive account of a

particular section of youth in a society both urban and rural because our nation is the mixture of both least developing as well as developing India.

1.9.2 RESEARCH METHOD

The method of research that will be used is the **SURVEY**. The meaning of the survey is to look at or study something carefully. It encompasses investigation and examination. Complete study about the unknown facts is survey. The biggest use of the survey is that all aspects related to the subject matter could be examined and investigated.

1.9.3 RESEARCH TOOL

To ascertain the adequate result of the study; nature of the study will be **empirical**; hence the **tool** will be **SCHEDULE**. Here preparation of questions will be done and then respondents will be asked face to face questions and answers filled simultaneously and reactions of respondents will also noted.

1.9.4 RESEARCH TECHNIQUE

The sampling technique for selection of sample will be **Stratified Random Sampling**. The sample for the study will be 450 which will include 225 respondents of female and 225 of male of New Delhi on the random selection basis.

For peer study of research, two types of data i.e. primary data and secondary data will be used. The Primary Data are those which are collected by first hand information from the respondents and are very

much original in character. The Secondary Data on the other hand, is one that has been collected by Books, journals, research studies, websites, newspapers, articles and other sources.

The data collected will be simultaneously analyzed by the use of SPSS-statistical package for the social sciences. SPSS is a computer programme used for survey authoring and deployment.

1.10 RATIONALE OF THE STUDY

The media are the most widespread and influential system of communication in the contemporary world. They construct and circulate information and organize perception through sound, screen and print form, which help to shape our sense of self and our relationship with the society. Over the past few years, media in India have grown significantly. All forms of media in fact, have become integral part of all areas of life. New media that include various web pages on internet are generating profit and employment as well providing information on political process and events, motivating public debate, providing place for cultural expression and most importantly entertaining the public.

The present study of the new media is the first of its kind, thus, the study is conducted with this hope that the research findings will provide an assessment of the nature of new media used by youth of this region.

This study will also provide a systematic study of the origin and growth of the new media in the world and also provide a systematic study of the origin and growth of the new media in New Delhi, because without knowing the history of the origin and growth of new media in world and metropolitan city New Delhi in particular, the nature of the utilization of new media by youth of New Delhi cannot be fully understood.

Youth in today's era has been considered as the centric figure to debate upon. They are pounded with enormous emotions who are craving for name, fame and money. Though in the political language today's youth called as the '**energy to be harnessed**' yet they are considered as the most vulnerable section of the society. Different sections of societies have their different viewpoints. According to one section, the cheerfulness, innovative mind, independency, maturity and hyper reaction on minor issues and frequent mood swing are the major inbuilt characteristics of them. They are quite flexible enough in uncertain circumstances. But it can't be ignored the other section's view point on youth, according to them, today youth are running as an insane towards their futile endeavors rather than to sit and give second thought to their decision. They just want an instant name, money and fame by any means.

The need for information has always been present be it gain knowledge or just simply to find for one's life. People have always sought information. In olden times someone was considered powerful on the basis of their physical strength and **in today's world power depends upon the amount of the knowledge you hold**. But this stands true more for the generation of our society who are hungry for knowledge and want to prove their mettle. Human has developed various sources of information in the past

centuries. But the recent times has brought about the revolution. New media has changed our ways of receiving information.

This field of study is important because sociability is an underlying theme in using forms of social media. Since this social media phenomenon is continuing to grow at a fast pace, it is important to understand the effects it has on personal communication. Social media networks offer a straightforward way to converse with peers and get peer feedback, as well, which may influence a young adult's self-esteem (**Pempek et al., 2008**). For example, Facebook is used primarily by students to maintain relationships with individuals they are acquainted with who live near and far (**Quan-Haase & Young, 2010**). Facebook makes it simpler to communicate with multiple people at one time. Social media may also make it easier for users to monitor activities of people they have not seen in a while as well as reconnecting with new and old friends (**Quan-Haase & Young, 2010**).

1.11 IMPORTANCE OF THE PRESENT RESEARCH

The foregoing review of literature shows that though there are several studies done on new media, no major research has been conducted so far on the expansion, opportunities and challenges of new media on youth of New Delhi. Hence, the present study is being taken up. Besides, this research is important due to the following:

- It is the first time that a fully fledged research on expansion of new media, opportunities and challenges is being undertaken in metropolitan city New Delhi. It is envisaged that the research will present a real and objective analysis of the on ground situation.

