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A light gray world map serves as a background for the title text.

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From the Editor-in-Chief

Editorial Message

Communication has emerged as, by far, one of the most critical threads in the social, economic and political narratives woven during COVID 19. Even as the “new normal” becomes part of our everyday fabric of life, the responsibility on researchers to document this transformation becomes manifold.

This Journal features contributions from an array of well-known scholars and practitioners on the evolving notions of communication and how the theory and practice of communication is being transformed. With communication increasingly becoming part of and contributing to trans-disciplinary inquiry, the journal is committed towards publication of theoretical debates as well as developments in media practice with an inter-disciplinary emphasis. We welcome both academicians and practitioners to engage and benefit from it. A key endeavour is academic excellence.

Over the past couple of decades, Amity School of Communication has emerged as a leading hub of communication training and research. The International Conference on Emerging Media Paradigms held in January 2020 was yet another step towards capturing the discourse around the themes of Narratology, Intermediality, Prosumer Culture, Futuristic Media and Technoculture. We are grateful to all the industry thought leaders for creating vibrant threads of dialogue in the Panel Discussions, and to the participants for their overwhelming response. Some of the papers in this issue are an outcome of this conference.

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Online Streaming Platforms: Intellectual Stimulation or Addiction to Junk Content?

Shilpa Kalyan, Ph. D

Abstract

The digital segment in India has grown by 43.4% in 2019. Currently India has 40 over-the-top (OTT) players in the market including Amazon video, Netflix, Hotstar, Voot, AltBalaji, Eros Now, etc. According to a KPMG report of 2019, the average time spent by subscribers on various OTT platforms is 30- 50 minutes. These OTT platforms not only offer content acquired from other producers but also host a plethora of exclusive original content. With the glut of digital content, the digital consumers are spoilt for choice. Consumers flaunt binge watching unabashedly. This Paper explores the perception of digital consumers on the quality of digital consumption and its impact on their lifestyle. The study focuses to understand the pattern of digital consumption on streaming platforms by consumers and to analyze the consumer perception of content on streaming platforms. It also explores the impact of streaming platforms on the lifestyle of the consumers. The study adopts quantitative methodology. This paper delves into the mystics of the streaming platforms which are pervading into the lives of digital consumers irrespective of age, gender, sex, occupation and educational background. The results are evident of the massive extent to which the streaming platforms are affecting the lives of individuals though in varying degrees.

Keywords: streaming platforms, digital consumption, binge-watch, consumer perception

Emerging trends in digital content consumption

India is witnessing a paradigm shift in the media and entertainment industry. There

has been an exponential surge in content consumption in the last one decade. Digital platforms have been redefining and shaping the media and entertainment industry. Prosumers are making and breaking rules across the platforms. (Ritzer, G., & Jurgenson, N. 2010) Media convergence has opened up a plethora of options for the consumers. Technological advancements in India have been fueling the growth of online content consumption across platforms. Rapid Mobile penetration and Smartphone usage, having enhanced consumer experience, have had contributed as a major factor for innovations in the OTT services. (Sujata, J., et.al 2015).

In 2016, Netflix and Amazon launched their services in the Indian market. Hotstar revamped its platform to tap the opportunity created by the spike in mobile data usage. This marked the emergence of a new tribe of online content consumers. India has 563 million broadband subscribers today (August 2019 KPMG Report). With diffusion and deep penetration of digital consumption, the digital segment has become a cornerstone for the entire Media & Entertainment industry. The digital segment in India has grown by 43.4% in 2019. Currently India has 40 over-the-top (OTT) players in the

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market including Amazon video, Netflix, Hotstar, Voot, AltBalaji, Eros Now, etc. According to a KPMG report of 2019, the average time spent by subscribers on various OTT platforms is 30- 50 minutes. These OTT platforms not only offer content acquired from other producers but also host a plethora of exclusive original content. With the glut of digital content, the digital consumers are spoilt for choice. These platforms target not just the 'screenagers' but also the digital immigrants. The nature and scope of these platforms has captivated the audience irrespective of socio-economic considerations. Consumers flaunt binge watching unabashedly. Though research in this specific domain is still in nascent stage, the existing studies have indicated possible reasons for the phenomenon of binge watching. Binge watching on smart phones and laptops is found to be more significant among the younger age group. Studies have established correlation between binge watching and its psychological effects such as depression. (Ahmed, A.A.A.M. 2017). Researches in the related area have suggested that 'passing time and entertainment' to be significant predictors for those with a high level of binge watching. (Sung, Y. H., et al. 2018). Further, technological support such as "use of recommendations, along with lack of self-control, lack of self-esteem and use motive of information seeking have led to excessive usage of video streaming services." (Hasan, M. R., et al. 2018).

Most of the original series, released on Netflix or Amazon with all episodes at one shot and are packaged and marketed extensively. Bold and uncensored content, experimental concepts, competitive regional content have captured the imagination of the audience. Quality translation has made

language barriers redundant. Owing to these trends audiences have developed better taste and demand better content. The high and mighty of the film industry have unleashed their imagination like a wild horse which would have been otherwise impossible for them to do so in mainstream cinema under the watchful eyes of the censor board. Stereotypes have been broken, new norms redefined and horizons expanded. In the whole process, audiences have evolved. While there are numerous high-quality contents, we cannot ignore the presence of low standard content in these platforms. Does this matter to the audience? This Paper explores the perception of digital consumers on the quality of digital consumption and its impact on their lifestyle.

Objectives

The purpose of this empirical study is to gain insights into how the content consumption pattern on streaming platforms has an impact on the lifestyle of the consumers. The specific objectives of the study are -

a) To understand the pattern of digital consumption on streaming platforms by consumers, (b) To analyze the consumer perception of content on streaming platforms and (c) To explore the impact of streaming platforms on the lifestyle of the consumers.

Hypothesis

The hypotheses which the present study intends to test are –

H1: There is a relationship between the age of the respondents and their access to streaming devices

H2: There is relationship between access

to the streaming platforms and the number of hours of usage

H3: The choice of content is gender specific

H4: There is a correlation between binge watching and occupation of the respondents

H5: Students and working professionals binge watch content on streaming platforms based on whether it is paid subscription or free to view content.

H6: The perception of impact of content is dependent on the average time spent on streaming platforms

Methodology

The study adopts quantitative methodology. Primary data was collected from respondents in Bangalore using Survey method. The study was conducted in the month of November 2019. Sample was selected using snowball technique. (P. Biernacki and D. Waldorf, 1981). Researcher's social media – Facebook and WhatsApp were used to enroll respondents and collect data. Usage of online streaming platforms was a prerequisite to enroll respondents. Sample represented a combination of students and working professionals. Questionnaire was designed on Likert scale. Open ended questions were also part of the instrument to elicit qualitative responses. 250 responses were recorded during the period of data collection which lasted for over a week in the month of November 2019. Age, gender and occupation were the independent variables whereas digital consumption, lifestyle and consumer perceptions were the dependent variables. Data was analyzed using descriptive analysis and inferential analysis. Hypothesis was

tested using Chi-square test to establish the association between the variables.

Operational definitions

Online streaming platforms – a streaming platform is a video-on-demand using online technology. It is a source for TV shows, movies and other streaming media. Netflix, Amazon Prime, Hotstar are examples of Online streaming platforms. They can be streamed on any device with internet connectivity.

Binge-watching – refers to the practice of watching multiple episodes of a web series or watching other video content one after the other in continuous succession on one occasion. It is also referred to as marathon-viewing.

Impact – Impact refers to 'influence'

Lifestyle – The way in which a person lives including her routine and habits

Analysis and Results

- The data analysis reveals the age-wise representation of the sample which was grouped into five categories: 18 – 24 years, 25 – 34 years, 35 – 44 years, 45 – 54 years, 55 years and above. About 50.8% respondents belonged to the age group of 18 -24 whereas 25.9% and 16.4% belonged to age group of 25 – 34 years and 35 – 44 years.

- It is observed that 55.6% respondents were female and 44.4% respondents were male indicating a fairly balanced representation.

- It may be noted that 42.9% respondents are students and the remaining 57.1% are working professionals. Further, the educational qualification of 43.9% respondents is degree, while 51.9% belong to Post Gradu-

ation and a minuscule 4.2% are from Grade 10/12. It is evident that a whopping majority of the respondents have higher education qualification.

- Sample distribution by average time spent accessing online content

Table 1: Average time spent accessing on-line content

Time Spent	Percentage
1 – 2 hours per day	30.2
2 – 3 hours per day	28.0
More than 3 hours a day	29.1
2 – 3 times a week	7.4
Only once a week	5.3

Base = 250; Source – Field Survey

The above table reveals the online consumption pattern of the respondents. It may be noted that over 30.2% respondents spend 1 – 2 hours consuming content on online platforms while 28% spend 2 -3 hours. It is interesting to note that 29.1% respondents spend over 3 hours consuming content on online platforms. A very small percentage of 7.4 %and 5.3% respondents spend limited time on streaming platforms. It may be observed that respondents spend a substantial amount of time consuming content on streaming platforms.

- The study reveals the streaming platforms as preferred by the respondents. Over 56.6% and 57.7% respondents mostly access Netflix and Amazon Prime respectively. While Hotstar and Voot were preferred by 32.8% and 18.5% respondents respectively. It is evident that Netflix and Amazon Prime have captured the user interest making them the most preferred and used streaming platforms.
- Sample distribution of the most preferred device to access online streaming

platform

Table 2: Most preferred device to access online streaming platform

Preferred Device	Percentage
Smartphone	69.8
Laptop	19.0
Television	9.5
Tablet	1.6

Base = 250; Source – Field Survey

The above table indicates very clearly that smart phones are the most preferred device to access content on streaming platforms by a whopping 69.8% of the respondents. While Laptops are preferred by 19% respondents, we may observe that a small percentage of respondents -9.5% prefer television to stream online content. When the respondents were further probed on the reason for their choice, it is revealed that 58.7% respondents find it convenient while 32.3% respondents find easy accessibility as a deciding factor. The other minor reasons such as affordability, lack of alternatives/ options also emerged as a few responses for this probe. Considering the fact that over 94.7% respondents use Smartphone to access online content, it is not surprising that a majority prefers this device to view content on streaming platforms. It is interesting to note the tendency of the conventional media like television is taking a backseat.

- Distribution of sample based on the frequency of binge watching

Table 3: Frequency of binge watching by respondents

Frequency	Percentage
Never	7.9
Rarely	18.0
occasionally	40.7

Moderate amount	24.3
A great deal	9.0

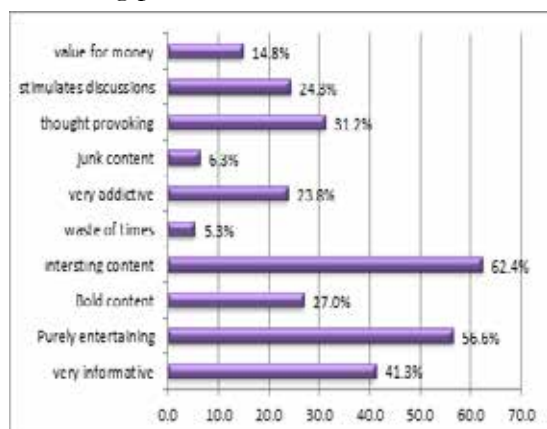
Base = 250; Source – Field Survey

The above table indicates the frequency with which the respondents binge watch content on streaming platforms. It may be observed that 24.3% respondents indulge in binge watching to a moderate amount and a majority 40.7% occasionally. Only 7.9% respondents have admitted to never indulge in binge watching. This implies that the remaining respondents binge watch with varying degrees of occurrence.

When further probed on the reason for binge watching, responses recorded predominantly indicated as addiction, interesting and engaging content, available free time, curiosity and the fact that all episodes are available at convenience. It is evident that the nature of medium provides ample scope and reasons for one to indulge in binge watching.

Consumer perception indicators

- Representation of sample based on the respondents' perception of content on streaming platforms



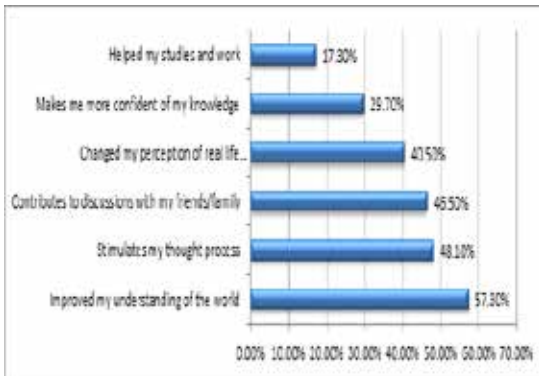
Base = 250; Source – Field Survey

Fig.1: Respondents' perception of content on streaming platforms

The above graph indicates respondents' perception of content on streaming platforms. It indicates that over 62.4% respondents find the content interesting while 41.3% find it informative. Such responses indicating thought process, quality and experimental content suggests that respondents are viewing content for reasons beyond entertainment. The content in these platforms are found to trigger discussions as indicated. However, it may be noted that around 56.6% respondents perceive the content to be purely entertaining. Only 5.3% and 6.3% respondents find the content to be waste of time and junk respectively. This implies that the rest of the respondents find the content to be worth watching for the reasons as mentioned.

Impact on intellectual stimulation

- Further, respondents have stated their perception on whether the content has affected them intellectually. Majority 46.3% respondents agree that their exposure to content on streaming platforms has helped them intellectually while 13.3% respondents strongly agree on the same. Around 31.4% respondents are indecisive. 6.9% and 2.1% respondents have replied in negative stating that the exposure to streaming platforms has not affected them intellectually at all. This corroborates the earlier indicators of responses perceiving the content to being 'junk' and waste of time. While the respondents were further probed on how their exposure contributed to them intellectually, interesting responses have emerged. The same is indicated in the graph below



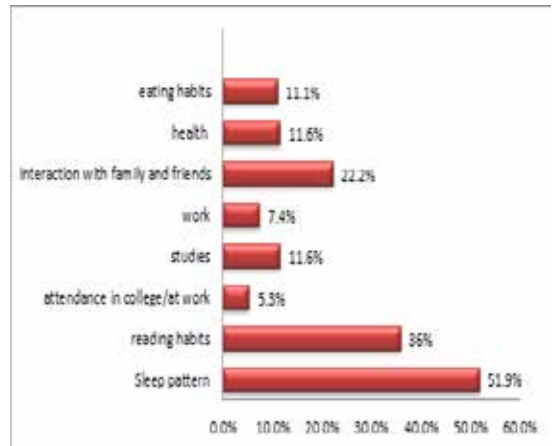
Source – Field Survey

Fig. 2: Factors indicating the impact on respondents' intellect

The above graph indicates the respondents' perception of how their exposure to streaming platforms has affected them intellectually. Majority 57.3% respondents opine that their understanding of the world has improved while 48% believe that their thought process has been stimulated. Perception of life (40.5%), confidence level (29.7%), and academic furtherance (17.3%) are other areas where the respondents find intellectual impact.

Impact on lifestyle indicators

- The data analysis indicates that around 13.8% respondents strongly agree and 33.9% respondents agree that watching content on streaming platforms has affected their lifestyle. While 32.3% respondents are indecisive of the impact, 14.3% and 5.8% respondents disagree and strongly disagree respectively on this. Further, when the respondents indicating impact in affirmation were probed on the nature of impact. The below graph indicates the same.



Source – Field Survey

Fig. 3: Factors indicating the impact on lifestyle

The graph indicates the factors where the respondents find the impact of their viewing habits. Majority 51.9% respondents find their sleep pattern disturbed due to watching content on streaming platforms. A good 36% respondents find their reading habits being disturbed. 22.2% respondents feel that their social interaction has affected while 11% respondents find the impact on health and eating habits. This clearly indicates that streaming platforms has caused displacement of several activities of the respondents. These activities indicate that the lifestyle of the respondents is undoubtedly affected with varying degree.

Inferential Statistics: Testing of hypothesis

- H1 There is a relationship between the age of the respondents and their access to streaming devices.

The Pearson's Chi-squared test result (X-squared = 24, df = 16, p-value =

0.0895) indicates that there is association between the age of the respondents and their access to streaming device. Hence the hypothesis is accepted.

- H2 There is relationship between access to the streaming platforms and the number of hours of usage

The Pearson's Chi-squared test result (X-squared = 20, df = 16, p-value = 0.2202) indicates that there is interrelationship between streaming platforms and the number of hours of usage, they are dependent.

Null hypothesis accepted. That is, the usage in terms of hours is dependent on the access to streaming platforms.

- H3 The choice of content is gender specific

The Pearson's Chi-squared test with Yates' continuity correction result (X-squared = 0, df = 1, p-value = 1) indicate that the choice of content is gender specific, they are dependent. Hence the hypothesis is accepted

- H4 There is a correlation between binge watching and occupation of the respondents

The Pearson's Chi-squared test result (X-squared = 12, df = 9, p-value = 0.2133) indicates that there is an association between binge watching and occupation of the respondents Binge watching and occupation of the respondents are dependent. Hence, null hypothesis accepted.

- H5 Students and working professionals binge watch content on streaming platforms based on whether it is paid subscription or free to view content.

