

CHAPTER –VI
NEW MEDIA EXPANSION:
PROSPECTS AND CHALLENGES

6.1 INTRODUCTION

The desire to interact, to know about the world, to learn about the changes in life style and culture is the human nature. Due to the ever fast changing world, the necessity to communicate with lightening fast speed has become the necessity. In print and electronic medium, the voice of the common people remains unheard. New media provides an ability to interactively communicate simultaneously with number of persons at a time within a fraction of second with death of distance.

‘**New media**’ is a catchword, shorthand for an energetic and impulsive cultural and technology industry that includes multimedia, e-commerce and entertainment. These are the technological and cultural changes that are taking place in the society. The moment human society enter the new decade of this 21st century, each and every thing are being transformed into multimedia culture. None can imagine a life without internet. New media is contributing to the society in the two ways; on one side anybody can access any information and knowledge by clicking mouse on other side it evolved as an easiest and powerful medium of speech. Interactive feature of new media makes it a democratic medium. In olden days people were considered powerful on the basis of the power that they had and this notion has completely changed since the inception of tools of the communication where more knowledgeable and more aware is more powerful and that is where new media has revolutionized the way a man receives information. People used to rely on conventional media like

newspaper, magazine, radio, television and cinema for the utilization of the news, information as well as entertainment. Not just this printing process has been transformed by the advent of the new digital technologies and software's and Desktop Publishing tools. New media technologies have a wide spread influence over the way which people are exposed to information. There is increased interactivity between the suppliers and consumers the information via new media. New media is a term that is progressively documented globally, professionally as well as academically. Internet is mostly identified with new media not the computers. The model of web 2.0 is dissimilar from 1.0 in a sense that it allows the user to do more than just retrieve information. A social element is present where a user can generate and distribute content and can share; these are social networking sites. There are others sites like Wikipedia that allow user to create, edit and link web pages easily. The updating of information online is instant now and at our fingertips. The medium has made us better informed than ever before.

6.2 NEW MEDIA EXPANSION

In the first digital decade (1994-2004), **'content is king'** was believed, by the time second digital decade began, the proliferation of devices created the key to success. As telecom and cable companies aggressively entered into digital value chain and created new channels of communication with attention on personalized and localized. A key aspect of new media is the shift in focus to connect with consumers in more meaningful ways with innovation and humanization of technological advancement. Social networking sites are redefining identity and community. 'Networking' emphasizes relationship initiation, often between strangers. Networking is

not the primary practice on many of them, nor is it what differentiates them from other forms of computer mediated communication.

A thing that makes new media unique is not that they allow individuals to meet strangers, but they enable users to articulate and make visible their social networks. It results in connections between persons that would not otherwise be made and these meetings are frequently between latent ties who share some offline connection. On many of the large new media participants are not necessarily networking or looking to meet new public; instead, they are primarily communicating with public who are already a part of their extended social network. To highlight this articulated social network as a critical organizing feature of these sites, branded as ‘social networking sites’.

India, world’s largest youth population, has witnessed huge development in information technology over last few years. It has become a requirement to share personal information for every service, starting from buying a mobile phone SIM card to registering for any online services. Information and Communication Technology has greatly influenced capacity to collect, store and communicate information, simultaneously, it has also made us more vulnerable to invasions of privacy in various ways. Firstly, data on our personal computers can compromise our personal details which if accessed by a third person can lead to financial loss or some embarrassing situation. Secondly, online transferring of details also makes us vulnerable to the interception of our personal details. Thirdly, in this age of cloud computing where our details are stored in servers of the companies whose services we use, our privacy is safe till the electronic security systems of the company are safe. Fourthly, the privacy of children, women are susceptible to invasion of privacy in this digital age

as they have become frequent targets of exploitation, and. Fifthly, there is an emergence of new kind of annoyances like spam, offensive mails for phishing identity, thus invading one's privacy. **According to IAMAI**, over 10crores Indian use internet every day. This study aims to explore and understand the origin, development, expansion, opportunities, challenges and habits of youth of metropolitan city New Delhi.

Adding Value to Knowledge Information and Wisdom: Information is different from the traditional form of knowledge that demand human creativity and reflection, for it has become the currency of a computer based capitalism that prioritizes the speed and efficiency of data transmission over all else. Information is knowledge produced for the accelerated capitalist market place, it is cheap to produce, easy to exchange, and fast to consume and throw away.

