

CHAPTER-V

NEW MEDIA FOR YOUTH AND ITS SCOPE

5.1 INTRODUCTION

Youth can be defined as the changing face of time and ancestor. And with the expansion of opportunities and challenges in ‘new media’ is taking youth of metropolitan city like New Delhi on high platform. Youth are a more flexible category than a fixed age group. However, age is the simplest criteria to define any group, mainly in relation to education and employment. India has the largest youth population in the world that is increasing further. Rise in youth population has made India youngest nation with a demographic share appearing to be a reality. Youth participation is important because youth are the country’s power. It has underplayed itself in field of politics. It should become aspiring entrepreneur rather than mere workers. Youth recognize problems and can solve them. Youth are strong forces in social movements. They help each other to attain a higher level of Intellectual ability and to become qualified adults.

5.2 VARIOUS DEFINITIONS OF YOUTH

The United Nations Educational, Scientific and Cultural Organization (UNESCO) use the United Nation’s universal definitions. **According to UNESCO** website (www.unesco.org/new/en/social-and-human-sciences-themes/youth/youth-definition/), the UN, for statistical consistency across regions, defines ‘youth’, as those persons between the ages of 15 and 24 years, without discrimination to other definitions by Member States and in the Commonwealth, it is 15-29 years. According to the United Nations

statistics approximately 100crore youth lives in the world today. This means the approximately one person in five is between the ages of 15 to 24 years or 18% of the world population is youth.

According to Oxford Dictionary, ‘youth is generally the time of life between childhood and adulthood’. The term youth is used for people of both sexes of young age. The appearance, freshness, vigor, spirit, courage are personality of one who is young.

According to Indian National Youth Policy, age group between 13 to 35 years is considered as youth and as per census (2001), 41.05% of Indians are youth.

The Draft National Youth Policy 2012 changes the definition from 13-35 years to 16-30 years. The draft NYP 2012 plans to divide the age category of 16-30 years into three groups. As per the NYP 2014 the age bracket is again defined as 15-29 years. (www.archive.indianexpress.com)

According to Pierre Bourdieu (1978), youth has been ever evolving concept, layered upon layered with values which reflect contemporary moral, political and social concerns.

Researcher has defined youth in different ways. As per the book **‘Foreign Television and Indian Youth: Changing Attitude’** youth has been defined as, ‘the period of youth as the period of evolution from childhood to full adult status in the society.’ Youth is not yet fully accredited as an adult status, a full member of the society. Rather, he or she is being prepared or is preparing for such adulthood.

5.3 YOUTH OF INDIA

Any countries potential lies in the hands of the prosperity of youth as they are the greatest wealth and strength of any nation. India has more than 50% population below the age of 25 and more than 65% below the age of 35. As expected, in 2020, the average age of an Indian will be 29 years, compared to 37 for China and 48 for Japan. This young powerhouse may take nation to the untold heights. According to the **census (2011)**, youth population in the country including youngsters is around 55crore. Around 70% of India's population is below the age of 35 years. Power of Indian youth need to be engaged in the mainstream development and harnessed by providing right quantity of education, motivation and exposure to the outside world. This is all the more noteworthy to a country like India where the youth comprise a considerable portion of its populace. Economic planners in India have always focused on this vital constituency. India, one of the hottest economies of the world, roughly half of the population between 15-30 years and their purchasing power is elevated to all time high. According to **MTV International well being study (2008)**, youth across India spend up to Rs 90lakhs as pocket money every day.

The National Youth Policy of India (2014) reiterates the commitment of the entire nation to the combined and all round progress of the youth of India. The Policy recognizes that in order to facilitate effective youth involvement in the decision making processes, it is necessary that this vital and vibrant group is prepared with mandatory knowledge, skills and capability.

In present era it is very difficult for uneducated and malnourished workers to find place in productive employment and get handsome pay. The 21st century is truly the period of learning society. Unbroken learning is necessary, if economic development is to be ensured. Youth of present age require reading much more than ancestors to fulfill their compulsion as responsible citizens and to meet their social or personal objectives.

5.4 DEMOGRAPHIC PROFILE OF THE INDIAN YOUTH

The Government of India has defined demographic profile of Indian youth, according to sex, age; level of education, occupation and other socio economic characteristics.