The Pearson's Chi-squared test result (X-squared = 12, df = 9, p-value = 0.2133) indicates that there is an association between binge watching and free subscription/paid subscription to streaming platforms of respondents. Nature of subscription and occupation of the respondents are dependent. Students and working professional binge watch based on whether it is free to watch or paid content on streaming platforms. Null hypothesis accepted.

- H6 The perception of impact of content is dependent on the average time spent on steaming platforms

The Pearson's Chi-squared test result (X-squared = 20, df = 16, p-value = 0.2202) indicate that there is association between perception of impact and the average time spent. Impact & average time spent on steaming platforms are dependent. Hence hypothesis is accepted. Perception depends on the quality and quantity of exposure.

Discussion and Conclusion

The sublime objective of the Paper was to explore the changing trends in the media landscape within the scope of online streaming platforms. The capitalistic structure of the media industry, active consumer behaviour of the viewers, and digital transformation of the media landscape are defining the drift of the industry. In this scenario, this paper aptly delves into the mystics of the streaming platforms which are pervading into the lives of digital consumers irrespective of age, gender, sex, occupation and educational background. The results are evident of the massive extent to which the streaming platforms are affecting the lives of individuals though in varying degrees.

The audiences identify specific uses of the



streaming platform. Alongside, there is certain gratification that they derived from the same as evident in the findings of the study. The theoretical framework of the study has been well substantiated in the findings. The study conclusively indicates that the respondents spend a substantial amount of time consuming content on streaming platforms making it part of their lifestyle. Though there are multiple players in the streaming market, the study evidently points out that Netflix and Amazon Prime have captured the audience interest making them the most preferred and used streaming platforms. It is to be noted that both these platforms host a range of original content expanding the scope of streaming industry. To add to this, a plethora of film content across languages including global content is made available to audience like never before. Streaming platforms are integral to the revenue model of the cinema industry. The films hosted on these platforms are not only of latest theatrical releases but also includes an extensive list of films released across decades. Multiple languages, diverse content genre and a blend of old and new content offers a holistic choice to the consumers. As video-on-demand platforms, consumers can exploit the flexibility of these platforms to suit their need and convenience.

The study also reveals that majority of the respondents prefer smart phones to access streaming platforms. Low cost affordable smart phone, highly subsidized data packs at competitive prices are fundamental factors in increasing the usage of smart phones. The 'mobile' device and unlimited streaming content makes it the most popular device. This is another reason for increase in the penetration of streaming platforms. Netflix taps this section of the audience by further

subsidizing the subscription cost for accessing its content on mobile phones. Most other platforms offer multiple device accessibility with the subscription. These strategies further boost audience preference. This is reiterated in the findings. This also implies that satellite and cable television channels are being displaced by streaming platforms. This contributes to the binge-watching phenomenon among the consumers. As revealed in the findings, addiction, interesting and engaging content, available free time, curiosity and the fact that all episodes are available at convenience are iterated as reasons behind binge-watching. It is evident that the nature of medium provides ample scope and reasons for one to indulge in binge watching. The study throws light on the audience perception of the content. Majority respondents find the content intellectually stimulating in different ways. Responses indicate the intellectual impact in terms of better perception and understanding of the world, stimulation of the thought process on various issues, confidence level and academic furtherance. While intellectual impact indicates a positive outcome, there is a dominantly negative impact on the lifestyle of the respondents. Disturbed sleep pattern, reduced reading habits, minimized social interaction and an adverse impact on health has been recorded. This clearly indicates that streaming platforms has caused displacement of several activities of the respondents. These activities indicate that the lifestyle of the respondents is undoubtedly affected with varying degree.

The study is limited to consumers from Bangalore city. It can be extended to cover consumers from other cities. The study concludes with affirmation that the online streaming platforms have been having im-

pact on audience at different levels. Further, streaming platforms contribute to the intellectual stimulation to a large extent. However, it is also important for the users to understand that importance of moderation. Overdose of even the best of the things could have adverse effect. To maximize the utility of streaming platforms, users have to exercise their fair judgment when it comes to content consumption on streaming platforms. Digital lives are a reality and it continues to remain so in the coming years. It is necessary for individuals to have control over what they access and not the other way round.

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Computing the Trends of Political Mobilization on Twitter Accounts of Narendra Modi and Rahul Gandhi (2017-2018)

Sanjeev Ratna Singh

Abstract

Even though Narendra Modi remains the most popular Indian political leader by far, other top politicians, especially Congress leader Rahul Gandhi started gaining noticeable traction in the past few years. The last two years have witnessed a new strategy from Rahul Gandhi where he has been using Twitter aggressively to counter Narendra Modi and woo social media users towards the Congress party. The contrast can be seen over the three assembly elections from 2017 Uttar Pradesh (UP), Gujarat and the 2018 Karnataka assembly elections. While Rahul Gandhi lagged behind in the UP-assembly election, he had managed to start challenging Narendra Modi's hegemony on Twitter during the Gujarat assembly elections held in December. By the time the Karnataka assembly elections came, Rahul Gandhi's engagement levels still remained on the rise as compared to that of Narendra Modi. Even though the number of followers on Twitter of Rahul Gandhi was much lower than that of Narendra Modi, his engagement levels saw a steady increase from the 2017 UP election to the time the 2018 Karnataka elections were held. This paper uses data mining tools to analyze how Twitter was used as a tool for political communication by Narendra Modi and Rahul Gandhi between 2017 – 2018, during the 2017 UP, Gujarat and 2018 Karnataka assembly elections. It also studies comparative Twitter data for BJP and Congress Twitter handles on key metrics like volume and engagement on tweets, retweets, likes and replies on key election issues like development, jobs, corruption and farmers. The paper provides a detailed analysis of how top political

parties used Twitter for political communication.

Keywords: Political communication, Twitter, Narendra Modi, Rahul Gandhi, data mining.

Introduction

When the Narendra Modi led BJP won 282 Lok Sabha seats in the 2014 Lok Sabha elections, it heralded a big change not just in Indian politics, but also in the way political leaders communicate with their supporters. BJP went from strength to strength by winning several state assembly elections in 2014-16. Assembly elections were held in the states of Goa, Manipur, Punjab, Uttarakhand, Uttar Pradesh, Gujarat and Himachal Pradesh in 2017. BJP managed to form their government in all states except Punjab where Congress came to power under Captain Amarinder Singh. This also stamped BJP's authority and it was generally acknowledged as the dominant party across the country. The common string through BJP's string of victories was the popularity and political acumen of Narendra Modi and his extensive use of social media platforms.

The states of Uttar Pradesh and Gujarat are of great political significance in the current political scenario as the former sends the maximum Members of Parliament (MPs) to the Lok Sabha and the latter is

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the home state of Prime Minister Narendra Modi. BJP's 2014 win had relied heavily on states like Uttar Pradesh and Gujarat where the party won 71 out of 80 Lok Sabha seats in Uttar Pradesh and 26 out of 26 Lok Sabha seats in Gujarat. It was imperative for BJP to win the crucial 2017 assembly election in Uttar Pradesh which was a litmus test for Narendra Modi's popularity. BJP was facing the then sitting chief minister Akhilesh Yadav's Samajwadi Party which had entered in an alliance with the Congress on one side and Mayawati's Bahujan Samaj Party on the other. Mayawati and the Bahujan Samaj Party did not have any verified Twitter accounts at that time and they relied heavily on their cadre-based system to deliver electoral goods. But other parties like BJP, Samajwadi Party and Congress had a robust social media strategy in place for the 2017 assembly elections.

The Gujarat elections were held under the shadow of the Patel reservation – an agitation spearheaded by a 24-year-old firebrand leader Hardik Patel – who was demanding reservation for the Patel community in government education and jobs. The state government was also facing unrest among farmers in the Saurashtra region of the state. By the time assembly elections were conducted in Gujarat in December 2017, Rahul Gandhi and the Congress seem to have learned from past mistakes on social media. Though Narendra Modi retained his sway on all social media platforms including Twitter, the period between March – December 2017 is eventful because it marked the changeover period for Rahul Gandhi on Twitter which I have documented elsewhere.

The other challenge before Narendra Modi was to replicate the social media strat-

egy to win the popular vote in southern states where local languages and regional sentiment play an important role. Karnataka's politics is dominated by three parties: BJP, Congress and Janata Dal (Secular) and both national parties had allied with former Prime Minister HD Deve Gowda's, Janata Dal (Secular) to keep the other party out of power in the state over the past two decades. Congress had come to power in the state in 2013 and the months preceding the Karnataka assembly elections saw the then sitting Congress chief minister, Siddaramaiah relied heavily on Kannada pride against the so-called imperialist Hindi forces of BJP and the duo of Narendra Modi and BJP president Amit Shah.

This paper tries to study the digital strategies adopted by BJP, Congress and Samajwadi Party and their leaders on Twitter in 2017 Uttar Pradesh assembly elections. It also studies the Twitter usage of BJP and Congress in 2017 Gujarat and 2018 Karnataka assembly elections. The paper does a comparative analysis of the topics each party and their top leaders focused on, methods adopted by them and how Twitter users responded to them. It takes in account various important metrics like tweets, re-tweets, and likes, replies and topics during the election campaign. This paper aims to provide a better understanding of Twitter strategies of political parties during election campaigns.

India's digital media landscape: A background

The advent of Reliance's Jio not only revolutionised the Indian telecom market but also changed the way people communicate with each other and consume information. Cheap mobile data plans and higher internet penetration in the country meant political

parties no longer had to rely solely on traditional methods of communication. Firmly entrenched players like Vodafone and Airtel had to reinvent to maintain their market share which was quickly being taken over by Jio. This also led to a major jump in smartphone penetration all over the country and may well cross the 800 million mark by 2023

A recent Lokniti – Centre for the Study of Developing Societies (CSDS) survey shows Twitter having a usage of 12% of all social networking sites operating in the country. This is a six-fold increase in its usage since 2014 when their research team found Twitter was being used by only 2% of all voters. Twitter has allowed politicians to interact directly with their support base as well as allow them to reach to new catchment areas among social media users, especially the millennials. India is also the seventh largest country in terms of Twitter users with a figure of 7.75 million. The United States of America sits at the top with 48.65 million Twitter users.

Methodology

This paper documents different patterns of Tweets by the official BJP, Samajwadi Party and Congress handles for a six-month period starting October 2016 to March 2017 during the Uttar Pradesh election campaign. It also tracks the official Twitter handles of Narendra Modi, the then chief minister Akhilesh Yadav and Congress leader Rahul Gandhi. Furthermore, the paper also analyses the tweeting strategy of official BJP and Congress handles during the Gujarat assembly election campaign between July – December 2017. It also studies comparative Twitter data for BJP president Amit Shah, Gujarat chief minister Vijay Rupani, youth leader Hardik Patel and Congress leader

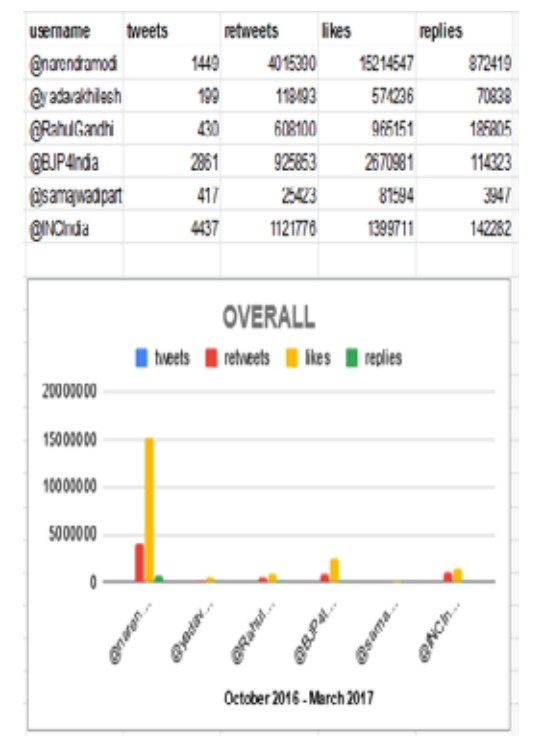
Shakti Singh Gohil during the same period. It also analyses Twitter strategy of the official BJP, Congress, Narendra Modi and Rahul Gandhi handles and their top state leaders including former chief ministers Siddaramaiah, HD Kumaraswamy and current chief minister BS Yeddiyurappa for a six-month period between December 2017 – May 2018 in Karnataka. This paper studies their messaging on Twitter on four major issues: jobs, corruption, development and farmers. The data examines the total volume and engagement of their tweets, likes, re-tweets, replies and the issues that were brought to the forefront on the social media platform. This study will provide a comparative analysis and better perspective on how regional and national leaders use Twitter for political messaging.

BJP vs Samajwadi Party and Congress on Twitter: Key Findings for Uttar Pradesh assembly elections (October 2016 - March 2017)

The 2017 Uttar Pradesh assembly election campaign saw Prime Minister Narendra Modi taking the lead for BJP on social media platforms, especially Twitter. Congress leader Rahul Gandhi and the then chief minister Akhilesh Yadav of the Samajwadi Party also took to Twitter to campaign in their bid to secure a second term for Mr Yadav. The overall numbers show that it was Congress' official main Twitter handle that posted the maximum of 4,437 tweets in the six-month period from October 2016 to March 2017. This was followed by BJP's official main Twitter handle which put out 2,861 tweets while Narendra Modi posted as many as 1,449 tweets. Rahul Gandhi posted 430 tweets from his handle which was then named @OfficeOfRG followed by the Samajwadi Party official Twitter handle

and then Akhilesh Yadav with 417 and 199 tweets respectively during the period from October 2016 to March 2017.

Table 1 Details of tweets by the parties Oct 2016- to March 2017

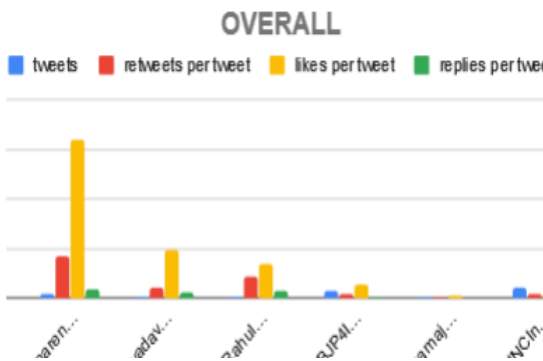


The table 1 shows that even though Narendra Modi posted less than one-third of the tweets posted by the Congress party’s Twitter handle, he managed to garner much more engagement. It was Narendra Modi all the way in terms of high engagement with an average of 16,842 retweets per tweet. Rahul Gandhi stood a distant second with an average of 8,485 retweets per tweet while the then chief minister Akhilesh Yadav had an engagement average of 3,918 retweets per tweet. BJP’s main handle had an average of 1,943 retweets per tweet followed by Congress with an average of 1,530 retweets per tweet while the Samajwadi Party handle had an average of 282 retweets per tweet. Narendra Modi led the way with an average

of 63,580 likes per tweet and 3,656 replies per tweet. Akhilesh fared better here with an average of 19,669 likes per tweet and 2,578 replies per tweet followed by Rahul Gandhi who had 13,981 likes per tweet and 2,642 replies per tweet. The BJP handle had an average of 5,525 likes per tweet and 236 replies per tweet while the Congress and Samajwadi Party handle had an average of 1,941 likes per tweet, 196 replies per tweet and 962 likes, 48 replies per tweet respectively.

Table 2 Likes and replies per tweet

khilesh	199	3918	19669
andhi	430	8485	13981
idia	2861	1943	5525
wadipart	417	282	962
ia	4437	1530	1941



BJP Vs Samajwadi Party and Congress on Jobs: Twitter comparison

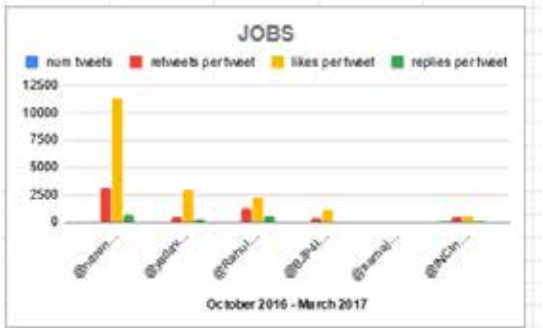
The issue of jobs saw a feeble response from most top politicians except the Congress main handle which posted the maximum of 65 tweets on Twitter during the six - month period from October 2016 to March 2017. BJP’s main handle was next with nine tweets followed by Narendra Modi and Akhilesh Yadav with four and two tweets respectively. Even though the Congress’ main handle had the highest number of tweets on the issue of jobs, surprisingly, Congress leader Rahul Gandhi posted a single tweet on the topic. The main Samajwadi

Party handle did not put out any tweets on this subject.

Modi had the maximum traction on the issue of jobs with an average of 3,193 re-tweets per tweet and 11,388 likes per tweet. Rahul Gandhi had an average of 1,255 re-tweets per tweet and 2,316 likes per tweet. Akhilesh Yadav had an average of 539 re-tweets per tweet and 2,952 likes per tweet. For various party handles, BJP had an average of 428 re-tweets and 1,154 likes per tweet while the Congress handle had an average of 489 re-tweets and 564 likes. The Samajwadi Party handle had no engagement as they had not posted anything on the topic of jobs during the period of October 2016 – March 2017.