Adding Value to Social Movement: Social movement media has a rich and storied history that has changed at a rapid rate since new media became widely used (**Chris Atton**). The Zapatista Army of National Liberation of Chiapas, Mexico was the first major movement to recognized and effective use of new media in 1994. Since then new media has been used extensively by social movements to educate, organize, share, culture products of movements, communicate, coalition build and more. The rise of new forms of media can give true power to the people, enabling a change in the social balance of power that can benefit the underprivileged. **Hosni Mubarak** ruled Egypt for 30 years while **Muammar Gaddafi** ruled Libya for nearly 42 years, **Zine-el-Abidine Ben Ali** ruled Tunisia for 24 years, and **Yemen leader Ali Abdullah Saleh** has been in power since 1978. **Bashar al-Assad** has ruled Syria since 2000, after his father's 30 year reign, making it 45 years of Assad

rule. New media may have been central to the **Arab revolutions and revolts in 2011**. As one Cairo activist concisely put it, ‘**we use Facebook to schedule the protest, Twitter to coordinate and YouTube to tell the world**’. New media has also found a use with less radical social movements such as the **Free Hugs Campaign** and the ongoing **Free Tibet Campaign**. The high volume use of websites, blogs and online videos has allowed numerous views and practices to be more widespread and gain more public attention and demonstrate the effectiveness of the movement itself. The impact of new media has been witnessed widely in recent years by all over the world for mobilizing popular support. Online responses to **Delhi gang rape case (Nirbhaya)** shows the mindsets and it reflects that people are no longer willing to accept such things. Perhaps for the first time, internet was utilized as a tool to mobilize public support from pan India. People used the power of social media to make their voices heard.

6.3 PROSPECTS AND ADVANTAGES OF NEW MEDIA

New media is used mainly to access information anywhere and anytime. It is mostly used by the students nowadays who want to do a research without spending a single second in boring libraries filled with heavy and dusty books. Our second best friend next to Google, Wikipedia, an online encyclopedia, is one example of the new media inclination. For its two way flow, the new media is gaining popularity rapidly. Also, the new media has its way of keeping up with today’s generation because of its digital infrastructure, or in other words, visual roads and rail networks of communication. Being born with our umbilical cords connected to the internet here in our modern generation, it is not impossible that the new media caught the attention of today’s youth. With all wrong effects that

new media puts on the youth, there are many positive affects also that its usage imparts on them.

- **Quick access:** Youth no longer have to wait for morning newspaper because whole internet in the back of their pocket. With the internet, youth have a wider range of sources on some topics to search till they find unbiased opinions. It's great for youth who are living in other country and can talk to family at home via Skype and Imo. Youth can create media content themselves, can create own blogs and post views of global events with the internet. It has been seen that the 'medium' of new media is the internet and it has control over us because of the amount of hours we spend on it a day.
- **Information provider:** New media play an important role in youth's life. The time that youth spend with a new media exposes to a information as a pool of information is available at just a click of the mouse.
- **Showcases, the prevailing truth:** New media helps in bringing out the facts about various happenings in and around the world, helping young minds to open their horizons. Providing news at every second keeps the youth informed and up to date.
- **Appealing:** After any type content, there is an area to post ones like and dislikes. Applications like the e-mail also have allowed youth to send each other's photos, information and many more. What makes the internet so popular today is the fact that it is very entertaining. Internet has a vast amount of services people can choose from. That is what

makes the internet so appealing for many people. Also anyone can check anything on the internet at any time they feel like it (**Weizhen**).

- **Quick feedback:** According to **McQuail's Reader in Mass Communication Theory** with traditional media feedback was unavailable. The most people could do write a letter to the editor or wait for someone to answer their call on a TV show. Now, once both the parties are online feedback can be given instantly.
- **Helps in socializing:** New media helps in becoming social and makes a bond between people as well. Listening to music is an activity that youth often do alone and is used to help them control their moods. Social media is transforming the contours of social interaction. In India, the number of people actively using social media is about 6.6crore and it is growing faster with cheaper broadband connection and low cost internet enabled handsets. Emotions like love, friendship, family bonding, intimacy and language and are finding various platforms and forms of expression.
- **New Media as an Industry:** The new media industry shares an open association with many market segments through which industry seeks to gain from the advantages of two way dialogue with consumer primarily through the internet. Interactive websites and kiosks have become popular. The advertising industry has capitalized on the rise of new media with large agency running multi-crore rupees interactive advertising subsidiaries. Public relation firms are also taking advantages of the opportunities in new media through interactive practice. Interactive PR practice includes the use of social media to reach a mass audience of online social network users. In a number of

cases various agencies have also set up new divisions to study new media.

- **New Media for Development:** Digital technology has been instrumental in bringing about a transformation all over the world in uncounted ways. ICT is a key factor at the macro level in the process of globalization as well as at the micro level. A wave of enthusiastic statements on the acknowledged effects of ICT on development and poverty reduction called digital revolution. Emerged by the end of 1990s and the beginning of 21st century, debates from international to local levels that access to information through ICT would aid development communication in poverty alleviation and allowing low income countries to leapfrog to the level of rich countries as rich have the advantage over the poor in accessing Information Technology. New media promise profound changes in the manner how global citizens acquire information and news as well as how they converse among themselves and contribute to the emerging decentralized world. Knowing that mass media is controlled by a few corporate, by choosing alternative media sources and by publish news and original content, the public can create revolution in the control and presentation of media.
- **New Media and Convergence:** Convergence is the byword most often used for the integration of communication mediums for the digital revolution. This may prove instrumental in the radical change in the relationship between people and the institutions of society as did the invention of movable type with the **Gutenberg Revolution**. With the **digital revolution**, it is irrelevant to believe ‘**freedom of the press belongs to those who can afford one**’. Across the globe, several