The youth population in India (13-35 years) was 45.9crore, constituting about 38% of the total population of the country, and is expected to reach 57.4crore by 2020.

The population of literate youth was 33.3crore in 2009, which is 27.4% of the India's total populace and about 73% of the total youth population.

Populace of literate youth has grown at 2.49% between 2001 and 2011, which is higher than the overall population growth 2.08%. Growth was more rapid in urban India 3.15% per year than rural 2.11%.

It is noteworthy that of the total literate youth, 62% i.e. 20.66crore live in rural areas and the rest 12.61crore in urban areas. About 44% are females among literate youth in the country.

An average age of the Indian youth to complete their highest education level is around 15 years, which means most Indian youth drop out without going for further education beyond 15 years of age.

About 82% of the total predictable literate youth are Hindus, 13% are Muslims, and 2% each Sikh and Christian. The share of Hindus increase with the level of education, in the case of other religions, particularly Muslims, the share at different educational levels shows a visible declining trend. Hindi is the principal medium of teaching; however, as the youth go for higher education the proportion of Hindi as the medium of instruction declines.

A higher quantity of the literate youth comes from households whose main source of income is regular salary/ wages 33% followed by 'self employment in agriculture' 31%.

Youth Percentage in Different Castes: Other Back word Classes make up 40% of the literate youth followed by general castes 27%, SC 23% and ST 10%. Majority of literate OBC youth are from southern, western and central Indian states; general caste literate youth control in northern, eastern and north eastern states, and a higher proportion of ST literate youth come from the north eastern states.

Youth and Education: Parent's education is directly related to level of education among youth. Nearly 54% of the professional degree holders, 38% of postgraduates and 30% graduates have parents with 'above metric' qualification. Most educated youth come from parents who have not completed their school education.

The educational success of literate youth is also closely linked to the major source of family income. The majority of the 'graduate and above' youth belong to regular wage dependent households. The youth with meager education belong to families engaged as labour 42%.

Amongst the literate youth, the highest proportion 41% belongs to the age group 25-35 years, which is the primary work force of the country.

Youth and Occupation: Parent's education does not influence the education level of youth. About 71% of youth with professional degrees and 59% of the postgraduates have salaried parents or those self employed in non-agriculture, while the proportion of the highly educated with labourer parents is very small (9-13%). Of all the literate youth, about 10% (6% rural, 16% urban) are graduate and above while an overwhelmingly large 76% (82% rural, 68% urban) are 'matriculates or below'. The total of 59% of the youth with graduate degrees and 69% with postgraduate degrees live in towns and cities, when youth have professional degrees share is as high as 86%. About 32% of the literate youth are students and 20% are engaged in 'unpaid housework'; only 12% are salaried employees. Out of total educated youth in the country, the major portion 7.78crore comes from the south Indian states constituting about 23%, while another 21% come from central Indian states.

5.5 YOUTH AND MEDIA

According to McLuhan and Fiore (1989), it is not possible to understand social and cultural change without knowledge of the way media work as environments. Media environmental science is the study of different personal and social environments created by the use of different

communication technologies (**McLuhan, 2003**). And changes in technology transform the social construct, which in turn shapes perceptions, experiences, attitudes, and behavior (**McLuhan, 1989**).

According to Picard (2009), social media tools provide an easy, reasonable way for members of the public to take part in discussions with larger groups of people and draw attention to issues and topics that conventional news media might have overlooked. Social media tools offer users the occasion to express them and to connect with persons of like mind or interests.

According to Hermida (2010) that social media tools created new modes of organizing acquaintance that rely on large, loosely organized groups of people working together electronically. It is also suggested by Hermida that social media enable lakhs of people to communicate instantly, allowing them to share and discuss events that he asserts leads to an expression of collective intelligence.

Youth who hold the future of society with their ambitions, goals and objectives for peace, security, development and human rights are often in accord with those of society as a whole. Indian youth living in a very youthful world with almost half of the current global population under the age of 25, there are at-least 120crore youth in the world today and the next generation of youth who is children presently below the age of 15 will be half again as large numbering 180crore.