Table 3 Details of tweets on Job

username	num tweets	retweets per tweet	likes per tweet	replies per tweet
@narendramodi	4	3193	11388	655
@yadavakhilesh	2	539	2952	263
@RahulGandhi	1	1255	2316	571
@BJP4India	9	428	1154	34
@samajwadipart	0	0	0	0
@INCIndia	65	489	564	63



BJP vs. Samajwadi Party and Congress on Development: Twitter comparison

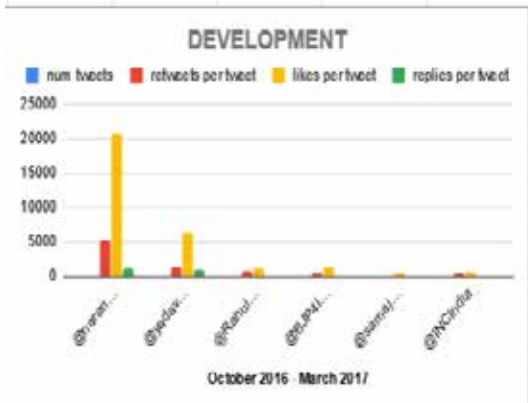
Development was a big issue raised by BJP during the 2017 Uttar Pradesh assembly elections. Narendra Modi had made this issue as a cornerstone of his election campaign during the months of October 2016 - March 2017. The main BJP handle had the maximum of 139 tweets on the issue of jobs followed by Modi who tweeted as

many as 95 times on the issue of jobs. Samajwadi Party chief and sitting chief minister Akhilesh Yadav posted 17 tweets while his party handle put out 13 tweets on the topic. Congress leader Rahul Gandhi had one tweet on the issue while the main Congress handle posted 28 tweets on the issue of development.

Narendra Modi was far ahead of the opposition in terms of engagement on Twitter on the issue of development with an average of 5,280 retweets and 20,866 likes per tweet. Akhilesh Yadav was a distant second with an average of 1,390 retweets and 6,528 likes per tweet on the issue of development. Rahul Gandhi got an engagement of 850 retweets and 1,253 likes for his lone tweet on the issue. The main BJP and Congress handles had an average of 500 retweets, 1,509 likes and 433 retweets, 563 likes per tweet respectively while the Samajwadi Party handle had an average of 108 re-tweets and 396 likes per tweet. Narendra Modi also had the highest engagement in terms of replies with an average of 1,279 replies per tweet as compared to Akhilesh Yadav who had an average of 930 replies per tweet. Rahul Gandhi had an average of 78 replies per tweet while the BJP, Congress and Samajwadi Party handles got an average engagement of 52, 56 and 23 replies per tweet respectively.

Table 4 Details of tweets on Development

username	num tweets	retweets per tw	likes per tweet	replies per tweet
@narendramodi	95	5280	20888	1279
@yadavakhilesh	17	1300	6628	930
@RahulGandhi	1	650	1253	78
@BJP4India	139	500	1509	52
@samajwadipart	13	108	398	23
@INCIndia	28	433	563	56



BJP Vs Samajwadi Party and Congress on Farmers: Twitter comparison

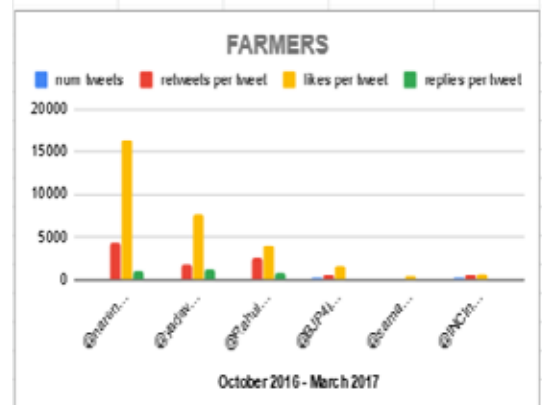
The issue of farmers also resonated during the Uttar Pradesh assembly election campaign. BJP and Congress took the lead on the issue with their top leaders, Narendra Modi and Rahul Gandhi, posting a total of 41 tweets each on the topic. The main party handles led the pack with Congress posting as many as 176 tweets while BJP put out 132 tweets on the issue of farmers. The then sitting chief minister Akhilesh Yadav and his Samajwadi party posted four and seven tweets respectively on the topic.

It was Modi who was getting better engagement on Twitter on the issue of farmers with an average of 4,278 retweets per tweet. Narendra Modi was followed by Rahul Gandhi and Akhilesh Yadav with an average of 2,608 and 1,744 retweets per tweet respectively. BJP and Congress handles got an average engagement of 595 and 552 retweets per tweet respectively while the Samajwadi Party handle had an average of 110

retweets per tweet. Narendra Modi had the maximum average of 16,462 likes per tweet followed by Akhilesh Yadav who had an average of 7,656 likes per tweet while Rahul Gandhi saw an average of 4,048 likes for each of his tweets on the issue of farmers. It was Akhilesh Yadav who got the maximum traction on replies with an average of 1,082 replies per tweet. He was closely followed by Narendra Modi and Rahul Gandhi with an average of 949 and 874 replies per tweet. The party handles of Congress, BJP and the Samajwadi Party had an average of 60, 83 and 12 replies per tweet on farmer-related issues.

Table 5 Details of tweets on Farmer's issue

username	num tweets	retweets per tw	likes per tweet	replies per tweet
@narendramodi	41	4278	16462	949
@yadavakhilesh	4	1744	7656	1082
@RahulGandhi	41	2608	4048	874
@BJP4India	132	595	1805	60
@samajwadipart	7	110	335	12
@INCIndia	176	552	725	83



BJP Vs Samajwadi Party and Congress on Corruption: Twitter comparison

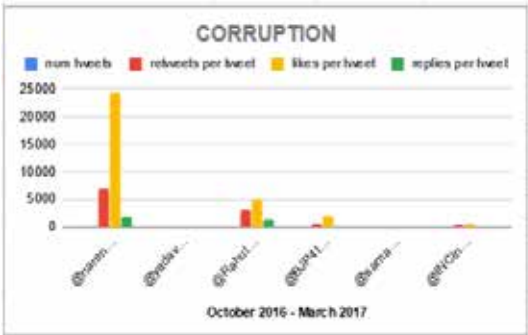
Corruption was another issue prominently used during the election campaign and it was BJP that took the lead on the issue. Narendra Modi and BJP's main twitter handles posted 62 and 91 tweets on the topic respectively. The Congress party handle posted 47 tweets while Rahul Gandhi put out nine

tweets. Akhilesh Yadav and the Samajwadi Party did not post any tweet related to corruption during the six-month period of October 2-16 to March 2017.

Narendra Modi got the maximum average of 7,124 retweets and 24,409 likes per tweet for each of his 62 tweets on the issue of corruption. Rahul Gandhi was next with an average of 3,199 re-tweets and 5,052 likes per tweet. The BJP and Congress handles saw an average of 720 retweets, 2,180 likes and 624 retweets, 772 likes per tweet respectively. Narendra Modi also got the maximum replies with an average of 2,040 replies per tweet while Rahul Gandhi had an average of 1,455 replies per tweet. BJP and Congress handles has an average of 104 and 92 replies per tweet.

Table 6 Details of tweets on Corruption

username	num tweets	retweets per tw	likes per tweet	replies per tweet
@narendramodi	62	7124	24409	2040
@yadavakhilesh	0	0	0	0
@RahulGandhi	9	3199	5052	1455
@BJP4India	91	720	2180	104
@samajwadipt	0	0	0	0
@INCIndia	47	624	772	92



BJP vs. Congress on Twitter: Key Findings for Gujarat assembly elections (July - December 2017)

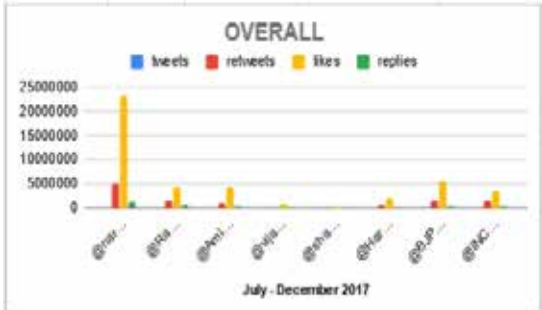
The 2017 Gujarat assembly election was perhaps for the first time that Congress leader Rahul Gandhi started gaining more traction on Twitter. Even though Narendra Modi remained the undisputed top politi-

cal leader terms of reach and engagement in the Indian landscape, Rahul Gandhi's engagement among Twitter users showed improvement over the previous months, especially when one compares the campaign period of the 2017 Uttar Pradesh assembly elections.

BJP leaders had taken the lead on Twitter during the Gujarat assembly election campaign with Narendra Modi and national BJP president Amit Shah posting 1,663 and 1,104 tweets in the period July - December 2017. Congress leader Rahul Gandhi posted 404 tweets in the corresponding period while another top state Congress leader, Shakti Sinh Gohil, posted a maximum of 4,511 tweets. The sitting BJP chief minister Vijay Rupani tweeted 863 times while Hardik Patel, who was leading an agitation for reservation for the Patel community, posted 617 tweets. BJP and Congress main handles posted 3,679 and 2,922 tweets during this six-month period.

Table 7 Details of tweets in Gujarat assembly election (July - December 2017)

username	tweets	retweets	likes	replies
@narendramodi	1663	5047285	23202925	1286485
@RahulGandhi	404	1711107	4415988	587677
@AmitShah	1104	1004913	4322097	269772
@VijayRupaniBJP	863	233342	788613	36455
@shaktisinhgohi	4511	133615	295178	17870
@HardikPatel	617	570518	2205295	241232
@BJP4India	3679	1580505	5678782	369882
@INCIndia	2922	1633423	3670824	305292

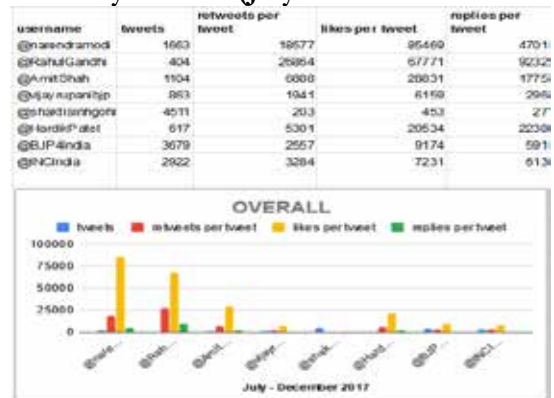


The table 7 shows that Rahul Gandhi was

getting the maximum average of 26,864 retweets per tweet as compared to Narendra Modi's average of 18,577 re-tweets per tweet. BJP president Amit Shah was getting an average of 6,888 re-tweets per tweet while Patidar Anamat Andolan Samiti (PAAS) leader Hardik Patel had an average of 5,301 re-tweets per tweet. The then sitting chief minister Vijay Rupani managed an average of 1,941 re-tweets. The BJP and Congress main Twitter handles posted an average of 2,557 and 3,284 retweets per tweet.

Narendra Modi was ahead in terms of average likes with a maximum of 85,469 likes per tweet followed by Rahul Gandhi with an average of 67,771 likes per tweet. Amit Shah and Hardik Patel had an average of 28,831 and 20,534 likes per tweet. Vijay Rupani, BJP and Congress handles had an average of 6,159, 9,174 and 7,231 likes per tweet. Shakti Sinh Gohil had an average of 203 retweets and 453 likes per tweet during this period. Rahul Gandhi recorded a higher average of 9,232 replies per tweet while Narendra Modi had an average of 4,701 replies per tweet. Amit Shah, Hardik Patel and Vijay Rupani received an average of 1,775, 2,238 and 296 replies per tweet. BJP, Congress and Shakti Sinh Gohil had an average of 591, 613 and 27 replies per tweet.

Table 8 Details of re- tweets in Gujarat assembly election (July - December 2017)



BJP Vs Congress on Jobs: Twitter comparison

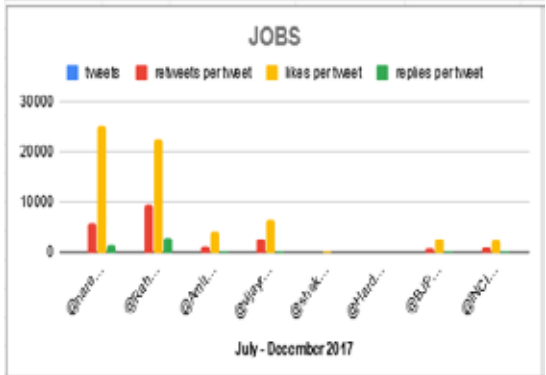
The Congress party tried to take a lead on the issue with their main Twitter handle posting a maximum of 68 tweets followed by Shakti Sinh Gohil who tweeted 65 times while Rahul Gandhi posted eight tweets on the topic. The main BJP Twitter handle posted 18 tweets related to jobs while their leaders, Narendra Modi, Amit Shah and Vijay Rupani posted 4, 2 and 4 tweets respectively. PAAS leader Hardik Patel who was leading an agitation for reservation in government jobs and education for his community did not post any tweet related to the topic.

In terms of average retweets, Rahul Gandhi had the maximum 9,277 retweets per tweet followed by Narendra Modi with 6,033 retweets per tweet on the issue of jobs. Vijay Rupani and Amit Shah received an average of 2,670 and 1,392 retweets per tweet. BJP and Congress handles had an average of 812 and 1,147 retweets per tweet. Narendra Modi had the maximum average of 25,182 likes per tweet and Rahul Gandhi was next with an average of 22,388 likes for every job-related tweet. Vijay Rupani and Amit Shah received an average of 6,532 and 4,393 likes per tweet followed by BJP

and Congress with an average of 2,537 and 2,373 likes per tweet respectively. Rahul Gandhi had a higher average of 2,825 replies per tweet as compared to Narendra Modi who had an average of 1,574 replies per tweet. Vijay Rupani and Amit Shah had an average engagement of 264 and 257 replies per tweet while BJP and Congress received 200 and 230 replies per tweet on the issue of jobs.

Table 9 Details of tweets on jobs at Gujarat assembly election

username	tweets	retweets per tweet	likes per tweet	replies per tweet
@narendramodi	4	6030	25482	1574
@RahulGandhi	0	9277	22300	2025
@AmitShah	2	1392	4380	257
@vijayrupani	4	2670	6532	264
@shaktisinhgohil	65	89	161	17
@HardikPatelL	0	0	0	0
@BJP4India	10	912	2537	200
@INCIndia	60	1147	2373	230



BJP Vs Congress on Corruption: Twitter comparison

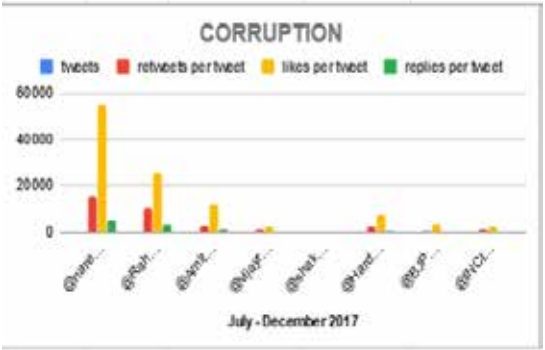
Corruption remained a popular theme among top politicians during the 2017 Gujarat election campaign on Twitter. BJP and its leaders were at the forefront with the main BJP handles tweeting a maximum of 62 corruption-related tweets followed by Narendra Modi with 25 tweets. The main Congress handle posted 40 tweets related to corruption followed by Shakti Singh Gohil with 22 tweets. Amit Shah and Vijay Rupani

posted 19 and 5 tweets respectively while Hardik Patel and Rahul Gandhi tweeted 6 and 2 times respectively on this issue.

Narendra Modi got the maximum traction on the issue of corruption with a maximum average of 15,687 retweets and 55,141 likes per tweet. Rahul Gandhi led the opposition ranks with an average Twitter engagement of 10,495 retweets and 25,706 retweets per tweet on the subject. Amit Shah and Hardik Patel received an average of 3,169 retweets, 12,424 likes and 976 retweets, 2,437 likes per tweet respectively. Vijay Rupani got an average of 976 retweets and 2,437 likes per tweet while BJP and Congress handles received an average of 955 re-tweets, 3,522 likes and 1,327 retweets, 2,560 likes per tweet. Modi also had the maximum average of 4,934 replies per tweet while Rahul Gandhi had an average of 3,178 replies per tweet. Amit Shah, Hardik Patel and Vijay Rupani received an average of 1,092, 654 and 157 replies per tweet.

Table 10 Details of tweets on corruptions at Gujarat assembly election

username	tweets	retweets per tweet	likes per tweet	replies per tweet
@narendram	25	15687	55141	4934
@RahulGandhi	2	10495	25706	3178
@AmitShah	19	3169	12424	1092
@vijayrupani	5	976	2437	157
@shaktisinhg	22	89	152	6
@HardikPatel	6	2308	7368	654
@BJP4India	62	955	3522	314
@INCIndia	40	1327	2560	252



BJP Vs Congress on Corruption: Twitter comparison

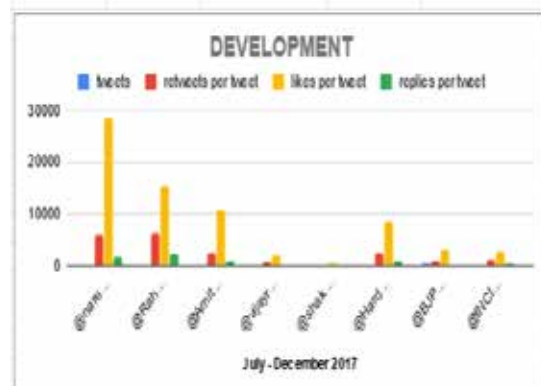
Development of Gujarat was one of the key issues highlighted by BJP and Narendra Modi in the 2017 Gujarat election campaign for the six-month period between July and December. The same issue was reflected on Twitter as well with the main BJP handle posting 250 tweets on the issue of development. Narendra Modi and Amit Shah tweeted 92 and 72 times on the topic while Hardik Patel and Vijay Rupani posted 28 and 23 tweets respectively. The main Congress handle put out 63 tweets related to development while Shakti Singh Gohil posted 47 tweets on the subject. Rahul Gandhi posted only 2 development-related tweets during the same time period.