- India is a third world developing country and the finding of the research will be useful for third world countries to review and positively restructure their new media policies accordingly.
- India is a much diversified country in the Asia, due to the national, regional, and international circumstances imposed on its youth. It is therefore imperative to understand more the Indian people.
- This research is unprecedented in its choice of the study area as New Delhi. It should, therefore, provide important reference material for future advanced studies on the influence of new media on people in developing countries.
- A significant proportion of New Delhi is young and brilliant. They are very keen to adopt and use the most advanced technology. It would, therefore, be interest to know how their government is handling the quest for freedom of expression that the various new media tools are providing.
- The new media has already brought about upheavals in several countries. Governments in India may, therefore, be having second thoughts about giving unrestricted access to new media. However, one thing is clear; no one should prevent people from benefitting from the positive aspects of that technology. Instead, one should be ready to deal with the changes in people's attitudes and behaviour that would be triggered by new technology. This study will highlight the possible changes that might occur in metropolitan city New Delhi due to the advent of new media technology.

- This study will provide a picture about how new media technology might affect and change societies. An understanding of the expected affects will enable us to willingly and acclimatize ourselves and our societies to face such changes.
- It will provide an expose of the government policy of blocking social networks and how lifting of the block has contributed to creating national powers that stand beside the government and help it to face the propaganda and media war unleashed by agencies like social media and hackers group represented. Earlier, the security and intelligence departments were curious about new media and its applications, since they felt it might be used by the hostile element for intelligence purposes and to get secret data. However, at the same time, it could be used by the people for development, and the policy of blocking any content proved to be failure. This was clear in the crises, where many pro government supporters has found that social media was very useful. They formed groups and pages to support the government and created news pages that helped many people in different areas of New Delhi, by informing them about the real situation since it was difficult to get reliable information from traditional media, opposition media and official government media.
- New trends in education, information, entertainment, business, social relations and jobs that were emerged as a result of the advent of new media will be discussed in this research. New media technological application are no more only reserved for society elites, scholars or rich people, but now its application has become available for ordinary people. Now, many jobs can be performed by only having mobile

phone line or internet connection, whereas, in the past, one needed to wait in one's office or to hire somebody to wait and to answer telephones.

- This study will focus on these new trends in exchanging information and the ability to comment on political, social, and economic news and events, and how it was impact normal users who are now able to publish topics and become publishers and editors of their own media content. All these new features provided by new media have created a new form of communication that was not present in the traditional media. New media has provided a two way form of communication that is different from the traditional form of one way communication. Now, citizens have the facility of expressing their opinions and voicing protests.
- The area of this research is New Delhi, which is cosmopolitan in nature has mixture of youth in terms of habits, religion, language and much more. The political and geographical situation in New Delhi is different from other Indian cities. Some of the findings of this study can be generalized to most of the Indian cities.

1.12 VARIABLES OF THE STUDY

Social background and economic status: Social Background of the respondents is studied in terms of their age group, sex, religion, mother tongue, caste, marital status, income languages known, education, father's and mother's education and occupation, native place, length of the residents in the town and the household media exposure.

New media exposure of the respondents: New media exposure of the respondents is studied in terms of the subscription of new media, participation through new media, frequency of new media uses, time spend on the internet, preferences and uses of the sections of new media, take on new media, category of new media, new media revolutions, achievements from new media, kind of sites they are being exposed, sharing contents on new media, advantages and disadvantages factors of new media,.

1.13 OPERATIONAL DEFINITIONS

- **Cyber culture:** The various social phenomena that is associated with the internet and network communications.
- **Citizen Journalism:** Citizen Journalism is defined by a number of attributes that make it distinct from professional journalism, including unpaid work, absence of professional training, often unedited publication of content and distinct story selection and news judgment (**Lasica, 2003**).
- **Communication:** It is derived from the Latin word- ‘Communis’ which means common. In social situation the word communication is used to denote the act of imparting, conveying or exchanging ideas through speech, writing or sign. It is also an expression of transferring thoughts and messages. Communication is a process which increases commonality, according to him, interaction, interchange and sharing of ideas through signs and sound (**Mc. Quail, 1969**).