Christine Griffin points out that youth are treated as a key pointer of the state of the nation itself. Youth might well be described as a indicator of social change, but it reveals little about the nature of their participation in

the process of Society's evolution. This study is mainly anxious with the extent to which youth are affected by unenthusiastic aspects of globalization.

Youth and New Media: The way from standard media to online media consists of progressive in division, over time, of the sending and receiving positions. It is a chronological process in which the in demarcation of positions represents the progressive interchangeability in space and over time of the two positions, each position may become more indistinctly occupied by any personality. It is in this sense that follows on from classical mass media. However, separation is mainly a benchmark of assessment, a theoretical apparatus of experiential reality. Segregation is the estimate of reality to the conceptual mechanism, upon which some difference always remains over time between the sending and receiving positions. How in differentiation noticeable itself over time in the four degree about classical media, the measurement of technology, economy, regulation and the social dimension of production and utilization of new media content.

Youth wants free space which offers an option to the adult world as one develops questions and assumes roles in one's society. Youth may serves as a reference point for individuals developing the identity, very often while testing their credited roles at home, school and work. Global youth is created, adopted, accessed and distributed mainly through worldwide telecommunication network that are speedily increasing to reach many different parts of the world. Internet and other popular media are the channels through which youth oriented cultural influences are transferred to India using music, media, technology, sports and by so many other means. Media and communication channels are used to produce and

reinforce the new youth cultures around movie, music, lifestyle, consumer goods and sports.

Youth and Social Media: Country like India has a new great unifier that is new media. With the social media like Facebook, it is the universal new media platform; youth takes Facebook for academic purpose. Facebook's reputation bridges gender divides in India. Both men and women recorded 98.2%, an exactly equal rate of membership, a indication of the greater power women are now wielding on social media, they are finding a safer place to assert themselves and express their view points. **Facebook CEO and founder Mark Zuckerberg**, one in the seven people across the world used Facebook on 24th August 2015. It was just the beginning of involving the whole world. Now 128crore people use Facebook monthly on a mobile device. According to Hindustan Times, 2015 data provided.

The Aam Aadmi Party's social media head Ankit Lal says content is the king, if content appeals to youth, they will be active. AAP's page gets an average of 20lakh hits per months. **(Hindustan Times, 2015)**

According to youth survey during 2015 which was conducted by HT-MaRs, 98.2% Indian youth between 18-25 age groups have been bitten by the social media bug. Facebook is the leader with 93.7% followed by Google 2.2%+, Twitter 2.0%, Instagram 1.4%, Youtube 0.3% Ibibo, 0.2% LinkedIn and 0.2% others. In most metropolitan cities including Delhi where 100% of youth are on Facebook, 28.4 on Google+, 13.4% on Twitter. Survey also found more youth are willing to use their phone screens and log out, but from last year 57% of the youth said they used social media every day from their mobile phones, the figure fell by almost 10% in 2016 year. In north India youth preferred to visit Facebook profiles

for chatting propose. The survey shows 21.1% youth are talking about personal life and only 14.3% join sport discussion forums. A miserable 12.3% discuss politics.

According to youth survey 2015 conducted by HT-MaRs, 98.2% youth have a profile on Facebook to network and keep in touch with friends. In contrast, only 13.4% have a profile on Twitter.

According to survey youth in 2015 by HT-MaRs, 41.9% youth said they never post any comment on discussion boards they visit, and they are happy simply reading them. 21.4% said they never visit any discussion boards. But another survey by youth in the same year shows that 38.7% people have noticed improvement in their love lives.

5.6 YOUTH'S EXPOSURE TO DIFFERENT MASS MEDIA

According to **Indian youth and Demographics and Readership** published by National Book Trust, exposure of different mass media on youth as under:

MUSIC AND FILMS: More males than females are interested in news and politics, but the reverse is the case with fashion and religious and spiritual topics. Near about 77% of the literate youth populace is interested in films and music, 72% in news and current affairs, 59% in religious and spiritual topics, 35% in science and technology and 34% in ecological pollution.

TELEVISION: TV is the most popular source of information for the youth followed by newspapers. However, while 54% of the youth view

television for entertainment and 22% for news and current affairs, about 63% read newspapers to gather news and information and only 10% reading for entertainment. Study of TV is the most preferred leisure activity, followed by newspaper reading. Literate youth spends on an average 98 minutes daily viewing TV, 32 minutes on newspaper reading, 44 minutes reading magazines, 70 minutes surfing the net and 61 minutes per day listening to the radio.