Rahul Gandhi got the maximum traction with an average of 6,238 retweets per tweet closely followed by Narendra Modi who received 6,080 retweets per tweet. Hardik Patel and Amit Shah were almost neck-to-neck with an average of 2,591 and 2,513 re-tweets per tweet respectively. Vijay Rupani received an average of 586 retweets per tweet while BJP and Congress got an average of 777 and 1,228 re-tweets per tweet. Narendra Modi had the highest average of 28,638 likes per tweet while Rahul Gandhi had an average of 15,578 likes per tweet. Amit Shah and Hardik Patel received an average of 10,822 and 8,562 likes per tweet. Vijay Rupani had an average of 1,978 likes per tweet while BJP and Congress received an average of 2,921 and 2,733 likes per tweet. Rahul Gandhi had the maximum 2,272 replies per tweet followed by Narendra Modi with an average of 1,787 replies. Hardik Patel and Amit Shah received an average engagement of 928 and 782 replies per tweet respectively. Vijay Rupani had an average of 91 replies

per tweet while BJP and Congress handles received 224 and 250 replies per tweet.

Table 11 Details of tweets on development at Gujarat assembly election

username	tweets	retweets per tweet	likes per tweet	replies per tweet
@narendramodi	92	6080	28638	1787
@RahulGandhi	2	6238	15578	2272
@AmitShah	72	2513	10822	782
@vijayrupanijp	23	586	1978	91
@shaktisinghohi	47	125	283	19
@HardikPatel_	28	2591	8562	928
@BJP4India	250	777	2921	224
@INCIndia	63	1228	2733	250



BJP Vs Congress on Farmers: Twitter comparison

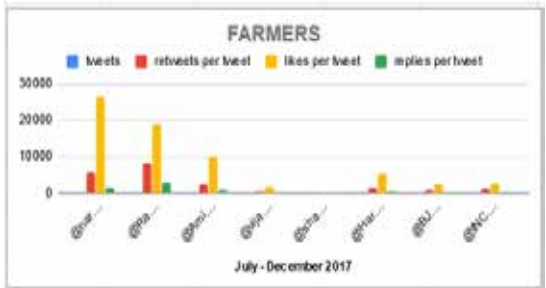
Farmer welfare and related issues played a big role during the 2017 Gujarat elections and it was used extensively by opposition parties and leaders to target the ruling BJP. State Congress leader Shakti Singh Gohil posted a maximum of 140 tweets on the issue of farmers followed by the main Congress party handle with 110 tweets. PAAS leader Hardik Patel tweeted 101 times on the issue while Rahul Gandhi posted 22 tweets on the same topic. The main BJP Twitter handle posted 78 tweets related to farmers followed by Narendra Modi, Amit Shah and Vijay Rupani who posted 31, 15 and 5 farmer-related tweets during the six-month period from July to December 2017.

Rahul Gandhi had the maximum average

of 8,109 re-tweets and Narendra Modi received an average of 5,776 retweets per tweet on the issue of farmers. Amit Shah and Hardik Patel had an average of 2,321 and 1,316 retweets per tweet respectively while Vijay Rupani received an average of 543 retweets per tweet. The BJP and Congress handles had an average of 655 and 1,188 re-tweets per tweet respectively. Narendra Modi had the highest average of 26,569 likes per tweet and Rahul Gandhi was next with an average of 19,040 likes per tweet. Amit Shah and Hardik Patel received an average of 10,093 and 5,378 likes per tweet. Vijay Rupani had an average of 1,603 likes per tweet while BJP and Congress handles received an average of 2,284 and 2,567 likes per tweet respectively. Rahul Gandhi gained maximum average traction with 3,051 replies per tweet as compared to Narendra Modi's average of 1,370 replies per tweet. Amit Shah and Hardik Patel posted an average engagement of 765 and 495 replies per tweet. Vijay Rupani had an average of 70 replies for his 5 tweets while BJP and Congress received 170 and 218 replies per tweet.

Table 12 Details of tweets on farmer's issues at Gujarat assembly election

username	tweets	retweets per tweet	likes per tweet	replies per tweet
@narendramodi	31	5776	26569	1370
@RahulGandhi	22	8109	19040	3051
@AmitShah	15	2321	10093	765
@vijayrupani	5	543	1603	70
@shaktisinha	140	44	88	3
@HardikPatel	101	1316	5378	495
@BJPIndia	78	655	2284	170
@INCIndia	110	1188	2567	218



BJP vs. Congress and Opposition Leaders on Twitter: Key Findings for Karnataka Assembly Elections (December 2017 - May 2018)

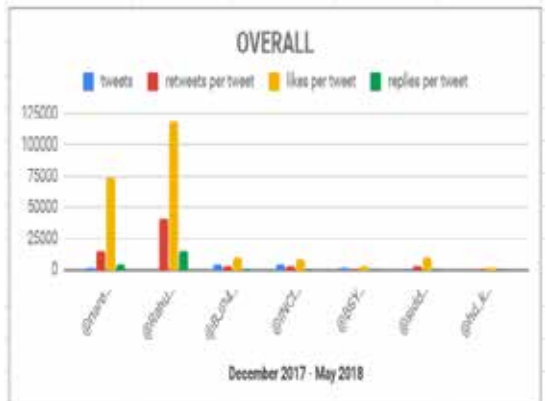
The Karnataka election was billed as a contest between the popularity of Narendra Modi vs Congress leader and chief minister Siddaramaiah who tried to stoke regional sentiment in order to retain power. A look at the total volume shows the official Congress and BJP Twitter handles being the most prolific tweeters putting out over 4,000 tweets during the six-month period between December 2017 – May 2018. Narendra Modi and BJP's chief ministerial candidate BS Yeddiyurappa posted far more tweets than Congress leaders Rahul Gandhi, Siddaramaiah and Janata Dal (Secular) leader HD Kumaraswamy. But it was Rahul Gandhi who was getting better engagement levels than any other top politician.

For each of his 337 tweets, Rahul Gandhi was getting an average of 41,387 retweets per tweet and 118,671 likes per tweet during the six-month period of the Karnataka election campaign. Narendra Modi posted 1,727 tweets and had an average of 16,100 retweets per tweet and 73,891 likes per tweet. Siddaramaiah had the highest traction among regional leaders with an average of 3,402 retweets per tweet and 9,760 likes per tweet for the 761 tweets posted from his official Twitter handle. The official main handles for BJP and Congress posted 4,274 and 4,265 tweets respectively. BJP had an average of 2,778 retweets per tweet and 9,890 likes per tweet while Congress had an average of 3,309 retweets per tweet and 8,009 likes per tweet. BS Yeddiyurappa posted an average of 723 re-tweets per tweet and 2,725 likes per tweet in comparison with HD Kumaraswamy who had an average of

363 retweets per tweet and 1,978 likes per tweet. Rahul Gandhi had the maximum average of 15,605 replies per tweet compared to Narendra Modi's average of 3,954 replies per tweet. Siddaramaiah got engagement levels of an average of 823 replies per tweet. BJP and Congress main handles had an average of 559 and 676 replies per tweet respectively while BS Yeddiyurappa and HD Kumaraswamy had an average of 164 and 265 replies per tweet respectively.

Table 13 Details of tweets at Karnataka assembly election

username	tweets	retweets per tweet	likes per tweet	replies per tweet
@narendramodi	1727	16100	73891	3954
@RahulGandhi	337	41387	118671	15605
@BJP4India	4274	2778	9890	559
@INCIndia	4265	3309	8009	676
@BSYBJP	1783	723	2725	164
@siddaramaiah	761	3402	9760	823
@hd_kumaraswamy	53	363	1978	265



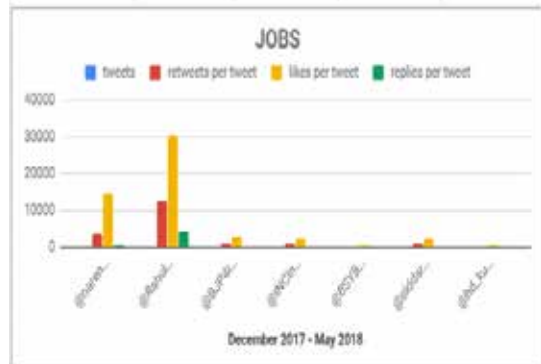
BJP Vs Congress and Opposition Leaders on Jobs: Twitter comparison

During the six-month period of the Karnataka election campaign, it was the main Congress handle that made the issue of jobs one of their prime focuses. Congress leader Rahul Gandhi had the maximum engagement; his three tweets got an average of 12,654 retweets per tweet and 30,561

likes per tweet. Narendra Modi posted two tweets for an average of 3,782 retweets per tweet and 14,578 likes per tweet. Siddaramaiah tweeted 16 times on the issue of jobs and received an average of 1,000 retweets per tweet and 2,341 likes per tweet. BJP and Congress main handles put out 50 and 111 tweets related to the issue of jobs and got an average of 892 retweets per tweet, 2,810 likes per tweet and 1,009 retweets per tweet, 2,217 likes per tweet respectively. BS Yeddiyurappa posted 24 tweets getting an average engagement of 154 retweets per tweet and 610 likes per tweet while HD Kumaraswamy tweeted three times on the issue of jobs and got an average of 110 retweets per tweet and 464 likes per tweet. Rahul Gandhi also had the maximum average of 4,253 replies per tweet while Narendra Modi received an average 559 replies per tweet. Siddaramaiah was next leader to get an average of 162 replies per tweet. The official BJP and Congress Twitter handles received an average of 198 replies per tweet and 194 replies per tweet respectively. BS Yeddiyurappa and HD Kumaraswamy got an average of 41 replies per tweet and 51 replies per tweet respectively on the issue of jobs during the Karnataka election campaign.

**Table 14 : Details of tweets on job at Karna-
taka assembly election**

username	tweets	retweets per tweet	likes per tweet	replies per tweet
@narendramod	2	3782	14578	569
@RahulGandhi	3	12654	30561	4253
@BJP4India	50	892	2810	198
@INCIndia	111	1009	2217	194
@BSYBJP	24	154	610	41
@siddaramaiah	16	1000	2341	162
@hd_kumaraswamy	3	110	464	51



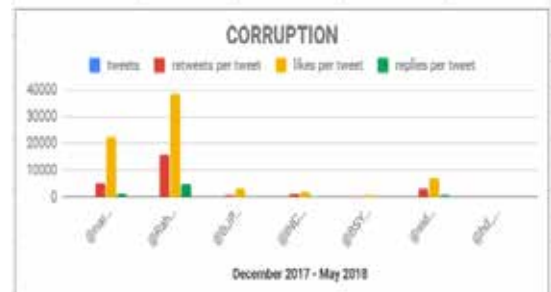
BJP vs. Congress and Opposition Lead- ers on Corruption: Twitter comparison

Overall, it was BJP leaders who were more vocal on the issue of corruption on Twitter during the election campaign, but Rahul Gandhi got the maximum traction on this issue as well. Rahul Gandhi received an average of 16,035 retweets per tweet and 38,782 likes per tweet for his four tweets on the issue of corruption. Narendra Modi posted 20 tweets and got an average of 5,432 retweets per tweet and 22,186 likes per tweet on the topic. Siddaramaiah put out 27 tweets while receiving an average engagement of 3,239 retweets per tweet and 7,299 likes per tweet. BJP and Congress main Twitter handles posted 68 and 80 corruption related tweets respectively. BJP received an average of 886 retweets per tweet and 2,955 likes per tweet as compared to Congress which had an average of 1,018 re-tweets per tweet and 2,175 likes per tweet. BS Yeddiyurappa posted 62 tweets on the topic and got an average of 198 retweets and 605 likes per

tweet. HD Kumaraswamy did not put out any corruption related tweet during this six-month period between December 2017 – May 2018. Rahul Gandhi had the maximum traction on replies as well with an average of 4,968 replies per tweet followed by Narendra Modi with an average of 1,357 replies per tweet. Siddaramaiah received an average of 672 replies per tweet while BJP and Congress main handles got an average of 2018 and 201 replies per tweet. BS Yeddiyurappa had an average engagement of 48 replies per tweet. As mentioned above, HD Kumaraswamy did not post any corruption-related tweets during this period.

**Table 15 : Details of tweets on corruption
at Karnataka assembly election**

username	tweets	retweets per tweet	likes per tweet	replies per tweet
@narendramod	20	5432	22186	1357
@RahulGandhi	4	16035	38782	4968
@BJP4India	68	886	2955	208
@INCIndia	80	1018	2175	201
@BSYBJP	62	198	605	48
@siddaramaiah	27	3239	7299	672
@hd_kumaraswamy	0	0	0	0



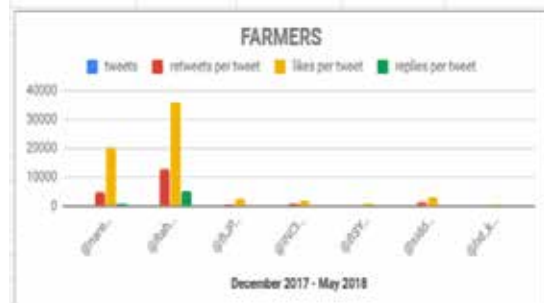
BJP Vs Congress and Opposition Lead- ers on Farmers: Twitter comparison

Both BJP and Congress tried to project the image of a farmer-friendly party on Twitter. Their main Twitter handles posted over 200 tweets on the topic during the six-month period of the Karnataka assembly election campaign. Rahul Gandhi had the maximum traction with an average of 12,959 retweets per tweet and 35,932 likes per tweet for his 11 tweets. Narendra Modi

posted 69 tweets and received an average of 4,532 retweets per tweet and 20,048 likes per tweet. Siddaramaiah put out 51 farmer-related tweets and got an average of 1,256 retweets per tweet and 3,044 likes per tweet. BJP and Congress main handles posted 202 and 206 tweets on the issue of farmers. BJP had an average engagement of 704 retweets per tweet and 2,473 likes per tweet while Congress posted an average of 832 retweets and 1,892 likes per tweet. BS Yeddiurappa posted 97 tweets related to farmers and received an average of 308 retweets per tweet and 1,022 likes per tweet while HD Kumaraswamy put out three tweets with an average of 83 retweets and 442 likes per tweet. Rahul had the maximum average of 4,815 replies per tweet followed by Narendra Modi and Siddaramaiah with an average of 1,106 and 216 replies per tweet. BJP and Congress handles received 155 and 129 replies per tweet respectively. BS Yeddiurappa and HD Kumaraswamy got an average of 82 and 39 replies per tweet respectively.

Table 16 : Details of tweets on farmer's at Karnataka assembly election

username	tweets	retweets per tweet	likes per tweet	replies per tweet
@narendramodi	69	4532	20048	1106
@RahulGandhi	11	12958	36832	4815
@BJPIndia	202	704	2473	155
@INCIndia	206	832	1892	129
@BSYRUP	97	308	1022	82
@siddaramaiah	51	1256	3044	216
@hd_kumaraswamy	3	83	442	39

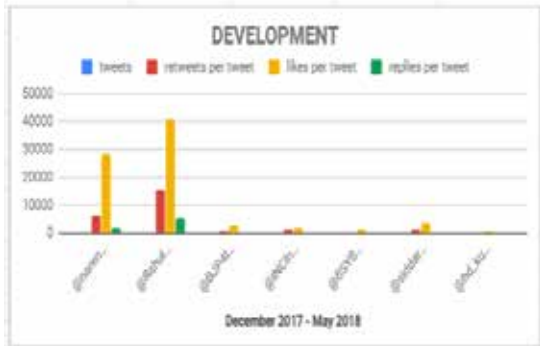


BJP vs. Congress and Opposition Leaders on Development: Twitter comparison

BJP has been aggressive on the issue of development and it reflected in their Twitter campaign strategy as well. The main BJP handle posted over 200 tweets while their leaders posted over 100 tweets on the issue. But Rahul Gandhi still had the maximum engagement with an average of 15,582 retweets per tweet and 40,600 likes per tweet for his three tweets on the issue of development. Narendra Modi posted 134 tweets getting an average engagement of 6,453 retweets per tweet and 28,228 likes per tweet followed by Siddaramaiah who had an average engagement of 1,283 retweets per tweet and 3,846 likes per tweet for his 32 tweets on the topic. The main BJP handle posted 291 tweets with an average engagement of 826 re-tweets per tweet and 3,054 likes per tweet as compared to the Congress handle which put out 92 tweets for an average of 884 retweets per tweet and 2,028 likes per tweet. BS Yeddiurappa tweeted 173 times during the six-month period for an average engagement of 274 retweets per tweet and 1,033 likes per tweet. HD Kumaraswamy posted three tweets for an average of 98 retweets per tweet and 570 likes per tweet. Rahul Gandhi had the maximum average of 5,540 replies per tweet while Narendra Modi had an average of 1,822 replies per tweet followed by Siddaramaiah who received an average of 334 replies per tweet. BJP and Congress handles posted an average of 186 and 142 replies per tweet while BS Yeddiurappa and HD Kumaraswamy got an average of 64 and 51 replies per tweet.