optimistic projections emerged about the potential of these new technologies of global networks that pave the way for economic opportunity in developing countries and in poor neighborhood of the developed countries. The effectiveness new media technologies are determined by how they are chosen and utilized by the society. Developing countries like India build their capabilities to exploit the new technologies and as these technologies become more accessible in these countries, they can be put to use in a more direct manner to empower people and improve social service provision. A number of experiments underway in different parts of India at different levels in order to aiming potential of ICT to secure pro people governance.

- **New Media and Globalization:** Communicating internationally has never been easier. With new media platforms, anyone can have a video conversation with someone who is several thousand miles away. Internet can also improve our health or save our lives as doctor may send reports to another doctor anywhere in the world for a second opinion and have it within hours.
- **High Degree of Interactivity in New Media:** Interactivity is considered as a fundamental thought in new media, **Rice (1984)** defined the new media as communication technologies that enable or facilitate ‘**user to user**’ interactivity and interactivity between user and information. Such as, internet replaces the ‘**one to many**’ model of traditional mass communication with the possibility of a ‘**many to many**’ web of communication. Interactivity is prominent in online computer games. **Terry Flew (2005)** argues that the global interactive games industry is large and growing, and is at the forefront of many of the most significant innovations in new media. **Tony Feldman**

considers digital satellite television as an example of a new media technology that uses digital compression to dramatically increase the number of television channels that can be delivered, and which changes the nature of what can be offered through the service, but does not transform the experience of television from the user's point of view, as it lacks a more fully interactive dimension. New media continuously modified by the interaction between the creative uses of emerging technology and cultural changes in the masses.

- **Flexibility for The Digital Age Professionals:** HTShine.com's survey on 'How does a digital workplace impact your life?' revealed that as many as 50% of employees working in an organization encouraging digitization and flexi timing felt they were productive at work and home as they were connected to work with the devices of their choice and had enough time to be with their family. A massive culture change was happening. For 65% employees, the transition was smooth, motivating them to behave more professionally and be productive at work. Only 22.5% getting used to a 24X7 work culture was tough. They were of the opinion that it was easier for the younger generation to get used to workplace change.
- **New Media for Political Organization:** The new media has achieved importance as a political tool. In 2004, the presidential campaign of **Howard Dean** in the United States became famous to generate donations via internet. In 2008, campaign of **Barak Obama** became even became more famous. In 2014, Indian **Prime Minister Narendra Modi** won the election through the effective use of social media to reach lakhs of audience or voters. The Modi campaign had distributed huge amount of contents and messages across social media

platforms and websites. Modi and his campaign team fully understood the fundamental social need that everyone shares, the need of being 'who we are'. Therefore, the campaign sent the message as 'Because It's about you' and chose the right form of media to connect with individuals, call for actions and create community for a social movement. They encouraged citizens to share their voices, hold discussion parties in houses and run their own campaign meetings. It truly changed the delivery of political message.

- **New Media for Promotion of Talents:** New media has emerged as a platform where one can showcase the talent and get noticed globally. In the case **Jumpa-the blind girl from Jharkhand**, who got noticed for her enchanting singing talent uploaded on YouTube.
- **New Media for Employment:** In the corporate world, human resource managers can access Facebook to get to know about a candidate's true colours, especially when job seekers do not set their profiles to private. Researchers have found that almost half of employers have rejected a potential worker after finding incriminating material on their Facebook pages. Some employers have also checked the candidate's online details in Facebook pages to see if they are lying about their qualifications. Nowadays, younger generations have a complete disregard for their own privacy, opening doors to unwelcome predators or stalkers. (**Hindustan Times,2015**)
- **New Media for Advertising:** Online advertising is an asynchronous form of communication. This way of disseminating information corresponds to characteristics of monologue orientated mass communication. The online advertising message provided by the

sender can be activated by various receivers at different moments (**Janoschka, 2004**). Online advertising has ushered us at certain new variables in the advertising dynamics such as user control, interactivity, enhanced personalization opportunities and improved measurability. Some of these variables, such as the user control, offer the audiences a power to choose which advertising messages they want to receive and which to discard. This, in turn, provides the advertisers an opportunity to fairly accurately identify those users who are actually interested in their products or services and targets their advertising messages towards them. Various research studies provided ample evidence that non intrusive relevant advertising messages consistent with internet motives and usage mode of the users are received more favorably by the users and lead to formation of positive attitude towards the advertised products or services (**Cho, 1999; Rodgers & Thorson, 2000**). Targeting...improves the effectiveness of advertising. By reducing the wastage created by sending advertising to consumers who are unlikely to buy, we might expect improved targeting to lead to lower advertising expenditures (**Iyer, Soberman and Villas-Boas, 2005**).