NEWSPAPER: Near about 24% of households have newspaper contribution of about (15% rural, 39% urban) and 8% (5% rural, 12% urban) magazine subscription. Four out of every seven households of 'graduate and above' youth and three out of every eight urban households have newspaper subscription.

Two out of every eight households of 'graduate and above' youth, one out of every eight households of 'higher secondary' passed, and one out of every 15 households of 'primary' passed have magazine subscription.

In India, Hindi with 38.5% followed by Marathi 10.5% and Tamil 9% has emerged as the three most preferred languages for newspaper readers.

The literate youth has a higher level of confidence in newspapers than TV. However, about 75% of internet users expressed confidence in the internet.

Almost 65% of the youth in India own TV, 54% own mobile phones, 27% own radio and 5% have own computers at home. About 86% of the urban households own TV as against 52% in the case of rural households.

BOOKS: Books are the best friends now with this phrase books have a important role to play in the education process when educators think in terms of imparting what is known as ‘life-long self-education’. ‘A good reader is a good learner’ this is a notable finding of reading research and this would also be the key to success when youth are ready in life to contribute to national development. Nonfiction books are an excellent aid; they help develop talents and interests which last a lifetime.

Girls show more interest in reading books than boys, during leisure time but more boys than girls read newspapers. Readership of books, newspapers and magazines also increases with rising level of education but decreases with increasing age. The proportion of those reading books during leisure time declines with increasing age groups.

INTERNET: The platform through which we are connected to the world is popularly known as internet which is accessed by 3.7% of the youth (7.7% urban, 1.3% rural), for e-mails and chatting in more than half of the cases. It is used for entertainment in 14% of the time, for reading books online in 4% of the cases and also to search for new book titles in 1.2% of the cases. It is accessed at internet cafes in 46% of the cases, at home in 23%, and at the workplace in 13%.

5.7 YOUTH AS A NEW MEDIA GENERATION

Studies of generation are not fresh in sociology (**Esler, 1974**) and anthropology (**Mead, 1970**), yet the amount and supremacy of the media has added new scope to the meaning of generation. It has been set by the previous researches that youth are using new media hugely. The Net age

group is defined both by its demographic personality and its internet usage. Terms like **digital generation** and **thumb generation** are also connected to media and technology use, which has become a key factor in the building and self construction of generations (**Buckingham and Willett, 2006; Stern and Willis, 2007**).

Researchers have found new media is very new but fact is this that new media is a part of youth's lives today. The younger generation who exactly grew up with digital technologies they are nothing unpredicted and may simply be ordinary forms of communication and information reposition (**Buckingham, 2008**).

Discussion on youth and new media are at times representative. **Tapscott (1998)** quarreled that the internet generation is brighter than the baby boomers, because the former grew up with the internet, which is natural in nature, whereas the latter grew up with television, which is a passive medium. This dichotomy is celebratory in suggestion, and thus misjudged the many downsides associated with the internet generation. Among the many hurting practices connected with the internet, bashing and harassment are the most obvious tendencies in need of serious awareness.

As **Herring (2008)** cautioned, even with the presence of a generational digital divide, one should not forget that adults create and control the media technologies inspired by youth, and finally economical profit from them. In fact youth performs on internet are not basically creative and unbelievable in nature. On the opposing, many lack the originality and creativity that are celebrated by keen believers of the benefits of the new media (**Chu, 2008**).

Youth is seen as a different generational group subject to normal processes of socialization (**Parsons, 1942**) and individuality arrangement. The idea of youth society implies a different set of cultural expressions and life experiences. There has been a long history of research on youth and the media, There have been continuous debates over passive and active audiences in media consumption (**Morley, 1980; Radway, 1987; Gauntlett, 1995; Osgerby, 2004; Olsson, 2006**).

Several researchers from past few decades have addressed in their projects that the detailed problems of youth and the new media e.g. Livingstone, (2002), Seiter (2005), Buckingham and Willett (2006).