Table 17 : Details of tweets on Development at Karnataka assembly election

username	tweets	retweets per tweet	likes per tweet	replies per tweet
@narendramodi	134	5453	25228	1022
@RahulGandhi	3	15582	40600	5540
@BJPIndia	291	826	3054	186
@INCIndia	92	884	2028	142
@BSYBJP	173	274	1033	64
@siddaramaiah	32	1283	3845	334
@hd_kumaraswamy	3	98	570	51



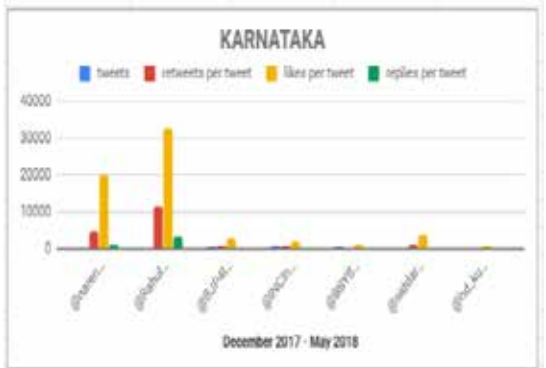
BJP vs. Congress and Opposition Leaders on Karnataka: Twitter comparison

Rahul Gandhi received the maximum average engagement on Karnataka-related tweets during the six-month election campaign. The Congress leader posted 29 tweets and received an average of 11,403 re-tweets and 32,500 likes per tweet on this issue. Narendra Modi tweeted 103 times on the topic and received an average engagement of 4,666 re-tweets per tweet and 20,045 likes per tweet followed by Siddaramaiah who posted 285 tweets for an average of 1,334 re-tweets per tweet and 3,717 likes per tweet. BJP main Twitter handle posted 510 tweets and received an average engagement of 847 re-tweets per tweet and 2,944 likes per tweet. The main Congress handle put out the maximum number of 818 tweets for an average of 791 re-tweets per tweet and 1,825 likes per tweet. BS Yeddiyurappa and HD Kumaraswamy posted 539 and 17 Karnataka-related tweets respectively. BS Yeddiyurappa had an average engagement of 327 re-tweets per tweet and 1,071 likes per tweet

while HD Kumaraswamy received an average of 142 retweets and 739 likes per tweet. Rahul had the maximum average of 3,305 replies per tweet while Narendra Modi got an average of 1,191 replies per tweet with Siddaramaiah receiving an average of 319 replies per tweet. BJP and Congress got an average of 160 and 120 replies per tweet respectively. BS Yeddiyurappa and HD Kumaraswamy received an average engagement of 74 replies per tweet and 103 replies per tweet respectively.

Table 18 : Details of tweets at Karnataka assembly election

username	tweets	retweets per tweet	likes per tweet	replies per tweet
@narendramodi	103	4666	20045	1191
@RahulGandhi	29	11403	32500	3305
@BJPIndia	510	847	2944	160
@INCIndia	818	791	1825	120
@BSYBJP	539	327	1071	74
@siddaramaiah	285	1334	3717	319
@hd_kumaraswamy	17	142	739	103

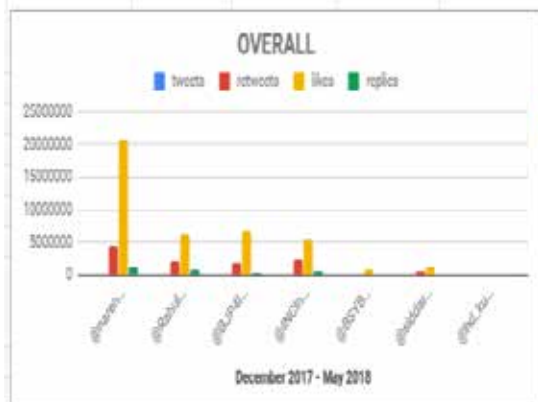


If one looks at overall figures and the volume, it is Narendra Modi who leads the pack with 4,543,645 retweets and 20,723,254 likes for his 1,727 tweets during the six-month period from December 2017-May 2018. Rahul Gandhi posted 337 tweets and received overall figures of 2,185,408 retweets and 6,300,564 likes during the same period. The main BJP and Congress Twitter handles posted 4,274 and 4,265 tweets respectively. BJP handle received overall engagement of 1,916,198 retweets and 6,782,393 likes

while Congress had a total of 2,250,969 retweets and 5,393,248 likes. Siddaramaiah had the best engagement among regional leaders; he posted 761 tweets and had a total of 463,007 retweets and 1,312,815 likes. BS Yeddiyurappa put out 1,783 tweets and received 208,807 retweets and 782,631 likes followed by HD Kumaraswamy who got overall figures of 3,883 retweets and 21,114 likes for his 53 tweets. Narendra Modi also had the maximum total of 1,105,996 replies while Rahul Gandhi had 812,859 replies. The BJP and Congress handles received 382,248 and 461,865 replies respectively. Siddaramaiah had overall 108,764 replies as compared to BS Yeddiyurappa and HD Kumaraswamy who received 46,522 and 3,316 replies respectively.

Table 19 : Over all tweets at Karnataka assembly election

username	tweets	retweets	likes	replies
@narendramod	1727	4543645	20723254	1105996
@RahulGandhi	337	2166408	6300564	812859
@BJPIndia	4274	1916198	6782393	382248
@INCIndia	4265	2250989	5393248	461865
@BSYBJP	1783	208807	782631	46522
@siddaramaiah	761	463007	1312815	108764
@hd_kumaraswamy	53	3883	21114	3316



Key Findings and Conclusion

The 2017 Uttar Pradesh and Gujarat elections were different elections. The then state government led by Samajwadi Party's Akh-

ilesh Yadav was facing internal rebellion and battling anti-incumbency. Eventually Narendra Modi led BJP to a comprehensive win in Uttar Pradesh in March. But by the time Gujarat assembly elections happened in December, the political situation had changed. BJP no longer had the advantage of being a party in opposition where the blame could be laid on the state government as BJP was in power in Gujarat. The Congress too seemed to have gotten its act together which reflected in their digital strategy and higher engagement for Rahul Gandhi on Twitter.

In the Uttar Pradesh election, Narendra Modi decisively won the Twitter Battle against Rahul Gandhi and Akhilesh Yadav on both volume and engagement. The level of engagement received by Narendra Modi's tweets about development surpassed all others during the election campaign. Even though the Samajwadi Party and Congress were fighting together in an alliance, Akhilesh Yadav was tweeting a lot about development while Rahul Gandhi had posted only one tweet on the issue. Similarly, Rahul Gandhi and the main Congress handle tweeted more about corruption while Akhilesh Yadav and the Samajwadi Party handle did not post any tweets on the topic.

The main Congress Twitter handle and Rahul Gandhi too did not appear to be in sync on some issues like development and jobs raised by them. Congress as a party was talking a lot more about jobs and development than Rahul Gandhi who was leading the party's campaign. The BJP and its top leaders on the other hand appeared to have a cohesive plan on which topics to raise on Twitter during the election campaign.

The Gujarat election had better engagement results for Rahul Gandhi. His tweets

about jobs and farmers were received far more favourably than other political leaders including Narendra Modi on some metrics. They also received far more engagement than Rahul Gandhi's tweets about other topics. This was perhaps for the first time that any Indian politician managed to get as much traction as Narendra Modi on any major topic during an election campaign on Twitter. There is a marked difference in Rahul Gandhi's engagement metrics on Twitter from the early 2017 Uttar Pradesh assembly election to the Gujarat assembly election in December. The Congress and Rahul Gandhi had managed to learn from their earlier mistakes and had reinvented their strategy to take on Narendra Modi on his home turf of Gujarat where BJP had been winning assembly elections on the trot since 1995. BJP had won assembly elections in 1995, 1998, 2002, 2007, 2012 and then in 2017 (even though a faction of rebel BJP MLAs had held power in the state between 1996-98).

There is a clear correlation between Twitter engagement levels and the results of the 2017 assembly elections in Uttar Pradesh and Gujarat. BJP and Narendra Modi were far ahead of other political parties and leaders on Twitter engagement in the Uttar Pradesh elections. BJP won a decisive mandate in Uttar Pradesh winning 312 out of 403 assembly seats while Samajwadi Party and Congress won 47 and 7 assembly seats respectively. This was a landslide win for BJP which had won only 47 assembly seats and a major loss for the Samajwadi Party which had won 224 assembly seats in the 2012 assembly elections. It was a close fight in Gujarat when it came to the amount of traction on Twitter between Narendra Modi and Rahul Gandhi. Similarly, BJP won 99 out of 182 assembly seats while Congress

managed to win 77 seats in the 2017 Gujarat assembly elections. This marked a strong comeback by Congress which had won 61 seats and BJP suffered some losses as they had won 115 seats in the 2012 assembly elections.

In Karnataka, the Congress had been in power for five years and faced strong opposition in the form of BJP and the Janata Dal (Secular) in south Karnataka during the polls in May 2018. BJP had announced former chief minister and Lingayat leader BS Yeddiyurappa as their chief ministerial candidate while the Janata Dal (Secular) was led by former chief minister and Vokkaliga leader HD Kumaraswamy. Narendra Modi and Rahul Gandhi remained the star campaigners for their parties in the elections. Rahul Gandhi had reworked his social media strategy and had started gaining major traction on Twitter right from the time of the 2017 Gujarat assembly elections. The trend continued in 2018 and the Karnataka assembly election was perhaps for the first time Rahul Gandhi was ahead of Narendra Modi in terms of average engagement on virtually all metrics. There is a correlation between Twitter engagement and the performance of political parties in the Karnataka assembly elections. Rahul Gandhi was getting far better engagement on Twitter than Narendra Modi at the national level while Siddaramaiah got the maximum traction among top state-level leaders. Similarly, Congress' vote share went up from 36.59% in 2013 to 38.04% in 2018. BJP which had polled 19.89% in 2013 saw its vote share going up to 36.22% in 2018.

But this had a different bearing on the election outcome which resulted in a hung assembly. Of a total of 224 seats in Kar-

nataka, BJP witnessed a major rise from 40 seats in 2013 to 104 seats in 2018 while the ruling Congress was reduced from 120 seats in 2013 to 78 seats in 2018. The Janata Dal (Secular) saw a marginal dip in its fortunes from 40 seats in 2013 to 37 seats in 2018. BJP's rise was more to do with rebel leaders, BS Yeddiurappa and B Sriramulu, returning to the party fold. Yeddiurappa had formed his own party, Karnataka Janata Paksha (KJP), and contested the 2013 elections garnering 9.79% vote share while B Sriramulu's BSR Congress Party (BSRCP) polled 2.69% vote share in the 2013 elections. There was a disconnect between Rahul Gandhi's Twitter handle and the party's main Twitter handle when it comes to raising certain issues during elections. Even though Rahul Gandhi was getting very high engagement, he put out very few tweets related to jobs (03) and corruption (04) compared to the main handle which posted 111 tweets on jobs and 80 tweets on corruption.

However, there is no clear causation between Twitter engagement and election results. Much more extensive studies are needed before the same can be established.

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- i. Twitter data, compiled for this study by data analytics firm, Loki.ai, in collaboration with the author.
 - ii. Twitter data, compiled for this study by data analytics firm, Loki.ai, in collaboration with the author.
 - iii. Twitter data, compiled for this study by data analytics firm, Loki.ai, in collaboration with the author.
 - iv. Twitter data, compiled for this study by data analytics firm, Loki.ai, in col-

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- v. Twitter data, compiled for this study by data analytics firm, Loki.ai, in collaboration with the author.
- vi. Twitter data, compiled for this study by data analytics firm, Loki.ai, in collaboration with the author.
- vii. Twitter data, compiled for this study by data analytics firm, Loki.ai, in collaboration with the author.
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xvii. Twitter data, compiled for this study by data analytics firm, Loki.ai, in collaboration with the author.

xviii. Twitter data, compiled for this study by data analytics firm, Loki.ai, in collaboration with the author.

xix. Twitter data, compiled for this study by data analytics firm, Loki.ai, in collaboration with the author.

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Role of Digital Media: A Study of Happiness Index in Students' Online Screen Use in West Bengal

Trinanjana Das & Archan Mitra

Abstract

The research aims to study the correlation of happiness and online media use of the students of West Bengal and predict the level of influence that digital media can have on students' happiness. The digital technology has practically usurped the way the present day generation (for the most part) makes an attempt to understand the communities around them or navigate through life and form connections with each other. Over a period of time, information expanse has been an undeniable phenomenon. To grasp its vastness, the obvious and most accessible, hassle-free source is online media. As most observations have rightly emphasized that students (adolescents and teenagers) have failed to distinguish between maintaining a balance in forming effective social connections in the real world and keeping a tab on the innumerable activities in the virtual space, primarily establishing and retaining friendships across social media platforms. This study attempts to gauge how happiness and mental well-being is largely impacted owing to the rising internet addiction, as evident through excessive screen exposure.

Keywords: Happiness Index, Digital Culture, New Media, Correlation & Regression

Introduction

A prime and perhaps the most important goal for human beings and their resultant actions is obtaining happiness. The quest for happiness and well-being is age-old, which largely motivates humans to work to the best of their capacities and attain the same. The resolution of United Nations of 2012 clearly pointed that 'the pursuit

of happiness is a fundamental human objective'. Over the course of time, scientific studies pertaining to happiness showcased the conception of it as a vital human experience. The measurement principle was direct and largely based on enquiring people about what and how they felt when they had to explain about being happy. The experience about their well-being determined to a great extent what grounds were necessary that would help happiness to surface and furthermore, studying the variegated personal and social environmental factors that also accounts for happiness.

In common parlance, the study of happiness or happiness research emphasizes on the quantitative side; that includes the positive and negative affect, well-being, quality of life and life satisfaction. It is after the late 20th century that the field has witnessed exponential growth in terms of futuristic study. Very closely related to this is happiness economics that takes into account the theoretical perspective of happiness as well. This typically assimilates economics with fields like psychology, health and sociology. Almost every discipline that stressed on the study of happiness showcased some com-

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mon tenets and behavioural patterns that projected how a happy person can be distinguished from an unhappy one.

While making the right choices for happiness, participants of one of the longest-running studies on happiness called 'Harvard Study of Adult Development' prove handy. As much as specific traits and behaviours showed a deep link with increased levels of happiness; it also established a close association between happiness and close relationships in the real world. Alongside this, it has also come into notice after careful analyses that a deep connect lies between happiness and technology. The fact that technology brings considerable advantages has caused more people to adapt to certain and much-required changes to keep pace with the present mode of living. No matter how much advances and progress are made after technology is recognized, most of it has come with its own set of stress and frustration.

In the current digital phase, the usage and stay in the online world is a chief criterion and predictor of happiness, primarily among high school students, college goers and university learners. Of particular mention are the social network sites (SNS), alongside the online shopping portals, video sites and more. The US report on happiness and digital media has highlighted about the declining status of well-being among Americans since 2010. So even when the economy boosted after the Great Recession in 2009, the life satisfaction quotient declined steadily after 2012, chiefly among adolescents and young adults. The last decade has been terribly pressurizing on generation Z. As a result of over exposure to data and its widespread availability, the amount of time that teens

spent on overall screen activities (gaming, texting, social media) is more than alarming. This study is an attempt to seek credibility about how far this holds true in the present context for Indian student group (comprising teens and those who barely stepped into adulthood), in specific Bengal.

Aims and Objectives

This study makes an attempt to gauge at how happiness and mental well-being is largely impacted owing to the rising internet addiction, as evident through excessive screen exposure. The hypothesis employed for this research is as follows:

H0 – There is a strong relationship between online media use and happiness

H1 – There is no relationship between online media use and happiness.

H0 – Online media use affects happiness significantly

H2 –Online media does not affect happiness significantly

Methodology

Quantitative Research method has been used to evaluate both the hypothesis H1 and H2. Hypothesis 1, explains the plausible reasons that there is a working relationship between the online media use and happiness and hypothesis 2, explains that how much of online media use affects happiness of an individual. As the study states that the research ought to be conducted among students of West Bengal, hence the research universe constitutes students of West Bengal aged 14-23 years, including all the demographics that has been studied in this research. The research population comprises students who are exposed to digital media in West Bengal and are possible to be affected by it. Therefore, the impact can be



studied among the research population after drawing a sample from it.