- **New Media for News and Information:** New media has enabled news consumers to be informed in real time about major events and topics of interest. People depend on family members, friends, and those who are part of their digital networks to act as reporters, alerting them when something they feel is important has happened or is happening. Within our chosen digital community, we are always connected, always informed (**Tremblay, 2010**).

According to the **Pew Research Centre**, American's relationship to the news is being transformed in several directions thanks to the new tools and affordances of technology (**Participatory News Consumer, 2010**). It has been observed that the new trend in news is to get information as per one's choice, put across feedback and share it to the social network. The two flow of news revolution has come to stay. The internet and smartphone are changing people's relationship to news. According to the **Pew Research Centre**, on a typical day, 61% of Americans get news online, which puts the internet just behind television as a news source and ahead of newspapers (**State of the News Media, 2010**).

- **New Media for Citizen Journalism:** The advent of social media has helped the news become a social experience in fresh ways for consumers. People use their social networks and social networking technology to filter, assess, and react to news. News is becoming a participatory activity, as people contribute their own stories and experiences and post their reactions to events using websites such as Facebook and Twitter. In addition to social media tools, blogs are turning individuals into news contributors. Blogging has impacted journalism as regular citizens are increasingly performing '**random acts of journalism**', having witnessed an event and writing about it on a blog (**Stassen, 2010**). Social media sites and blogs have helped the news become a social experience in fresh ways for the public. People use their social networks to filter, assess, and react to news (**State of the News Media, 2010**).

According to **Picard (2009)**, social media tools provide an easy, affordable way for members of the public to take part in discussions

with larger groups of people and draw attention to issues and topics that traditional news media might have overlooked. In their analysis of user intentions, they found that people use Twitter for four reasons: daily chatter, conversation, sharing information and reporting news. In addition to blogs, Twitter is used by citizen to report current events and provide news commentary.

According to Leach (2009), news consumption is a socially engaging and socially driven activity, especially online. A great strength of the internet is its ability to encourage the formation of community while giving voice to anyone digitally connected. **Murthy (2011)** argues that ordinary people on Twitter are producing news and consuming news (especially breaking news) produced by other ordinary people. According to a recent study of top online news outlets in the U.S., social media is emerging as a powerful news referral service (**Participatory News Consumer, 2010**). Tweets regarding breaking news, disasters, and public health epidemics can be misleading, incorrect, or even fraudulent (**Goolsby, 2009**). In 2009 swine flu pandemic, tweets tagged with “#swineflu” often contained false or misleading information (**Murthy, 2011**).

According to **Hermida (2010)**, journalism defines fact as information and quotes from official sources, which is identified in the form of vast majority of news and information content. This model of news is in flux; however, as new social media technologies such as Twitter facilitate the instant, online dissemination of short fragments of information from a variety of official and unofficial sources. **Hermida (2010)** suggests that these broad, asynchronous, lightweight and always on systems are enabling citizens to maintain a mental model of

news and events around them, giving rise to awareness systems that he describes as ambient journalism. The emergence of ambient journalism brought about by the use of these new digital delivery systems and evolving communications protocols raises significant research questions for journalism scholars and professionals. **Hermida (2010)** states that some journalists are concerned that many of the messages on Twitter amount to unsubstantiated rumors, wild inaccuracies, and unverified information.

- **New Media for Health Communication:** E-health is increasing efficiency in the area of health care and decreasing costs of treatment. Efficiency involves not only reducing costs but improving quality. E-health can improve the quality of health care by allowing comparisons between different service providers, involvement of other consumers as additional power for quality assurance and directing patient streams to the best quality providers. E-health also enables consumers to easily find health services online at global level.
- **Education through New Media:** Distance education has a history that spans almost two centuries (**Spector, Merrill, Merrienboer, & Driscoll, 2008**) and this period represents significant changes in how learning occurs and is communicated. From basic correspondence through postal service to the wide variety of tools available through the internet. One such form, **online learning**, is known to have a history of access beginning in the 1980's whereas another term, referred to as **e-Learning**, does not have its origins fully disclosed (**Harasim, 2000**). **Andreas Kaplan and Michael Haenlein** define social media as a group of internet based applications that are built on the ideological and technological foundations of Web 2.0, and that

allow the creation and exchange of user generated content (**Kaplan, & Haenlein, 2010**).

According to Nielsen, internet users continue to spend more time with social media sites than any other type of site. At the same time, the total time spent on social media in the U.S. across PC and mobile devices increased by 37% to 12100crore minutes in July 2012 as compared to 8800crore minutes in July 2011(**State of media report, 2012**). It has been observed that Facebook is now the primary method for communication by college students in the U.S (**Harris, 2008**).