Youth are observed as digital society who is at ease with everything arises in the new media conditions, and they are calculated to be ‘**power users**’ who are the driving forces of change (**Ryberg and Dirckinck-Holmfeld, 2008**).

Van Dijck (2009) pointed out that the proposals and power of internet users have been overvalued, and could easily lead to the configuration of a new parable about youth and the new media surroundings.

Terms such as **digital natives (Prensky, 2001)** and **digital refugees (Ryberg and Dirckinck-Holmfeld, 2008)** further suggest that the generational divide is now also a kind of **digital split**.

Leung (2003) found that internet generations are sturdily principled and believe in the most important right to information; are sensitively open on the internet; inventive and investigative; and are independent, positive, and anxious with maturity.

Additional study conducted by the **Pew Research Centre (2007)** found that **Generation Next** is a 'look at me' generation that is the most tolerant of any generation regarding infamous social issues.

5.8 PERCEPTION OF INDIAN YOUTH

While a larger proportion (61%) of the literate youth are satisfied with their overall achievement, the percentage of those not satisfied (34%) is still too large to value close surveillance. There was a distinct difference in the satisfaction levels of those who had the reading habit (70%) and non-readers (58%).

Financial difficulties, household responsibilities, and parents/husband not permitting emerged as the paramount reasons for the youth not pursuing higher education. With the internet, they are now able to learn what days want.

New media and internet, newspaper, magazines and television emerged as the main sources of information about the expansion programmers. About 40% of the educated youth felt that printing houses have a very important role to play in society, and as such an almost equal percent (39%) of them also apparent a very important role for the editors in these publishing houses.

Near about 75% literate youth evinced some amount of interest in science, 25% being very much interested in science and 50% being quite interested. The mass of the urban youth and more males agreed that global

warming, biodiversity and environmental pollution were serious issues and awareness can be created through new media.

5.9 GROWING, LIVING AND LEARNING OF YOUTH WITH NEW MEDIA

Now youth are growing up in a world where new media is everywhere. New media is playing a significant role in the changing background of Indian youth. Even after adopting new media, many are absolutely influenced that the world of today's youth is completely and utterly different than it was 'back in earlier day'. People think about all of the wonderful new fangled things that are happening because of technology.

Youth are still more interested in their friends rather than in their lessons. They are still unwilling to power and authority at changeable levels. They still gossip, bully, flirt, joke around, and hang out. That said, technology is inflecting these practices in exclusive ways.

Learning through new media has opened up doors for youth to learn everything from foreign languages to how to write computer code and more on. This kind of access to knowledge and skill development is completely new, and in some ways youth gets benefit more than adults because of their familiarity with new media and their openness to using it as a source of learning. New media and the use of wireless communication allow real time conversations with someone from a very far distance to build new relationships with friends from around the world.

5.10 YOUTH, SOCIAL MEDIA AND MOBILE TECHNOLOGY

Youth who were using mobile technology to share photos with friends may find that it is ease to share pictures but on other hand it leads what they thought were sharing privately becomes publicly. New media is being used by youth and they are in search of the types of new media in which sexual content is known to reside. It is identified that youth engage themselves to online pornography, social networking sites, posting of sexual text or images and video games. However, social networking sites, chat rooms, and others do not allow users under the certain age unless the sites do not ask for or allow youth to supply personal information. There are online privacy protection act that require parental consent for using the internet.

Although there is apparently little knowledge about the effects of the current trends in socialization and development, yet there is ample reason to believe that there may be differences in the effects of new versus traditional media. Internet provides youth with an opportunity to construct and ‘try on’ identities that may not fit the user’s original selves while interacting with others. Anyone can create any gender, race, age, or level of physical attractiveness online. It leads to speculate that, if youth use it to try on sexualized identities, new media use might result in youth involving more time in virtual sex, while the same time were spent passively viewing sexual contents on television sets or in film.

The different approach of the tradition and new media will get new variation in the use of it by the youth. The key platforms for new media are smartphone and the internet which is easy to access and less costly. Smartphone provides a particularly portable method of engaging with

content with its portability. With phones, youth can seek information and assistance in real time as issues and questions. Thus, new media provides more exposure to sexual content, more privately, for more times, and in more contexts than does use of traditional media. Arguments, discussion, sexy photos and harassment that begin through new media can expand into real life and root shocking social problems for youth.