Variable

There are two variables which have been studied in this research, one being digital media use and the other happiness. This research considers digital media use as dependent variable and independent variable as happiness. Control variable being the context of the study i.e. it is being focused on students' perception. The justification of the fact that the students' perception is being studied in the research is because it is the students who are exposed to digital media more than any other individual or a cluster. Depression being a major cause of students' demise in the last half of the decade, the need to study this relationship becomes even more evident. The variable list is as follows:

Table 1: Variable List

Variable No.	Variable Name	Variable Description
V1	HR_SM	Hours on Social Media
V2	HR_GM	Hours on Gaming
V3	HR_TX	Hours on Texting
V4	HR_ON	Hours on Online
V5	HR_SI	Hours on Social Interaction
V6	HR_SP	Hours on Sleep
V7	SHS_1	In general, I consider myself how much Happy
V8	SHS_2	Compared to most of my peers, I consider myself how much Happy
V9	SHS_3	Some people are generally very happy. They enjoy life regardless of what is going on, getting the most out of everything. To what extent does this characterization describe you?
V10	SHS_4	Some people are generally not very happy. Although they are not depressed, they never seem as happy as they might be. To what extent does this characterization describe you?

**Source: Happiness index report 2019 – variables 1 -7

**Source: SHS (Subjective Happiness Scale)- Variables 8-10

The breakup of the hypothesis can be considered as follows:

H0 – There is a strong relationship between online media use and happiness (Null)

H1 – There is no relationship between online media use and happiness. (Alternate)

Correlation matrix as determined by the researcher is established though this relationship:

HR_SM/GM/TX/ON/SI/SP→
SHS_1/2/3/4

The time spent on social media, gaming, and texting and online determines the social media use and time spent by a student on social interaction and sleep determines day to day activities. The subjective happiness scale was used to calculate the happiness index of students to see if there is a relationship between them.

H0 – Online media use affects happiness significantly (Null)

H2 –Online media does not affect happiness significantly (Alternate)

How much social media, gaming, online activity affects happiness is calculated for proving the hypothesis. A predictive analysis is done to see how much online media use brings change in the happiness index. The break up is as follows

Model 1: Social Media (HR_SM -> SHS_1, SHS_2, SHS_3, and SHS_4)

Model 2: Gaming (HR_GM -> SHS_1, SHS_2, SHS_3, and SHS_4)

Model 3: Texting (HR_TX -> SHS_1, SHS_2, SHS_3, and SHS_4)

Model 4: Online Surfing (HR_ON -> SHS_1, SHS_2, SHS_3, and SHS_4)

The average percentage will be reflected in the findings as how much average (%) change in happiness of students is possible from a point change in use of social media. The four models (regression models) will help determine the level of happiness change in each and every aspect of digital media use.

Sampling

The study was conducted for (n=190)

respondents. The respondents were all (14<23) years of age living in a similar semi-urban area. Out of the 20% were Post Graduate students, 60% Under Graduate students and 20% High School Students.

Table 1: Student Demography

Students	No of Re- spondents		Age
	Male	F e - male	
High School	20	18	14-16
Undergraduate	74	70	17-20
Post Graduate	23	15	21 and above

The primary study was survey-based and was conducted in the districts of Burdwan and Hooghly (West Bengal, India) as shown with red dots in the map below.



Fig1: District of West Bengal

The researchers employed a cluster sampling method to carry out the survey; the cluster sampling method was used to serve the purpose of the study, which is about students and their viewpoint in understanding the anthropogenic factors. The sampling formula used to determine the cluster sample size is as follows:

$$S = \frac{Z^{2*}(p)^*(1-p)}{c^2}$$

Where:

Z = Z value (e.g. 1.96 for 95% confidence level)

p = percentage picking a choice expressed as a decimal

(.5 used for sample size needed)

c = confidence interval, expressed as decimal (e.g., .04 = ± 4)

The student population, according to the Confederation of Indian Industry (CII) as of 2016 was 19 lakh enrollments in schools and colleges of Hooghly and Burdwan district combined. Therefore, the sample size was considered as (n=190) respondents with 95% confidence level and 7.1 confidence interval.

Scaling

The measurement for two variables is taken on a 7-Point scale to keep uniformity in analysis. Subjective happiness Scale (SHS) has been used for calculation of the happiness of students. The SHS is a 4-item scale designed to measure subjective happiness. Each of items is completed by choosing one of 7 options that finish a given sentence fragment. The options are different for each of the four questions. Refer to the appendix of the research article for scale used in the research. The justification of the subjective happiness scale lies in the study by Mattei & Schaefer (Mattei & Schaefer, 2004).

Data Collection

The researchers collected primary data through online survey for the cluster sample of students to get their opinion and understand their happiness index when exposed to digital media in the era of information technology. The table 2 shows the descriptive statistics of the data collected:

Table2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
HR_SM	190	.326	.940	.67975	.157388
HR_GM	190	.333	.941	.68385	.156286
HR_TX	190	.00	40.30	4.7215	6.28806
HR_ON	190	.00	43.90	4.6850	6.28991
HR_SI	190	.00	77.10	8.4477	11.91389
HR_SP	190	.00	72.00	9.1205	12.30238
SHS_1	190	4.00	100.00	68.2336	26.96066
SHS_2	190	4.20	100.00	68.6762	27.02227
SHS_2	190	4.10	100.00	68.4756	27.00122
Valid N (listwise)	190				

The regression model has been used by the researchers to analyze the students' use of online media and the happiness associated with it. Pearson's Correlation and simple linear regression was used to predict how much online media use affects happiness. The scoring is done on the basis of summation or cumulative frequency of the SHS scale; therefore, the researcher has been using the cumulative frequency to draw out the continuous data from the discrete data available from the primary survey.

The two hypotheses have been dealt separately in the research paper as follows:

H0 – There is a strong relationship between online media use and happiness (Null)

H1 – There is no relationship between online media use and happiness. (Alternate)

The relationship was established through Pearson's Correlation significance

H0 – Online media use affects happiness significantly (Null)

H2 –Online media does not affect happiness significantly (Alternate)

The effect was established though regression modeling, a predictive modeling study to determine the effect of one on the other.

Findings & Discussion

The first part of the finding focuses on the amount of time (hrs.) a person spends on digital media as shown in graph no 1. The following assumptions were made from the data analysis:

Hours spent on social media gradually increase towards 5hrs and then falls down after touching, this may be because of the fact that though students enjoy being on social media they don't want to be on social media more than 5 hours to compensate for their studies and other study related works.

Hours spent on gaming increases for an hour's play and then falls drastically giving a sense that student generally enjoy games for a limited amount of time, by far the exposure in gaming in our country is still less in consideration with other south east Asian countries.

Hours spent on texting on social media/ or mass self-media like WhatsApp also increases for an hour but for some candidates it is also as good as 5hrs of texting. Variable response from students has put this study into the light. The reasons of which can be stated as that each individual is heterogeneous and have varied interest, not all students enjoy texting some enjoy browsing as well.

Students enjoy online time just for surfing or browsing or watching news feed,

this gradually increase towards 5hrs and decrease proving the fact that they are not online without reason and has a particular purpose in mind. The research revealed that they enjoyed being online just to escape the reality.

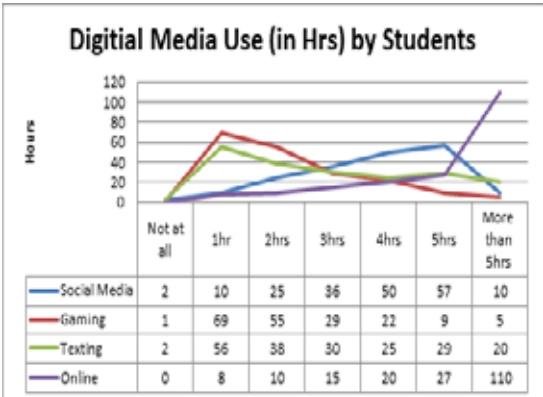


Figure2: Distribution of students engaged with digital media per day

The following figure 3 shows the average hours spend by students on social media. We can identify that students are more on-line doing activities other than texting, gaming or being active on social media. The followed by social media and texting and then last but not the least gaming. We can understand the demography of the digital media landscape in use by an average student population through this study.

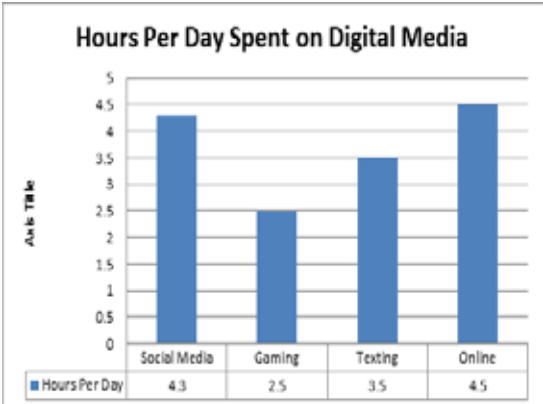


Fig 3: Hour per day spent on digital media by student's understudy

The second part of the findings focus on the social interaction and sleep which are non-digital media use variables taken into consideration with the study. To provide sense of validity and reliability of the test results the researchers have taken these to non-digital variables to provide balance to the study. The researcher shall also calculate the correlation and regression of the non-digital use variables and provide a comparative study. The researchers have found through their study that the amount of social interaction physically and sleep has drastically reduced in comparison to the digital media use. The particulars have not been presented in the study because this study focuses on the two hypotheses already stated above. Therefore, the researchers shall take reference of these two for comparative analysis only.

Similar to the analysis the findings can also be divided according the two specific hypotheses. The findings from the first hypothesis are as follows:

Correlation & Regression Analysis

The first hypothesis reflected upon the relationship between digital media use by students and their happiness, it is seen from the table 1 below that there is significant amount of relationship between each of the variables studied, and the findings from the second hypothesis, the researchers try to derive the amount of effect digital media have on happiness of a student through regression modeling. the details of which are as follows:

Table3: Details of Correlations

		SHS_1	SHS_2	SHS_3
HR_SM	Pearson Correlation Sig. (2-tailed) N	.600	.590	.228
		.000	.000	.005
		190	190	190
HR_GM	Pearson Correlation Sig. (2-tailed) N	.570	.450	.156
		.000	.000	.054
		190	190	190
HR_TX	Pearson Correlation Sig. (2-tailed) N	.228	.256	.350
		.005	.054	.000
		190	190	190
HR_ON	Pearson Correlation Sig. (2-tailed) N	.198	.146	.342
		.000	.000	.870
		190	190	190

****.** Correlation is significant at the 0.01 level (2-tailed).

Happiness and Social Media

HR_SM is positively correlated to SHS_1 at value .600** (Significance 2-Tailed), to SHS_2 at .590** and SHS_3 at value .228** which is mildly significant. In studies similar to this which tried to gauge the relationship of social media happiness. Some studies have put forth that social media brings a lot of freedom from stress by writing blogs and other activities which brings happiness to the users (Bollen et al., 2011; Pittman & Reich, 2016; Quercia et al., 2012; Chae, 2018). Some studies on purchasing behavior of customers form social media have seen increase in happiness (Duan & Dholakia, 2017). Other studies say that social media

is becoming more and more important every day in their lives therefore happiness in use of social media being more and more relevant (Freitas, 2017). According to Manago and Vaughn (Manago& Vaughn, 2015) friendship and happiness is interlinked and that is why social media friendships lead to strong correlative relationship with that of happiness.

Model Summary 1: SHS_1 → HR_SM

Table4: Model Summary 1				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600a	.348	.344	5.09102

- a. Predictors: (Constant), SHS_1
- b. Dependent Variable: HR_SM

Model Summary 2: SHS_2 → HR_SM

Table5: Model Summary 2				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.590a	.449	.444	4.09006

- a. Predictors: (Constant), SHS_2
- b. Dependent Variable: HR_SM

Model Summary 3: SHS_3→ HR_SM

Table6: Model Summary 3				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.228a	.238	.344	5.19026

- a. Predictors: (Constant), SHS_3
- b. Dependent Variable: HR_SM

From the above model summaries, the researchers can come to an understanding that 1% change in use of social media by

the student can alter significant amount of change in happiness of the student. The study proves the fact that yes happiness is greatly affected by use of social media, for model summary 1 it is 60%, model summary 2 it is 59% and model summary 3 it is 22.8%. The percentage value is the predictor percentage of how much it can affect happiness per point increase in the use of social media. The average % change would be 47.26% for all the variables being affected by social media.

Happiness and Gaming

HR_GM is positively correlated to SHS_1 at value .570** (Significance 2-Tailed), to SHS_2 at .450** and SHS_3 at value .156**which is mildly significant. From various research, it is probable that an iterative and synergistic process of low levels of happiness, and high levels of certain elements of flow and gaming addiction are blends of experiences that make for gamers seeking out social support systems from within the online game to ameliorate (Hull et al., 2013). This study however does not delve into weather gaming increases or decreases happiness rather gives us a clear picture of weather it is significantly related meaning if gaming can affect happiness and later in the study, we get to know the answer that how much gaming affects happiness.

Model Summary 1: SHS_1 →HR_GM

Table7: Model Summary 1				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570a	.348	.344	5.09102

- a. Predictors: (Constant), SHS_1
- b. Dependent Variable: HR_GM

Model Summary 2: SHS_2 → HR_GM

Table8: Model Summary 2				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.450a	.449	.444	4.09006

- Predictors: (Constant), SHS_2
- Dependent Variable: HR_GM

Model Summary 3: SHS_3 → HR_GM

Table9: Model Summary 3				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.156a	.238	.344	5.19026

- Predictors: (Constant), SHS_3
- Dependent Variable: HR_GM

From the above model summaries, the researchers can come to an understanding that 1% change in hours spent on gaming by the student can alter significant amount of change in happiness of the student. The study proves the fact that yes happiness is greatly affected by hours spent on gaming, for model summary 1 it is 57%, model summary 2 it is 45% and model summary 3 it is 15.6%. The percentage value is the predictor percentage of how much it can affect happiness per point increase in hours spent on gaming. The average % change would be 39.2% for all the variables being affected by gaming.

Happiness and Texting

HR_TXT is positively correlated to SHS_1 at value .228** (Significance 2-Tailed) to SHS_2 at .256** and SHS_3 at .350**. With more advancement in technology, emotion mining of people from texts and chats on

social media is becoming more and more realized in the contemporary society. It is becoming easier to understand human emotion and happiness being one part of it (Yassine & Hajj, 2013; Lu et.al, 2010).

Model Summary 1: SHS_1 → HR_TXT

Table10: Model Summary 1				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.228a	.348	.344	5.09102

- Predictors: (Constant), SHS_1
- Dependent Variable: HR_TXT

Model Summary 2: SHS_2 → HR_TXT

Table11: Model Summary 2				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.256a	.449	.444	4.09006

- Predictors: (Constant), SHS_2
- Dependent Variable: HR_TXT

Model Summary 3: SHS_3 → HR_TXT

Table12: Model Summary 3				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.350a	.238	.344	5.19026

- Predictors: (Constant), SHS_3
- Dependent Variable: HR_TXT

From the above model summaries, the researchers can come to an understanding that 1% change in hours spent on texting by the student can alter significant amount of change in happiness of the student. The study proves the fact that happiness is greatly affected by hours spent on texting, for

model summary 1, it is 22.8%; model summary 2, it is 25.6% and model summary 3, it is 35%. The percentage value is the predictor percentage of how much it can affect happiness per point increase hours spent on texting. The average % change would be 27.8% for all the variables being affected by gaming.

Happiness and Online use

HR_ON is positively correlated to SHS_1 at value .198** (Significance 2-Tailed) to SHS_2 at .146** and SHS_3 at .342**. Internet users have a strong relation with that of happiness (Mitchell et.al, 2011). However, in a research by (Yen et.al, 2011) they state that online use is correlated with a lot of violence addiction and hence not with that of happiness. This corresponds with our research also where we see that the correlation matrix significance is much lesser in comparison to other relationships established.

Model Summary 1: SHS_1 → HR_ON

Table13: Model Summary 1				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.198a	.348	.344	5.09102

- a. Predictors: (Constant), SHS_1
- b. Dependent Variable: HR_ON

Model Summary 2: SHS_2 →HR_ON

Table14: Model Summary 2				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.146a	.449	.444	4.09006

- a. Predictors: (Constant), SHS_2

b. Dependent Variable: HR_ON

Model Summary 3: SHS_3 →HR_ON

Table15: Model Summary 3				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.342a	.238	.344	5.19026

- a. Predictors: (Constant), SHS_3
- b. Dependent Variable: HR_ON

From the above model summaries, the researchers can come to an understanding that 1% change in hours spent online by the student can alter significant amount of change in happiness of the student. The study proves the fact that yes happiness is greatly affected by hours spent on texting, for model summary 1 it is 19.8%, model summary 2 it is 14.6% and model summary 3 it is 34.2%. The percentage value is the predictor percentage of how much it can affect happiness per point increase hours spent online. The average % change would be 22.86% for all the variables being affected by being online.

Therefore, both the hypothesis has been proved through correlation and regression analysis for correlation the hypothesis was proved through Pearsons’s correlation significance at 0.5 and for the second hypothesis which has been proved null hence accepted through linear regression ‘r’ value percentage. The research doesn’t divulge into the fact of how much happy or unhappy the digital media is making the students rather it says that it has a significant effect on them.

Conclusion

The definition of happiness has truly undergone significant transformation over the



years, specifically among the adolescents and adults, to a considerable point. The focus has shifted more into the technological spectrum, aside social norms, conflicting situations and several other policies; all of which have led to such changes.