According to Nielsen, global consumers spend more than six hours on social networking sites. Social Media Revolution produced by Socialnomics author Erik Qualman contains numerous statistics on social media including the fact that 93% of businesses use it for marketing and that if Facebook were a country it would be the third largest (**Youtube 2011**). Most of the Universities have even introduced classes on best social media practices, preparing students for potential careers as digital strategists. Various functions performed by various techniques and tools used by new media. With the advent of Web 3.0 technology more features and sophisticated tools are being added. The origins of the term e-learning most likely originated during the 1980's.

Ellis (2004) disagrees with authors like **Nichols (2003)** who define e-learning as strictly being accessible using technological tools that are web-based, web distributed, or web capable. E-learning not only covers content and instructional methods delivered via CD-ROM, the internet or an intranet (**Benson et al., 2002; Clark, 2002**) but also includes audio and videotape, satellite broadcast and interactive TV is

the one held by Ellis. Although technological characteristics are included in the definition of the term, **Tavangarian, Leypold, Nolting, Roser, and Voigt (2004)** as well as **Triacca, Bolchini, Botturi, and Inversini (2004)** felt that the technology being used was insufficient as a descriptor. **Tavangarian et al. (2004)** included the constructivist theoretical model as a framework for their definition by stating that e- learning is not only procedural but also shows some transformation of an individual's experience into the individual's knowledge through the knowledge construction process. Online learning can be the most difficult to define. Some prefer to distinguish the variance by describing online learning as 'wholly' online learning (**Oblinger & Oblinger, 2005**), whereas others simply reference the technology medium or context with which it is used (**Lowenthal, Wilson, & Parrish, 2009**).

Others display direct relationships between previously described modes and online learning by stating that one uses the technology used in the other **Rekkedal et al. (2003)**, **Volery & Lord (2000)**. Online learning is described by most authors as access to learning experiences via the use of some technology **Benson (2002)**, **Carliner (2004)**, **Conrad (2002)**. Other authors discuss not only the accessibility of online learning but also its connectivity, flexibility and ability to promote varied interactions **Ally, (2004)**, **Hiltz & Turoff (2005)**, **Oblinger & Oblinger (2005)**.

- **New Media and Online Services:** An online service, also known under the title of Software as a Service (SaaS), is a service provided by a software application running online and making its facilities available to users over the internet including railway reservation,

driving license, passport, Aadhar card, PAN card plenty of services are available online. **According to webopedia(dot)com**, a business that provides its subscribers with a wide variety of data transmitted over telecommunications lines. The service can connect users with an almost unlimited number of third party information providers. Subscribers can get up to date stock quotes and news stories. Online services provide a variety of information and services though accessing all the data carry a price. One online service that defies classification is the internet, it is the largest service, but it is not centrally controlled by any one organization, nor is it operated for profit.

New Media and Election: With the advent of new media technologies, the political campaign has gained a new dimension. Every large political party spent huge money and employed various new media specialized agencies for the campaign and tried to use all the available new media tools during the elections. The new media is now core element in innovative communication strategies of political campaigns as every political party need to influence their party cadres, common people and the voters. Now the political campaigns have set new standards for how successful campaigns are conducted day to day. Online advertising like contextual advertisements on search engine results pages, banners, rich media, Social networks, online classifieds, networks and e-mail marketing are the major techniques used now (**Mafua, 2002**). Mobile and social media have now become a critical element of the campaign process and doing it well clearly makes a difference in who wins an election (**Wehrs, 2009**). With the Indians becoming more and more dependent on mobile phones and internet,

political parties are eagerly choosing these mediums for election campaigns.

Elections and voter registration campaigns are one arena where mobile phones have made an impact. Mobile active has observed the use of mobile phones to register voters, educate citizens on specific candidates or referenda, track electoral activities such as turnout and fraud and raise money for candidates and parties (Stein, 2008).

During the first decade of the 21st century, Indian elections faced vibrant new media campaigns in different levels. The year of 2014 parliamentary and assembly elections have experienced extraordinary campaigns through the new media. These new forms of campaigns have thrilled the common people and influenced them greatly. The use of internet and mobile technologies for political campaigning has also posed new questions in front of the election commission, related to tracking expenditure on new media and implementing rules that ban campaigning 48 hours before the poll (Dimitris, 2006).

- **New Media- A Watchdog of Watchdogs:** Media has always been considered as watchdog of society. New media is acting as ‘**watchdog of watchdogs**’ in the sense when something controversial does not find space in traditional media, someone from the general public highlights on social media sites or micro blogs and mass media has to cover the issue. The buzz created on new media sets the agenda for traditional media.
- **New Media- Above Space and Time:** Print and electronic media has always been accused of not giving space to its readers and audience

but now anyone who knows how to use internet can give voice to its thoughts. Earlier journalists were also dependent on the discretion of editors for the space and time they were getting in newspapers and TV channels, now new media is giving them more space in terms of blogs. Even the voice of marginalized sections like eunuchs, gays, lesbians are not only finding platforms of expression but also finding supporters on different websites.