5.11 YOUTH SHARING THROUGH NEW MEDIA

Youth today have opportunities to use new media in ways that could not have even been imagined twenty five years before. No doubt that media literacy education is a must for everyone today. With opportunity comes challenge, but when youth are provided with media literacy education, it gives them the tools to learn to use new media safely. Today's youth has never known a world without the internet, which is a piece of information adults must put into context when they think about and compare generationally social networking to face to face communications.

The Youth are the most important asset (**Edginton, 1997**). They represent and reflect our hopes, ambitions, and dreams for the future. Youth reflects and mirror many of our most respected beliefs, values, and ideals. At the same time, today's youth create and advance fresh new perceptions that considerably influence our culture. Youth have few predetermined notions; they approach the world with an innocence that enables them to see the world in a new and different light. Today youth have an important role in bringing about changes in technology, demography, economy, and politics (**Boyle, 2000, as cited in Delgado, 2002**).

Major investments of time, capital, and promise must be made in youth in order to foster their expansion in the abovementioned areas **(Haveman & Wolfe, 1994, as cited in Delgado, 2002)**.

Without question, youth represent a complex social, cultural, political, and economic occurrence; a prime force in the societies whose aspirations require our best efforts. The self-governing potential of the internet for youth lies in its scope for case and remixing so that civic life can be re-ordered and reconstructed to fit with youth's own needs and feelings rather than prearranged structures **(Coleman and Rowe, 2005)**.

Internet is not, yet, 'the answer' to youth's detachment, though it may support the development of the skills and literacy's required for engagement **(Livingstone, Couldry and Markham, 2007)**.

Now new media provides facility to produce different things like videos has become easier in current scenario to share with the rest of the world by taking help of social networking sites. Mobile technology puts the ability right in the hands of youth to sharpen their filmmaking and photography skills. Sites such as YouTube, social networking sites, and blogging sites allow youth to develop a worldwide audience for their creations. Instead of waiting until they can afford expensive equipment, youth can use mobile devices to. This brings new vision and fresh ideas into media industries.

5.12 IMPACT OF NEW MEDIA ON YOUTH

Ruchi Sachdev (2008) studied the impact of social networking sites on the youth of India to find out whether the social networking sites are boon

or bane. No doubt these Social networking sites provides personal space, personal growth, employment, marketing, sharing of information but the most extensive danger through often involves online predators or individuals. One can easily see the entry gate of these social networking sites but it is unable to find exit for these SNS. One side these sites provide the facility to communicate with our dear ones on the other side it creates platform for many cyber crimes. one and all should be understood that the SNS is a '**child of computing by computing**' but for the society.

Sunitha Kuppaswami studied the impact of Social networking website on the education of youth in 2010, the study focused on Social networking websites are becoming more and more popular and have become part of daily life of many peoples. The study concludes that social networking websites have both positive as well as negative impact on the education of youth depending on one's internet to use it in a positive manner for his or her education.

Richards Melanie Burleson (2010), studied the mass media relationship with youth values and behaviors; a theory of mediated value lection, mass media has long been thought to have a damaging effect on an adolescent's values and performances. Many social ill including violence, misogyny and negative health shows as well as selfish cultural values have been credited to mass media influences.

Colley, Ann and Maltby, John (2008), studied **the impact of internet on our lives: Male and Female Personal behavior**, this study analyses the impact of internet on men's and women's lives. The response of men and women has been examined for gender differences. The findings shows that more women's posting has mentioned that they made new friends, met

their partners, accessing information and advice, renovating old friendship studying online, doing online shopping, booking tour and travels online whereas men's postings has declare that internet was useful to shape their carrier, for positive sociological effects vis-a-vis the negative aspect of the Technology. The results are understood as supporting the view that the internet represents an extension of border, having critical social role and the interests of persons in online world.

Lisa Lee (2005), deliberate **Youth and the Internet-From Theory to Practice**, this study explores critical factors involved in the communication of society and technology by taking into account processes and outcomes of internet, use and practice by youth and sketch on experiential work in Four Brighton school (UK) with characteristic social, cultural and economic individuality. An important of this aspect of density appears from youth's changing social and institutional context of use, social biographic and life trajectories. On one more level, reflections are made on the unfriendly scenery of such prototypes or discussions because of wider technological, cultural and social changes and developments. Much stress is placed on the boundaries of meticulous units of analysis in the study of youth and calling for methodical approaches that allows greater liveness in the research of fluid and complex experience.