- **E-learning:** It refers to the use of electronic media and information and communication technologies (ICT) in education. E-learning is inclusive and synonymous with of all forms of educational technology in learning and teaching like multimedia learning, technology enhanced learning (TEL), computer based instruction (CBI), computer based training (CBT), computer assisted instruction or computer-aided instruction (CAI), internet based training (IBT), web based training (WBT), online education, virtual education, virtual learning environments (VLE), m-learning, and digital educational collaboration. These alternative names emphasize a particular aspect, component or delivery method. E-learning includes numerous types of media that deliver text, audio, images and animation and includes technology applications and processes such as satellite TV, computer based learning, as well as local intranet/extranet and web-based learning.
- **Facebook:** An example of the social media model, in which users are also participants.
- **FOBO:** The term FOBO refers to fear of being offline. The constant urge to ensure that the smartphone are in on mode, has left many youth suffering from new breed of disorder.
- **FOMO:** The term FOMO refers to Fear of Missing Out. The constant urge to be in touch with friends and happenings via smartphone has left many youth suffering from new breed of disorder.

- **Google+:** Google+ is one of the newest social networks. The server presents itself as a service that can help you stay in touch with your friend and acquaintances and discover new interesting people.
- **Gateway:** Door to access information on the web or to access the web itself.
- **Global Village:** A phrase coined by Marshall McLuhan to describe the world that has been shrunk by modern advances in communications.
- **Hypersocial:** The process through which young people use specific media as tokens of identity, taste, and style to negotiate their sense of self in relation to their peers (**Mizuko Ito**).
- **ICT:** ICT refers to the technologies that provide excess to information through telecommunication. It is similar to Information technology, but focuses primarily on communication technologies. This includes the internet, wireless networks, video, pictures, cell phones and other communication mediums.
- **Information Technology:** It refers to anything that related to computer technology, such as networking hardware, software, the internet and the people working with these technologies.
- **Interactivity:** The ability of a device/ technology to respond to user's queries and communicate with them in real time. The ability of a medium to replicate face to face interaction among its distant participants.

- **Internet intermediaries:** A broad term that includes anything from web sites to companies that host sites or provide internet connections.
- **LinkedIn:** Business and professional networking. Besides to allowing you to publish your CV, it allows users to join groups, uses applications, post your business references, and search for any type of business contact. This social network helps many HR officers and headhunters search a large pool of potential employees.
- **Mass communication:** Mass communication is defined as any mechanical device that multiples messages and takes it to a large number of people simultaneously.
- **Media convergence:** Media convergence is the merging of mass communication out lets- print, radio, television, internet along with portable and interactive technologies through various digital presentation platforms. This movement grew from recent technological advancements particularly the emergence of internet and the digitization of information.
- **Micro-blogging:** The term microblog was initially introduced to the public by the founder of Twitter, and microblog can be described as a platform that allows users to exchange small elements of content such as short sentences, individual images, or video links (**Kaplan et al. 2011**). The basic features of the microblog are short, fast, and blunt.
- **New media:** New media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation. Another aspect of new media is the

real-time generation of new, unregulated content. New media does not include television programs, feature films, magazines, books, or paper-based publications unless they contain technologies that enable digital interactivity.

- **Niche:** Fulfils a specific role for general and targeted users or groups.
- **Netizens:** The term Netizen is a portmanteau of the English words internet and citizen. It is defined as an entity or person actively involved in online communities and a user of the internet, especially an avid one. The term can also imply an interest in improving the internet, especially in regard to open access and free speech. Netizens are also commonly referred to as cybercitizens, which has the same meaning.
- **Online Video games:** Interactivity is prominent in these online video games such as World of War craft, The Sims Online and Second Life. These games, which are developments of new media, allow for users to establish relationships and experience a sense of belonging that transcends traditional temporal and spatial boundaries such as when gamers logging in from different parts of the world interact. These games can be used as an escape or to act out a desired life.
- **Pornography and Sex:** It comprises verbal references to sex, sexual innuendo, mild sexual behaviour, graphic sexual simulations or without nudity, depiction of real sexual behaviour including explicit petting, oral sex and full sexual intercourse by members of the same sex or opposite sex. They may depict sex between couples, sex in which one participant has multiple sexual partners or group sex.

Entertainment content depicting sexual norms, stereotypes, double-standards, and sexual roles may have a profound influence on youth's perceptions about sex, body image, and social norms.