- **New Media for Leisure:** New media has been a major source of leisure since before the World Wide Web. Today, many internet firms have sections devoted to games and funny videos: short cartoons in the form of flash movies are also popular. One more area of leisure on the internet is multiplayer gaming. Many use the internet to access and download music, sports, movies and other works for their enjoyment and relaxation, to plan and book holidays and to find more about their ideas and casual interests. People use chat, messaging and email to make and stay in touch with friends worldwide, some times in the same way as some previously had pen pals. New media like Facebook and many others like them also put and keep people in contact for their enjoyment.
- **Targeting the Audience and New Media:** Targeting the appropriate audience thus becomes a key variable in effectiveness of online advertisement. The targeting of advertising...provides firms with the direct benefit of eliminating wasted advertising to consumers who have a distinct preference for the competing product (**Iyer, Soberman and Villas-Boas, 2005**). Audiences may be identified in a number of manners such as demographic targeting, contextual targeting, behavioral targeting, geographic targeting, daypart targeting and

purchase based affinity targeting. Each of these targeting methods provide advantageous for the advertisers in its own specific ways. General belief is that targeting increases profitability of advertising. However, there are certain research studies that postulate that targeting may not be universally beneficial under different circumstances. **Athey and Gans (2010)** concluded that ‘when advertising space is unconstrained, general outlets can expand advertising space to mitigate most or all of the inefficiency that arises due to their heterogeneous audiences, so that targeting has little or no value’.

Chen & Stallaert (2014) found out that a really dominant and competitive advertiser might object to the transition to behavioral targeting, even despite the temptation of exposing the advertisement only to users of high relevance because behavioral targeting might reduce the chances of expansion in the advertiser’s consumer base..

- **New Media for Social Cause:** Besides having opportunity to know a lot of people in a fast and easy way, new media also helped youth who have social or physical mobility restrictions to build and maintain relationships with their friends and families. To a greater extend, there is anecdotal evidence of positive outcomes from these technologies. After every crisis, the new media for social cause becomes a more effective medium to spread the word. There are several ways social media helps to mankind. New media is able to bring people together, especially when promoting global products or cause-related campaigns and ideas since it allows people from the different geographical location to meet at a single point and express their views. For example, in 2010, after the earthquake happened in Haiti, many of the official communication lines were down. The world was not able to grab full

picture of the situation. To facilitate the sharing of information and make up for the lack of information, new media came in very handy to report the news about the affected area on what happened and what help was needed. People interested in helping the victims are encouraged to text, tweet and publicize their support using various new media.

6.4 CHALLENGES AND DISADVANTAGES OF NEW MEDIA

To every successful development there are still factors that are harmful to the users.

- **Spend lots of time:** New media has a lot of disadvantages to it; people spend a lot of time on social networking websites that they don't interact with fellow students or work colleagues as much.
- **Attitude:** Now more students rely on the internet when doing their research, the values of the books are now being narrowed because it's faster getting the information that needed from the internet rather than in books and the process of finding and borrowing it, most of the time youth set aside whether the information that they got from the internet is too broad unlike the precise and compact stuff written in books.
- **Cyber bullying:** Cyber bullying is a relatively common occurrence and it can often result in emotional trauma for the victim. Depending on the networking outlet, up to 39% of users admit to being 'cyber bullied'. **Danah Boyd**, researchers of social networks quotes a youth in her article, **Why Youth (Heart) Social network Sites?** The youth express frustration towards networking sites because it causes drama

and too much emotional stress. There are not many limitations as to what individuals can post offensive remarks or picture that could potentially cause a great amount of pain for another individual. Children at school could be getting bullied nonstop when they go home and go on to networking sites and there still getting bullied this could cause the child to get depressed or worse kill themselves. Paedophiles and stalkers can use social networking websites to get valuable information on their pray, during the riots in England people could go on YouTube and watch footage of it. The people in the riots took pictures and posted them on Facebook and like.

- **No privacy online:** People have no privacy online anymore, any picture posted of ourselves are on the internet for good it's not safe to put any valuable information online because someone could steal your identity online. It is seen that people are controlled by the internet but it can be danger for some who put themselves at risk be outing their information online for people to look and steal.
- **Laziness:** It is known that the answer to homework is just one click away in your Personal Computers with ever friendly internet, so often user tend to copy paste the information that needed but don't read whole chapters at all. Now, that wouldn't happen if copy from a book using pen and paper unlike cut the article out and pasting it into Microsoft Word page.
- **Privacy:** Privacy concerns with new media have been raised growing concerns among youth on the dangers of giving out too much personal information and the threat of sexual predators. New media users also need to be aware of data theft of viruses. Large services work with law

enforcement to try to prevent such incidents. The data that was altered or removed by the user may in fact be retained or passed to another parties. Almost any data posted on new media is permanent even when the user deletes a video from online network. Most of youth are posting photographs and video on new media without thinking after effects at the worst time.