5.13 YOUTH ALWAYS IN TOUCH VIA NEW MEDIA

Youth post status updates how they are faring in their relationships, their social lives, and other day to day behavior that can be viewed by the broader networked public of their peers. In turn, they can browse other people's updates to get a sense of the status of others without having to

engage in direct message. This kind of contact may also involve exchange over relatively perky text messages that share general moods, thoughts, or whereabouts. Most of the direct personal communications that youth connect in through private messages and mobile phone communication involves exchange with friends and romantic partners than the broader peer group with whom they have more inactive access. Youth usually have a full-time appreciated community with whom they communicate in an always-on mode. Many modern youth maintain multiple and constant lines of message with their associates, sharing a virtual space that is available with specific friends or romantic partners. Due to the affordances of media such as social network sites, many youth also move beyond small-scale intimate friend groups to build ‘always-on’ networked publics occupied by their peers.

5.14 NEW MEDIA, MUSIC AND YOUTH

Youth regularly displayed their musical tastes on new media by posting information and images related to favorite artists, clips and links to songs and videos and song lyrics. Youth watch videos on YouTube when they are with their friends at home and at their friend’s houses. The capacity to download videos and browse sites means youth can view media at times and in locations that are suitable and social providing they have access to high speed internet. These practices have become part and bundle of friendliness in youth culture and central to identity formation among youth.

5.15 YOUTH, NEW MEDIA AND PERSONAL RELATIONSHIP

Youth involved in romantic relationships also use new media to start the first stages of a relationship, what many youth refer to as ‘talking to’

someone they have met and know through school or other settings. Youth talk frequently over Instant Messengers and search sites to verify and find out more information about the individuals, their friends, and their likes and dislikes. The asynchronous nature of these technologies allows youth to carefully compose messages that appear to be casual, a ‘controlled casualness’. You can conscious and answer however you want (**C.J. Pascoe, Living Digital**). For modern youth, new media provide a new venue for their familiarity practices, a venue that renders closeness concurrently more public and more private. Youth can also signal the varying intensity of dear relationships through new media practices. The public nature and digital representations of these relationships need a fair degree of preservation and if the status of a relationship changes or ends, may also involve a sort of digital house cleaning that is new to the world of youth romance, but which has past corollaries in elimination a bedroom or wallet of an ex-intimate’s pictures. Youth can now meet, flirt, date and break up outside of the earshot and eyesight of their parents.

5.16 NEW MEDIA FOR MARGIANLIZED YOUTH

The accessibility of completed public culture appears to be chiefly important for marginalized youth, such as **gay, lesbian, bisexual, or transgendered (GLBT)**, as well as for youth who are otherwise marked as different and cannot easily find similar individuals in their local schools and group of people. For such youth, web sites and other new media may emerge as a place to meet different people. **C.J. Pascoe’s** work on the **Living Digital Project** reveals, for many gay youth the internet become a place to discover their identities beyond the heterosexual normatively of their everyday lives. As a result, dating web sites and modes of message among GLBT youth provide marginalized youth with greater opportunities

to develop romantic relationships, with the same or similar level of independence experienced by their heterosexual peers.

5.17 NEW MEDIA USAGE AND EMPLOYMENT GENERATION FOR YOUTH

According to the data provided by **Social Media Marketing Industry Report (2012)**, 94% marketing department used social media as one of their marketing platform and about 60% of devote a full work day to social media marketing development and maintenance. Report says, 43% of people between the age group 20-29 years spend more than 10 hours a week on social media sites. 85% of businesses that have a dedicated social media platform as part of their marketing strategy reported an enhancement in market exposure while 58% of businesses that have used social media marketing for over 3 years reported an increase in sales over that period. **Mckinsey (2011)** conducted a study on over 4800 **small medium enterprises (SMEs)** in twelve countries including India, found that on an average companies using internet with high intensity grow twice than low internet intensity companies, export twice as they do, and create more than twice as many jobs. The usage of internet by SME sector can further lead to better performance and competitiveness once the product information is made available through internet. Small scale companies can also combine their marketing practices with new media and take advantage to make their products demandable as well because new media can help them for cost effective promotion, publicize their offerings to a large segment, improve design to satisfy the changing needs, deliver and take feedback accordingly improve the competitiveness and ensure the accessibility to remotest India.