- **Public sphere:** A process through which public communication becomes restructured and partly disembedded from national political and cultural institutions.
- **Selfie:** Self Enhancing Live Feed Image Engine popularly known as Selfie. It is a self taken picture of a person and only or group of that person.
- **Traditional News:** Traditional news refers to newspaper (print), network television news, cable television news, and radio.
- **Twitter:** Micro publishing system, which allows us to compose short messages of 140 characters. Twitter uses hashtags in order to reach a large audience.
- **Wikipedia:** It is an online encyclopedia combining internet, accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non community readers.
- **Youth:** Youth generally refers to a time of life that is neither childhood nor adulthood, but rather somewhere in-between. This transition involves biological, social and psychological changes. It is a very decisive stage of life as in this period an individual moves towards to understand importance of life. Youth is a human

phenomenon that refers to an age or stage towards maturity of a person. Around the world the terms youth, adolescent, teenager, and young person are interchanged, often meaning the same thing, occasionally differentiated. The term youth is also related to being young. This world demands the qualities of youth: not a time of life but a state of mind, a temper of the will, a quality of imagination, a predominance of courage over timidity, of the appetite for adventure over the life of ease (**Robert Kennedy**).

- **You Tube:** You Tube is a video sharing web site where we can view, share, upload, comment on, like or dislike videos.

1.14 RELEVANCE OF THE STUDY

The study has vital importance not only from the academic point of view but also from development policy point of view. New media is considered as the powerful weapon to educate, influence and motivate youth. The present research would be useful in determining the possible impact of new media on youth. The study will attempt to provide a comprehensive understanding of relationship between new media exposure on youth and underline opportunities and challenges. This work may also be useful for the planners and policy makers particularly in formulating new media policies and programmes for youth located in urban and rural parts of the country.

1.15 LIMITATIONS

This study was undertaken to describe the expansion, opportunities and challenges of new media. This is probably the one of the very few research

studies carried out in this field with locale of New Delhi till this date. Thus, in dearth of indigenous work, the researcher had to depend upon the works of the foreign researchers in order to provide some reference points for interpretation of the results. Since most of the studies carried out by foreign researchers are based on foreign samples, they may not be applicable to the Indian context. Another limitation of this study pertains to unavailability of authentic data regarding number of internet users in New Delhi and the type of internet connections they have access to.

Stratified random sampling procedure method was used to collect the sample. This is a non-probability sampling technique and therefore, it is not possible to accurately calculate sampling error. The findings are not conducive to arrive at generalizations for a larger population.

During the study, it became evident that the social background of youth does not highly matters in their use of new media. Across New Delhi youth irrespective of their locality, marital status, family income, family structure, cast and religion, mother tongue and language known are equal in their participation for usage of new media. However one thing that stands as a determinant factor is 'age' that decides the usage pattern.

The multi ethnicity of New Delhi makes it difficult to draw a line between rural and urban populace in terms of infrastructure and facilities. The residents of rural, urban, laldora and unauthorized colonies enjoy almost similar facility; therefore it makes little difference with their response in terms of new media exposure and utilization.

One major limitation of the study pertains to the fact that new media is a comparatively nascent phenomenon and youth users may not have been

completely aware of its functioning and structures. Consequently, their responses may have been based on perceptions rather than concrete facts.

Expansion of new media is a complex phenomenon and is influenced by multifarious factors. Computer mediated environment is complex in itself. It caters to a lot of different motives of the youth ranging from entertainment to education.

1.16 SUMMARY

The chapter opens with rudimentary introduction to new media that has become an indispensable aspect of modern life in such a short span of time. Besides highlighting its multidimensional utility, the chapter also encapsulates its history in a lucid manner. New media, an invention of technology has spread its access to all the spheres of life. The chapter deals with its history and relevance to India and its multi cultural society.

With the largest population of youth, India is one of the foremost countries that heading fast for a digital revolution, it has incorporated the use of new media in all of its sectors. Therefore it is pertinent to talk about youth and their growing penchant for new media in this chapter. With significant data and literature, the chapter makes effort to present a valuable insight into the issue.

New media and social networking websites, with all its goodness, also beget some drawbacks to the society and the youth by and large. From Indian perspective, the technology with its multi level wonders also plays a role as a damaging factor at various levels. With ample amount of data and literature, the chapter throws a light on the Indian side of new media. To substantiate the contention, the chapter provides enough literature and

data regarding the use of new media in different sectors and ensuing directions by the Indian government.

The opening chapter deliberates on the ebbs and flows of new media drawing the attention towards the youth of New Delhi. Youth, surrounding the national capital of India are the important populace to conduct a study; hence it's a subject for research.