- **Data Mining:** With data mining, companies are able to improve their sales and profitability. With this data, companies create customer profiles that content costumer demographic and on line behavior. The '**Network Analysis Software**' is able to sort out through the influx of online data for any specific company. Facebook became especially important to marketing strategist as its controversial and new '**Social Ads**' programme gives company's access to the crores of profile in order to tailor their ads to a Facebook users. Facebook sells tracked '**Social Actions**'. They track the websites, a user uses outside of Facebook through a programme called '**Facebook Beacon**'.
- **Notification on Websites:** There has been a trend for new media to send out only positive notification to users. This allows users to purge undesirables from their list extremely easily and often without confrontation. It also enforces the general positive atmosphere of the web sites without drawing attention to unpleasant happening such as friends falling out, rejection and failed friendships.
- **Trolling:** A common misuse of new media is that it is occasionally used to emotionally abused individual. Such actions are often referred to as trolling. It is not rare for confrontation in the real world to be translated online. It occurs in many forms like defacement of deceased

person, tribute pages, pranks on volatile individuals and controversial comments with the intention to cause anger and arguments.

- **Psychological effects of new media:** A new form of addiction for younger generation, an age of over communication and alienation on the other hand which is leading to psychological disorder. Youth have been spending an excess amount of time on new media and on the internet. The excessive time that youth spend has led researchers to debate the establishment of internet addiction as an actual clinical disorder. New media activities can also affect the extent which a person feels lonely. **Johannah Cornblatt** explains ‘**Social networking sites may provide people with a false sense of connection that ultimately increases loneliness in people who feel alone**’. **John T. Cacioppo**, a neuroscientist at the University of Chicago, claims that social networking can foster feeling of sensitivity to disconnection, which can lead to loneliness.
- **Investigations:** New media is increasingly being used in legal and criminal investigations. Information posted on sites has been used by police, forensic, probation and University officials to prosecute users of such sites. Facebook is increasingly being used by law enforcement agencies as a source of evidence against users. According to Legal experts public information sources can be used in criminal or other investigations.
- **Abuse of Bookmarking:** Internet users can bookmark resources. Unlike file sharing, the resources themselves aren’t shared, merely bookmarks that reference them. Bookmarking can also be vulnerable to dishonesty and conspiracy. People started to use this tool to make

their web site more visible. It was also started by spammers where same web page tagged multiple times of their website using a lot of popular tags.

- **Fake profile:** A number of fake and cloned profiles exist on new media. Due to deactivation of the jail system and large number of users, the profiles were often left un-removed or recreated easily. Youth creates these kind of profiles to have fun with other and creating ‘**fake families**’ and sometimes for trolling and spamming.
- **Hate groups:** There has recently been controversy revolving around the use of new media by various hate groups. Several hate communities focuses on racism, Nazism and white supremacy have been deleted due to guide line violation. Anti national and anti ethnic hate groups have also been spotted. Recently an Indian court has issued notice to Google on some of the groups. The Mumbai police demanded a ban on this particular site post objections raised by political groups.
- **Identity Theft:** Due to the high volume of personal information displayed on new media, it is possibility of theft of users information. It is advised by various that either do not display information like birthday or hide it. There is little evidence that many most users of new media are talking precautions from identity theft.
- **Sexual Predators:** New media is committed to ensure that uses of their services are as safe as possible. However, due to the high content of personal information placed on new media and ability to hide behind a pseudo identity, such web sites have become increasingly

popular for sexual predators. In 2009, a highly publicized case of Peter Chapman added over 3000 friends under a false name and went on to rape and murder a 17 year old girl.

- **Cyberstalking:** It is use of new media to stalk or harass an individual or a group including making threats, collect information, monitoring, false accusations and damage to data or equipment, identity thefts and solicitation for sex.
- **Plagiarism:** Plagiarism is a new challenge for Intellectual Property Right, now it is easy to get user generated content without everyone's notice. As the internet is so huge, it is not possible for everyone to thoroughly check if content is just a stolen.
- **Cheating tool in exams:** New media tools like mobile phones have marked a strong presence in examination halls and used most 'innovatively' by students to pass their exams by hook or crook. It has thus become a battle of wits between the 'creative' youth and the harried administrators. Many students don't even consider it to be unethical since it doesn't fall under traditional anti-cheating instructions written on admit card or answer booklet.
- **Immorality:** Degradation of ethics in various sectors may prove a cultural shock for the generation of 20th century. Mass media's dependency on new media may lead to new media's supremacy, leading to more representation and more participation in public sphere.
- **High degree of risk:** It has been proven that the endless amount of information on the internet may also cause problems. Today all people either have Facebook or simply an online bank account. **According to**

Mark Zuckerberg, Facebook alone have 10crore users. Obviously accounts like these hold a lot of information about each individual using it. With the ease of hacking these days a rise in the number of hackers has occurred. If hacker has another person's information they can steal money from that and conduct many other transactions under their name.