5.18 EMPOWERMENT SCOPE VIA DIGITAL INDIA INITIATIVE FOR YOUTH

- Digital India initiative's user friendly interface will provide more opportunities to rural youth to interact with people from different steps of life and evolve better as an individual. More jobs in the IT and customer oriented sector for youth will be made available as the older generations are not yet tech friendly as the youth is. This initiative will empower youth to know better the government and its various departments and to analyze the loops and strength unguided by political issues. The youth will be able to connect directly with the government departments and people by just at a click of mouse or may be a press of a button. This platform will act as a thought-pool.
- The agro-based youth will also be able to connect with technology and gather more knowledge about the policies of the government and be benefitted by the same. The middlemen will be eradicated and thus ideas and complaints will reach the higher officials directly in much lesser time and the matters will be resolved and addressed by the right people at the right time. The online mode of education will gain new dimensions and the rural youth which by far has no access or limited access to the various courses available, will be having a better learning experience. Research and training based projects will help youth to learn better and the digital platform will connect a wider talent pool to discuss and exchange ideas and innovative solutions. Youth will also get a chance to demonstrate their enterprising skills with the coming of start-up venture where capital will be provided to Government.
- E-commerce is better understood and utilized by youth. In the past decade it has been seen n number of business portals doing really well,

enabling the goods being delivered at the doorsteps without much hassle and the same shall gain new horizons with more and more self employed people and e-commerce sites coming in the Indian market allowing a higher income to the deserving.

5.19 SUMMARY OF THE CHAPTER

This chapter describes the youth from different definitions and the term new media from their perspective. The youth factor in India is important in its policies and regulations, the chapter discuss it with proper reference and data. They have been categorized at different levels to gather better understanding about their aspiration and involvements in new media related activities. The participation of youth in different formats of media and new media has also been elaborated in this chapter with significant literature and references. Social media is an aspect where great participation of youth can be witnessed; therefore this chapter endeavours to present a panoramic representation of youth of New Delhi. Youth are the beneficiary of new media and victim as well, therefore the participation of youth in new media and entailing challenges that concern their future, have been discussed. Different aspect of youth culture where new media is an integral part has been elaborated properly with significant research and references derived from previous work.

It is an acknowledged fact the new media is undoubtedly a medium that has first made its inroads among the youth population that is young and dynamic. Youth in today's era has been considered as the pivotal figure for a debate. Different societies hold different viewpoints but unanimously recognize that potential of the youth in shaping the world. The unconditional cheerfulness, maturity, independency, innovative mind and

hyper reactions on minor issues are the major inbuilt characteristics of the youth. However, other sections view point is contradicted for them, they consider them more erratic and bereft of serious opinions. The recent data that indicates that youth among the age group of 18 to 35 years are the maximum absorbers of that technology is a factor that is pointing towards the dramatic shift in culture amongst today's generation. A whole information dissemination process is the advent of the new media. Most of the new media are aiming on the youth and their social interactions. Each individual seems to be a share holder in cyberspace as it ensures a personal space. The blogging provides space for expression to everyone. The new media also provides an innovative platform for the amateurs, entrepreneurs to explore and exhaust its omnipresence potential. With its unique feature of supersonic flow of information, the new media has scaled new heights in the wake of smart phones that provide them information of their choice with the tip of their finger anytime, anywhere. Broadband internet platforms with 24/7 exposure are paving the way for citizen journalists.

Today's youth clearly are a potential consumers of technology and new media, purchasing ring tones and tunes for their cell phones, text messaging from handheld devices, scanning and tinkering with photos, keeping up with Facebook friends and watching viral YouTube videos, sometimes all simultaneously. Media coverage during 2008 Mumbai attacks brought the fact to the surface that the new media and social networking sites have twitter and flicker in spreading information about the attacks clearly depicting that the internet information was clearly ahead of other traditional sources.