Terms like happy life, self-esteem, confidence, life satisfaction has a significant connection with the screen time devoted by generation Z. In fact, the psychological well-being as the findings also indicate is drifting largely, chiefly because of extreme dependence on gadgets and time spent on the same. With sleep timings equally affected, the concentration level of students has dipped in more ways than one, and these are noticeable after 2012 onwards. Professionals employed in mental health field, who look into the damaging effects of the same have also explained in clear terms the close and binding relationship between lower academic achievement, moodiness, clinical depression, poor family associations, increased pressures, social isolation and even aggressive behavior with digital space occupied and the exact hours devoted. Despite each having their characteristic reasons, the addictive nature is beyond general understanding.

While there is no definitive answer as to how much screen time is actually too much, it also differs across individuals and their social situations. Also, as the study looked into the variables involved, the dependence on the digital world is primarily for the influence that the screens affect. So even when few students manage to pull through and score well, simply because they have been meeting their basic needs and balancing the time well; few others fail to do so and show the ill effects vividly.

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Appendix

Scale: 7-point Likert scale

Instructions: For each of the following statements and/or questions, please circle the point on the scale that you feel is most appropriate in describing you.

1. In general, I consider myself:						
not a very happy person 1	2	3	4	5	6	7 a very happy person
2. Compared to most of my peers, I consider myself:						
less happy 1	2	3	4	5	6	7 more happy
3. Some people are generally very happy. They enjoy life regardless of what is going on, getting the most out of everything. To what extent does this characterization describe you?						
not at all 1	2	3	4	5	6	7 a great deal

4. Some people are generally not very happy. Although they are not depressed, they never seem as happy as they might be. To what extent does this characterization describe you?						
not at all 1	2	3	4	5	6	7 a great deal

■



A Study on the Effectiveness of TV Infomercials as a Direct Marketing Channel vis-à-vis Television Advertisements

Tanushri Mukherjee

Abstract

The present market on account of being flooded by innumerable options and outlets of getting product/service centric information, has become fiercely competitive. This has made it very challenging for the organizations to grab the attention of potential customers and secure a firm and stable market positioning. In the realm of new and innovative marketing techniques emerging in the Indian scenario, Direct Marketing, because of its immediate and interactive characteristic has kept all other marketing strategies lagging behind. People are aware of the various advantages of Infomercials whether print or TV but in today's business market where almost everyday witness the entry of a new marketing strategy with its innovative features being launched in the market. In social media platforms, it becomes very interesting to note the perception of customers who are the actual recipients of such messages about the utility and the level of effectiveness of TV Infomercials in influencing the buying psychology and decisions of prospective customers in the present times. The study through quantitative survey tries to analyze whether customers are getting influenced by the advertising style and lengthy content format of TV Infomercials in the present times of invading impact of Social Media Advertisements.

Keywords: Direct Marketing, Advertising, Infomercials, Convincing, Customers, Retention, Social Media

Introduction

From times immemorial, every organization has been trying its level best to project

itself in the best possible manner by adopting new marketing strategies and tools which would enable them to create a differentiating mark for themselves in the present competitive market. The battle today is not just for producing innovative products or rendering such services but also how it is being presented in a way that can be retained and recalled instantly. Direct Marketing emerged as one of the strongest marketing strategy which has been able to draw the attention of the target audience to a great extent through its very unique and advantageous format of being a two-way and thus a highly engaging one. There are number of reasons why direct marketing channels appeal to the buying perceptions thus influencing the buying decisions of the people.

Direct Marketing with its array of various media have offered various ways to the people to respond back to the marketing messages and raise their queries finally culminating into them buying the products. Infomercials with its very unique duration of 15-20 minutes have been very impressive in attracting the attention of the viewers as a prominent direct marketing tool. Advertisements no matter how good copy writing it has or how big it's star endorsers are

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but still it suffers greatly due to its limitation of short duration and secondly having no call for action provision making it purely restricted to being just a one-way communication channel. Infomercials on the other hand due to its long duration and to its explanatory nature tends to connect with the masses in a stronger manner and because of this, has a greater brand recall value and this feature makes them distinguishing in the market.

With every organization experimenting and trying out new ways and means to reach out to the masses, with the competition becoming so fierce that every business house just wants to attract the masses for at least a few seconds, the challenge is how to understand the consumer's psyche and strike their mental chords. Ever since the consumer market got flooded with innumerable brands of products and outlets and the consumers getting spoilt as a result of it, the marketers are facing tough times as to how to influence the likings and the resulting buying decisions of the potential target customers. People have become very choosy and are already sufficiently informed through various outlets. Everyone is a writer, a broadcaster, then a question arises as to how to reach out to the hearts of the potential customers in a way that just not attracts their attention but also convinces them.

With the advent of social media and the smart phone device, a new wave of consumerism has cropped where almost every second we are flooded by a number of marketing messages, each one trying to capture the attention of the masses. However the million dollar question is whether all these social media outlets and their increasing numbers have been able to bring out the

desired ROI for the content marketers or whether they have unnecessarily added to the clutter of advertising content.

The time has come to rethink and critically assess and cross check the desired outcome achieved vis-à-vis the amount of investment made behind all these advertisements. The time has come to count the number of ads posted on social media sites and the number of cases where they have resulted in changing the prospective customers/viewers into actual buyers. Traditional media based ads to a great extent have been supplemented by social media ads and there has been the tremendous increase in the number of infomercials as well but what strikes the viewers is a matter of great challenge and concern.

According to video.excellence.com in the present era of innovative marketing strategies and new styles and formats of disseminating promotional messages, infomercials have become a very effective method of advertising for a variety of businesses. Infomercials to a great extent have emerged as one of the strongest direct marketing tool for various reasons. The fact cannot be denied that for certain products like electronic goods and equipments, infomercials to a great extent have been able to do justice with the amount of money invested in making them and at times securing the services of famous celebrities, legal experts, doctors and field experts etc to endorse the product and service.

Need for Growth & Development of TV Infomercial

The process, style and method of dissemination of infomercials have also undergone a major change. Infomercials are no longer restricted to just TV as a medium of dissemination. As a part of Direct Marketing

Method, Infomercials nowadays are also sent in mails where the recipients can view them just by a click on the videolog or the link that can be mailed to them. There has also been the widespread usage of social media platforms too for posting the infomercials where they have received good response from the viewers who want to have a detail information of the product through a demonstrative video.

Earlier the concept of infomercials was just restricted to some boring long ads specifically reserved for only few categories of products like kitchen cutleries or home appliances or materials. For the marketers it was considered as a not to be mentioned ad format. However the trends have changed. Every small or big brand, established or a new start up have started realizing the utility of infomercials. With the infomercials making use of social media as a dissemination medium, their significance in terms of appeal and popularity has increased to a great extent. The potential customers express that they are sufficiently informed and that too in a very entertaining manner through online infomercials and they have a great impact in influencing their opinion about products thus their buying decisions.

In the midst of growing significance of online infomercials, social media-based infomercials, Direct Response Television (DRTV) i.e. TV Infomercials industry also needs to make itself innovative in its approach and engaging in nature for its potential consumers. Gone are the days of lengthy late night infomercials rather DRTV requires innovative strategies which are genuine and fresh so that they can compete with the online version.

Firstly, the product showcased in the in-

fomercial needs to be new and so tempting that it would be irresistible for the consumers not to view the infomercials. Earlier infomercials were targeted to the largest section of audience, however with the emerging popularity of online media platforms, TV Infomercials are nowadays targeted to only niche segment of people and DRTV Companies are focusing on wider range of products with varying price ranges so that it can tempt the customers to adopt any call for action options either a call or a mail. It's also very important that the contents of the TV Infomercials should be factually 100% correct in terms of their claims and promises made so that the customers don't feel cheated and the marketers should be patient and responding to all the queries of the potential customers as the time between the infomercials being shown on TV and it reaching the retail outlets can be little long.

Objectives

The study focuses on the following objectives(1) To develop an understanding about the various reasons behind the emerging significance of TV Infomercials as a Direct Marketing Tool.(2)To critically analyze and compare the effectiveness of TV Infomercials vis-à-vis TV Advertisements as a Content Marketing tool in terms of Consumer satisfaction and Consumer Recall.(3)To find out the perception of potential customers regarding the influence and effectiveness of TV Infomercials in comparison to TV Ads in persuading the minds and purchasing behavior of customers.

No doubt social media has emerged as one of the most liked and preferred platform for advertising about the varied products and services whether it may be on company website or niche blogs or social media



outlets. Regardless of the platform, advertisements have a short duration and they are one-way communication. The biggest advantage of Infomercials is that their long duration makes them very demonstrative in nature and as a result they have far more convincing capacity and brand recall in the age of advertising content clutter. Even on social media it is found that infomercials have far greater impact on the viewer's mind and they have been noticed to be having more effective role in attracting and holding on to the attention of interested potential target customers in comparison to the routine short duration formats of social media ads. Facebook has also a number of feeds and seldom are noticed or recalled.

The reason for less number ads posted on social media platforms and few gets noticed is that the basic style of advertising adopted by the marketers. It has been noticed that one of the most prominent and promising format has been the infomercials. Infomercials on social media have proved out to be very effective marketing tool publicizing about the products and services in a very informative manner.

There are multiple reasons for infomercials to be very effective and have a long lasting impact on the mindset of the viewers.(1) the narrative style of the background story behind the evolution of the product which establishes the significance of the evolution of the product in a more credible manner, (2)use of famous celebrity or a spokesperson demonstrating in detail about how the product functions, (3)The every story becomes believable when it is straight from the horse's mouth and are supported by a lot of testimonial which further strengthens the claim of the product/service,(4) the above

factors are supported by sufficient call for action words which makes the communication two-way and encourages the viewers to immediately respond to them which is a sufficient justification for their ROI.

Research Methodology

The best way to judge the effectiveness of infomercials is to seek the opinion of customers who are everyday exposed to a number of promotional contents trying to draw their attention and influence their buying decisions. The paper makes a study of the perception of Jaipur based customers regarding the effectiveness of TV Infomercials in the age of growing significance of social media ads. TV has been a leading advertising platform for marketers for considerably longer duration and the study tries to find whether potential customers are influenced more by the contents of DRTV Ads or simple TV Ads. The study by using primary data collection using survey method to find out whether a conventional media like TV is still influencing and attracting the attention of the customers.

The advent of social media ads has completely transformed the landscape of content marketers, especially in terms of creating innovative contents and above all launching the advertisements in a more effective manner by simultaneously posting them on the various social media sites. Social media ads by their formats of 'content amplification' like sharing and tagging increases their reach multi folds. In such circumstances it becomes very significant to find out the effectiveness of TV as an advertising medium and then to find out which kind of TV advertisements are still attracting the attention of the masses and successfully persuading them to make a purchase. It becomes all the

more very important to find out whether a TV Infomercial or a TV Advertisement is able to reach out to the hearts of customers, keeping them informed about the product.

The research tries to make a perception study of customers regarding their preference for either a TV Infomercial or a TV Advertisement in terms of their influence and effectiveness in convincing the minds of potential customers and persuading them to make a purchase. As a part of primary data collection, the study employs survey method and questionnaire is administered to 50 sample respondents who are the potential Jaipur (in the State of Rajasthan India) based customers. Data was collected with the help of questionnaire based on the questionnaire developed by Martin, B.A.S., Bhimy, A.C & Agee, T. in their paper titled, “Infomercials and Advertising Effectiveness: An empirical study”.

Data Analysis and Interpretation

Respondents watching TV Infomercials

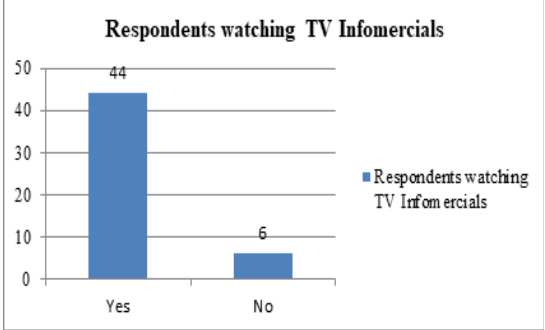


Fig:1 Respondents watching TV Infomercials

Based on the table1, the study shows significant difference in the direction of pointing out whether the TV Viewers watch Infomercials or not in order to proceed towards evaluating their effectiveness from the perspective of the buyers. The results made it clear that infomercials are watched by a sig-

nificant section of TV audience. Marketers and Advertisers make use of various strategies to showcase their products in the most influential manner. However which matters is what percentage of viewers watch them and get influenced by them. Out of 50 respondents, 44 of them expressed that they just not are aware of the term of infomercials but they also watch them regularly.

Infomercial Contents being more Informative and thus more Influential

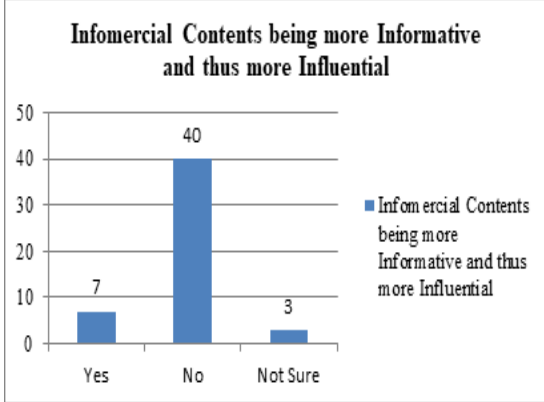


Fig2: Response on infomercial contents more informative

The objective of the study was to find out the extent of influence of influential on the potential consumers. The findings were very significant and very shocking as the response of the first question although it revealed that majority of the sample population watched infomercials, however they were not at all influenced by the contents of the infomercial. The objective of the study was to find out to what extent the infomercials influenced the buying decision of the consumers. More than half of the respondents expressed that they did not find the infomercials to be influential on account of the fact that they were informative. The respondents opined that although the infomercials are of long duration so they are at times informative but they didn’t.

Infomercials having significant influence on the buying decisions of the potential consumers.

Response to the question, “I find the Infomercials to be having significant influence on the buying decisions of the potential consumers.

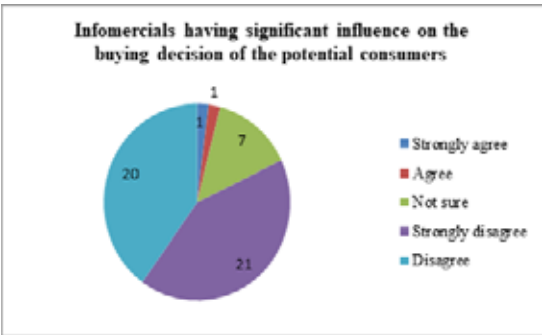


Fig.3: Opinion on infomercial's influence on decision making

The findings of the question were very much in sync with the results of the earlier question as majority of the respondents totally disagreed to the statement that they found the infomercials to be very effective as a marketing tool as they considered that infomercials have not been effective in reaching out to the hearts of the potential buyers. Out of 50 sample population, 21 of them considered that although the infomercials are of long duration but they were unsuccessful in convincing the mindset of the potential buyers and persuading them to make a purchase. Almost two-third of the sample respondents expressed that they either strongly disagreed or disagreed to the statement that infomercials influence their buying choices and opinions and thus they weren't influential in reaching out to the attitudes and buying perception of the target audience.

TV Infomercials having greater influence on the mindset of the viewers in comparison to TV Advertisements

Response to the question, “Do you feel that TV Infomercials have greater influence on the mindset of the viewers in comparison to TV Advertisements?”

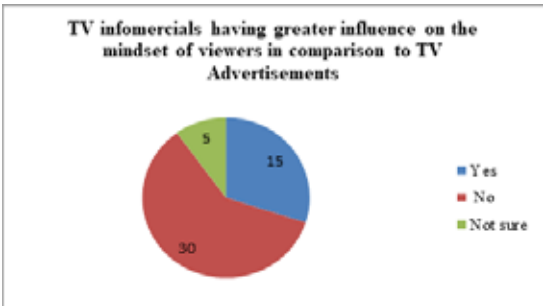


Fig.4: Opinion on infomercial's has better influence than TV ads

The results of the question revealed that there is a mixed opinion of the sample population. The objective of the study was just not to study the effectiveness and influence of infomercial as a major marketing tool in influencing the buying decision of the potential customers but another major objective was also to find out which advertising format was more popular and effective in influencing the buying decisions of the customers in relation to TV infomercial and TV Ads. The findings revealed that more than half of the respondents considered TV infomercials to be less influential in comparison to TV Advertisements. TV Marketing contents formats are either one-way advertising or through infomercials as a kind of direct marketing channel. The research amply demonstrated that although TV infomercials are two-way communication format having many avenues for call for action options but still in spite of that they are less influential in comparison to TV Advertisements. Some of the respondents opined that sometimes because of the long

duration format of the infomercials they at times becomes very boring and only a certain small section of people who are really in need of the advertised product tend to watch them till the end or get influenced by their messages.