- **Censorship:** Since schools and colleges do not offer sex education, youth try to fulfill their curiosity through a non-educational manner. **According to the Anthropologist Hind Khattab**, there is a lot of sexual frustration in the Arab world, which also drives the people to check pornography online. Governments in the Middle East take the Wahabi movements spreading in the Middle East as an excuse to censor the online media. They do not censor only pornography; it is just a facade to censoring material like political material also (**Abdulla**). As a result of this censorship, anything that has names of body organisms is censored as well; even if it is scientific.
- **Logging on and Turning out:** It has emerged as a negative habit of youth. Youth are not ready to go in depth of any particular site and fly from one site to another very fast in search of some interesting content
- **Terrorism on the net:** Terrorists use the internet to post video of potential attacks. Terrorist organizations worldwide have become more tech savvy. They are either hired or trained their youth who are very much familiar with new media. Terrorist organizations frequently use online medium to spread their messages as video content and recruits fighters through online recruitment.

- **Negative influence:** In order to get new media's full effect, it is needed to understand how it works, how, when and where to use it. New media can have a negative influence on worker productivity. Most of the students and employees waste precious time using social media. They may also use new media to attack the institution's or company's reputation.
- **Hazardous to health:** When new media is used excessively or in the wrong way, it could have serious detrimental outcomes on both mental and even physical health of users.
- **Risk of imbalance:** New media increases the risk of imbalances as being accessed by either internal or externals. This can prevent the safe guarding of students. Access to new technologies outside of the classroom it leads to some students having unfair advantages over their peers. There is an over reliance and growing expense within the classroom, when traditional methods can be used to the same effects. Teachers now feel the need to use technology also.
- **Failure of technology:** Though it is hypothetical yet practical to doubt new media's dependency on technology to such an extent. With the globe converting into a digital village, one slight technical hiccup can jeopardize the whole base of digital revolution. Technology can be failed at any point therefore a conventional backup is indispensable for its permanent viability.
- **Tedious process:** E-Commerce is the future of business to reach people. If this method is used correctly companies can expand in countries where traditional media did not make that achievable

(Daniels). The process is tedious, slow and it hard to see a wide range of products at one time. No doubt with the internet the speed of services has increased, became cheaper and allowed for viewers to choose from a vast amount of products at once **(McNeilly)**. Companies have provided more ways for consumers to reach them on the internet this gives users more services they can choose from. Shoppers had to physically go down in order to buy a certain product, now it is just one click away. That's why there is currently thousands of online shoppers **(McNeilly)**.

- **Weakening interpersonal relations:** A big source of information, education, communication and entertainment new media is going to be next big challenge for the different aspects of our social and personal lives. Social media is creating a new kind of social order it is strengthening social network but weakening interpersonal relations.
- **Cyberslacking: According to a study done by Peninsula Business Services**, the average UK employees spend 57 minutes a day surfing the web at work. It is emerged as a serious drain on corporate resources because productivity of employees is being reduced as considerable time of working hours spent on net surfing.
- **Language Spoiler:** What's app! Follow me on twitter! Chek my status on Fb pg! Hv a gr8 time! I m f9! These are the buzz words of today's generation. In the age of communication technologies whosoever is unaware of these jargons is considered illiterate or backward. In this scenario, use of such language can't be ignored.

- **Pornography and Gambling:** The pornography and gambling industries both extensively used World Wide Web and often provide a significant source of revenue for other websites. Although many governments have constantly attempted to put restrictions on both industries.

6.5 SUMMARY: EVERYTHING HAS GOOD AND BAD EFFECTS

The thrust of this chapter is to present a pan interpretation of the events that determines the prospects of new media, its expansion and the ensuing challenges. A comprehensive study on its development from historical perspective to the present phenomenon, the chapter also enriches its contention with futuristic view point with myriad of references and observations of the previous works. The information, in this chapter deals with the phenomenon of new media in a holistic manner keeping its premise in the centre. The subject has been observed from different perspectives to reach at clear vision with elaborate effects new media on different models of mass communication. The advantages and lope sides have been discussed at length in this chapter. A meticulous effort has been put to gather every detail of new media that ranges from Social media, to conventional media and from development to convergent. It touches upon every aspect of new media that can be harnessed for development of a nation and can be a bane as well with ample amount of literature and references from the work around the world. For better utilization of any scientific invention, its mandatory for its users to understand its functions properly, one must be acclimatized with its pros and cons. While searching for ways to harness new media and justify new marketing trends may be complicated, the mission behind it is relatively simple, **‘To meet**

people with the right message at the right time through the right media', explains Brown.

The new trends have resulted in a restless competition and innovative strategy to woo the consumers. New media with its immense potential for easy access to knowledge and skill has come to stay with the youth of today. The short cut feature of new media may further make the youth rely on it making them lethargic for hard work. However, with proper and disciplined utilization, new media can be a boom for the youth.