Arrangement of the elements of Infomercials on the basis of their degree of significance and influence on consumers

Response to the question, “Arrange the following elements of TV Infomercials on the basis of their degree of significance and influence on you. (Rate 1 for most important and 6 for least important)

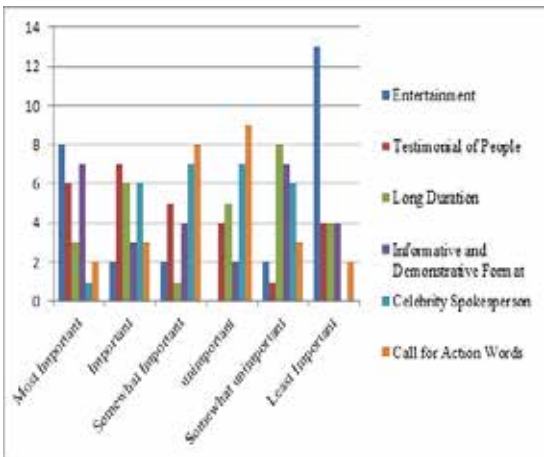


Fig.5: Opinion on elements of infomercials considered to be most important by consumers

The study also tried to find out that although the sample respondents didn’t consider the TV infomercials to be very effective and influential in nature but still what are the ratings they give to the different elements of infomercials as per their degree of importance. The respondents were asked to rate various elements of TV Infomercials on the basis of their degree of importance. The study showed that maximum number of respondents considered entertainment

to be the most important element of TV Infomercial in terms of their significance and influence on consumers followed by the Informative and Demonstrative Format of the TV Infomercials followed by Testimonial of the people which are shown in the infomercials.

Influence of Infomercials in comparison to TV Advertisements on consumers in regard to certain category of products.

Response to the question, “Do you feel that TV Infomercials are more effective in influencing consumer’s buying decisions in comparison to TV advertisements for certain category of products?”

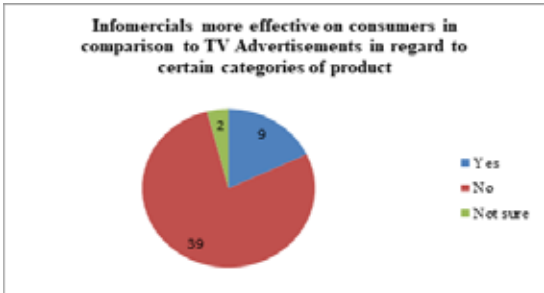


Fig.6: Opinion on infomercials considered to be more effective

The respondents were asked to express their feedback on the various parameters to critically analyze the significance of TV infomercials and to make a comparative analysis between TV infomercials and TV advertisements in regard to their effectiveness and influence on the consumers. Again following the earlier responses given by the sample respondents, two-third of them strongly felt that they considered infomercials to be less popular, less watched and above all less influential and effective in regard to impact and appeal on target potential customers and this was irrespective of category of products. Thus in a way they made it clear through their responses that

no matter whatever category of product but they considered TV infomercial to be no where ahead of TV advertisements in terms of impact and influence on consumers.

Category of product best promoted through Infomercials

Response to the question, “Which category of product can be promoted in the best manner through Infomercials in comparison to TV advertisements

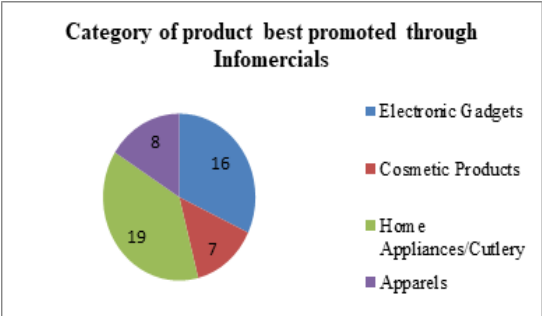


Fig.:7: Opinion on products best promoted through infomercials

The results of the study pointed out the degree of significance consumers give to the various categories of products promoted by TV infomercials. Maximum number of respondents, i.e. 19 out of 50 (less than 50%) expressed that infomercials are influential in giving information about home appliances/cutlery products, as they described while filling the questionnaire that these information require a lot of demonstration regarding how to use these products and detail information how the products can make their lives easier and comfortable, thus TV infomercials have been effective somewhere in satisfying this expectation and demand of potential consumers. Second highest number of respondents, i.e. 16 out of 50 were in favor of electronic gadgets as they too more or less had the same opinion that most of the consumers desire to have high end and sophisticated electronic gadgets but they

lack in regard to the depth of information regarding how to use them. Therefore TV infomercials satisfies this information urge of the consumers and are able to influence their mindset in a more convincing manner thus influencing their buying decision more effectively in comparison to TV Advertisements which lack in information and are just one-way communication. Apparels and cosmetic products had almost the same number of sample population with the opinion that TV Infomercials are a very effective medium for promoting such products in comparison to TV Advertisements.

Conclusion

There is no doubt that marketing strategies have grown up with the changes in time and the marketers are always in the attempt to try and implement new strategies and tools to attract the masses and to present the products and services in the best possible attractive and interesting manner so that it just does not stay in the minds of people but it's also able to contribute in lead generation and turn into tangible asset for the company in the form of boosting up the sales. With more development in technology and information outlets, the situation offers more challenges for the content makers to create an edge in the market. Direct Marketing channels due to certain genuine reasons and the nature of its basic format of being participatory and immediate have been able to rule over the mindset of the potential consumers, but the study made an attempt to find out the relevance and utility of TV Infomercials in this direction and tried to critically analyze their influence in the context of studying the opinion of Jaipur based customers, especially in terms of the growing popularity of social media outlets and event industry. There are a num-

ber of direct marketing channels each with its own format and advantages and disadvantages. However it becomes important to find out whether TV Infomercials still have been successful in maintaining its hold in the business market.

The study is relevant as it also tried to critically compare TV Infomercials and TV Advertisements and tried to critically analyze which one is more effective and influential in terms of attracting and convincing the mindset and buying decisions of the potential customers. The findings were very significant eye openers as they revealed that in the present circumstances TV Infomercials are not proving out to be very effective advertising strategy in terms of drawing the attention of the prospective consumers. The study revealed in various ways through different questions administered to Jaipur based consumers as sample respondents that TV Infomercials are watched by the viewers, however they are not playing a constructive role in influencing and persuading the mindset of the consumers. Another major part of the study was to compare TV Infomercials and TV Advertisements in relation to each other and the potential consumers expressed that although TV Infomercials are two-way having clear call for action words, although they are of long duration and rich in information and very demonstrative, still sample respondents were of the strong opinion that TV Infomercials were less influential in comparison to TV Advertisements in terms of consumer appeal and almost all respondents were of the strong opinion that TV infomercials have never been successful in attracting the viewers and they felt that in spite of its many advantages, still Jaipur based customers feel that TV Infomercials have not been able to

influence them and convert them from potential customers to actual consumers.

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Journalism in Networked Society

Kashif Hasan, Sagar Saxena & Sanjay Mohan Johri

Abstract

The world today is changing rapidly, and Journalism has not remained untouched by these developments. There are new innovations happening in the field of Journalism around the world which are making it more reachable, fast and accountable. One of these innovations which have become a new sensation particularly in the west is Networked Journalism. In this type of Journalism, citizens or audience are not viewers of the news but are producers of it. The audience in this type of journalism actively participates in reporting and sharing the news. One of the main reasons leading to the development of this Journalism is unprecedented growth of smartphones and internet. Mobile Journalism is another sensation which has led to the development of Networked Journalism. In MOJO, journalists use smartphones and tablets to cover news events which have made Journalism much simpler than before. It is not only saving time and money but creating a new breed of journalists i.e. the citizens. Mobile journalism now is an established form of journalism. Internet and smartphones have become so important that now they are not only changing the way we consume news, but they are also changing the way news is being produced. Mobile journalism has indeed let to the birth of Networked Journalism and it has revolutionised journalism. This has made the viewers are part of the story and it is because of this that now journalists are better connected with citizens, they provide better information and tyranny of distance is decreasing. It has also changed the way the media organisations and journalists work. This paper aims to trace the features and future of Networked Journalism in India.

Keywords: Citizen journalism, Mobile journalism, Networked Journalism and social media

Introduction

Citizen Journalism is rapidly developing in the world and one of the main reasons of it is internet. There are various studies which have indicated that internet is having a significant impact on the way a journalist work (Straubhaar, 2007). Clearly this is the 'information age' where people are flooded with information. The invention of smartphone has proved to be game changer in the field of Journalism. Now, especially after the emergence of Networked Journalism, anyone with a smartphone can be a news producer or citizen journalist. Glimore (2006) calls citizen journalist as "non-standard news source" and Benker calls them "non-market actors".

Citizen Journalism is where amateurs and professionals work together. It is very advantageous special. It first emerged in the west but now it is gaining momentum in India too. The recent example of Citizen jour-

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nalism can be understood from the 2012 'Nirbhaya rape case' where citizens were sharing photographs and videos of the protest which were being used by national media in their coverage.

In 2008, when western journalists were banned in Tibet, citizens, tourists and local bloggers were providing the ground reality in Tibet.

The above phenomenon would have been impossible if the digital technology of production and easy dissemination would not have been available. The new technology had in fact changed the dynamics how the news is gathered, produced and shared, bypassing the traditional gatekeeping and agenda setting by the media houses (McCombs, 2005 and Bennett, 2004) thus moulding the traditional way of journalism. Bruns (2006) concluded that there is a shift from industrial style content to the collaborative, iterative, and user-led production of content by participants in a hybrid user-producer, or producer role”

Nip (2006) have classified journalism in five broad categories i.e. Traditional Journalism, Public Journalism, Interactive Journalism, Participatory Journalism and Citizen Journalism.

Apart from traditional journalism, other four types of journalism include one or other option to include citizen in news gathering process.

In the case of public journalism, the news organization calls customers/consumers to participate in editorial boards meeting, interactive journalism boost citizens to interact with the media organization the with help of technology such as social media, blogs

or video streaming platforms such as YouTube. In case of participatory journalism, citizens/ consumers are encouraged to help in making or finding news, here the citizens are motivated to gather, analyze and disseminate news, and in case of citizen journalism, the horizon of news gathering activities of citizen is widening.

Since the difference between the last four categories of journalism is hard to separate, Jeff Jarvis (2006), coined the term Networked Journalism. Jarvis defined Networked Journalism as something that takes into account the collaborative nature of journalism, where professionals and amateurs are working together to get the real story, linking to each other across boundaries to share facts. It recognizes the complex relationships that make news, and the process more than the product. Another Journalist and new media expert Charlie Beckett describe networked journalism's approach as collaborative: In networked journalism, the public can get involved in a story before it is reported, by contributing facts, questions, and even suggestions. The journalists can rely on the public to help report the story; and he is of the opinion that we will be seeing more and more of this phenomenon. The journalists can and should link to other work on the same story, to source material, and perhaps blog posts from the sources. He hopes journalists realize that they are less the manufacturers of news than the moderators of conversations that get to the news. (2010, p. 46)

When a reader reads a news (S)he can comment on the webpage of that news organisation, many times they can share their views via personal blogs or social networking and video sharing sites such as Facebook,

Twitter, YouTube etc. Apart from this, they can very easily share the news/information through their personal computers, laptop or smartphone.

On the basis of these points, networked journalism can be categorised or summarised in the following categories.

- Embedded links – such as link to original news/information
- Blogs – can be either personal blogs, organisational blogs
- Social Media – platforms such as Facebook and Twitter
- Ushahidi map – provide user generated mapping particularly in case of disaster
- User video reports – using platforms such as YouTube, Vimeo etc
- Crowdsourcing – Different users covering same news

Beckett (2010) argues that networked journalism creates value for journalism in three ways. Firstly, it leads to editorial diversity by creating more detailed and varied news reports. Secondly, it combines connectivity and interactivity by distributing news in various ways. Lastly, it increases the relevance of news reports by connecting audiences and subjects to create a novel editorial and ethical relationship to news.

Beckett (2010) suggests that network journalism helps journalism in three different ways

- It diversifies the editorial content
- Distribution of news, and
- Increases the pertinent character of

news reports leading to increasing the trust and faith on media houses.

Citizen Journalism in India

The citizen/participatory journalism started with Rediff.com in the year 2005, when the citizens of Mumbai shared first-hand account of rain (Sonwalkar; Prasun, 2009). In the year 2006 merinews.com started many new online platforms for citizen/participatory journalism for example mynews.com. In the year 2008, the citizen of Mumbai posted and blogged several information on-ground report of terrorist attack over shadowing main stream media houses through Twitter and Flickr news (Sonwalkar, Prasun. 2009). By the year 2009, it was giving voice to the voiceless and breaking news related to human right violation, corruption, harassments etc. The phenomenon was not only limited to urban centres but was also spreading rapidly in rural areas, one such example was GramVani, where news was gathered through voice call.

The Citizen Journalists show or CJ by CNN-IBN in year 2006 was a game changer. In the year 2007 it launched a dedicated half an hour show with repeat telecast. In this particular show, the story idea was generated by the journalist and was carried out by the citizen or consumers. The striking feature of the show was that the source used in the show was identified. Social and online media were extensively used to gather and disseminate news. The show won best show cross over platform content award for three years in row at Asian TV Awards.

Methodology

To trace the feature and future of Networked journalism the research was carried out in two phases, in the first phase, researcher tried to quantitatively analyse the



website, Twitter, Facebook and YouTube page of Danik Bhaskar and NavBharat Times. The content was analysed according to the parameter of network/citizen/participatory journalism.

In the second phase researcher interviewed two editors, two journalists, two mass communication professors and two citizens. The researcher used snowball sampling technique to select the interviewees who were familiar with this phenomenon. The non – probability sampling helped the researcher perceive that what media houses think about participatory, citizen and Networked journalism. In this research the researcher interviewed six persons in the span of 1 month. Each interview lasted about 45 minutes on an average. The questions were semi structured and were woven across perception. The interviews were conducted in both English and Hindi language. They were first transcribed and then analysed.

Result and Analysis

In case of Citizen/Network Journalism the reader/consumer becomes nodal point of information. The traditional journalist closely works with readers/consumers to churn out news. Both NavBharat Times and Danik Jagran get raw news from the user and edit/ follow up before publishing the story. NavBharat Times even gives by-line for the report, thus increasing the credibility and reach of newspaper. “Sometimes the facts reported by the citizen journalist are different from the facts gathered by the staff reporter. Because the citizen journalist is not an experienced media profession” says Abhishek Singh a TV journalist. Since the concerned media house is responsible for the accuracy of the content published on its platform, they have to be more cau-

tious in checking, rechecking and verifying the facts provided by citizen journalists adds Abhishek

There is a gradual change in the newsroom practice of Danik Jagran and NavBharat Times. Both the media houses have understood the change in the process of news-gathering.

News organizations are not just opening telephone lines for contributors to share their stories but there are WhatsApp groups that help the media and the public to share, exchange ideas and feedback. Now WhatsApp groups are increasingly being used for information dissemination by media groups.

Editor of Danik Jagran opines, “Danik Jagran has to go door to door for an online segment, Times Of India does Happy Streets or HindustanTimes and Nav Bharat Times (NBT) does campaigns on ground for the simple reason that they need to get their news and maintain a connect with the readership. Make their presence felt in public”.

According to a senior journalist who is in Lucknow edition of NBT Citizen, journalism can play a vital role by empowering the poor and marginalised. It can raise issues that are ignored by mainstream but in India it is one of the tools to increase the circulation and reach of the newspaper.

Danik Jagran and NavBharat Times are among the largest circulated Hindi language newspaper in India. Both the newspapers have innovated over the period of time, be it in terms of technological innovation or strategies to involve readers in alternative news gathering process.

Danik Jagran started its communi-



ty outreach programme in year 1996 and NavBharat Times has a dedicated App for citizen Journalism apart for other purposes of interactive news.

The qualitative analysis of Facebook, Twitter and website of both the newspaper was conducted for thirty days by the researchers and conclusions were drawn. It was found that both the newspapers have utilised citizen/networked journalism in their website/social media (especially NavBharat Times) but in several instances missed the opportunity to engage with the readers, especially in the comment section on website and social media platform. The level of engagement was different on different platforms such as Facebook/Twitter/Website.

Danik Jagran and NavBharat times both have a strong presence on Facebook with 13932380 and 6274500 page likes respectively. The page frequently updates on the page which includes videos, newsfeed, polls, and cartoons. A typical post on both the newspaper receives 0 to 50 likes and in most of the cases the comments are not related to the post and even if any reader responded to the post it was not replied by the newspaper. Many times, a new thread starts the comment section of the feed. One can conclude that though the comment section are mends to get insight about the readers' mind but in the case of Facebook page of Danik Jagran and NavBharat Times its being wasted.

Danik Jagran page has link to specialised group where reader can post and discuss freely about a topic namely Economy, Education, Health, Safety etc. This feature is missing from the Facebook page of NavBharat Times. Both Danik Jagran and NavBharat Times have separate Facebook page for different states/city.

The crux of Jarvis' definition of Networked Journalism refers to involvement and sharing of facts, figures and perceptions. At first instance, it seems that producer of content is going through the like, share and comment of the post and the audience are helping in forming the news.

Both Danik Jagran and NavBharat Times have a strong presence on twitter. Danik Jagran has 524k followers whereas NavBharat Times has 690k followers. However their Facebook presence is much stronger. It is also found that these media houses are using twitter as a tool to provide quick news but not for interaction with the readers. However, some of the media houses feel that it is a tool of engagement with the users. On analysis of both the websites, one can draw the following conclusion.

Danik Jagran and NavBharat Times have both e-paper and both have different categories of news stories. Both the newspapers have an option to download the news app on smartphone or on laptop. Thus, making the newspaper available twenty-four seven.

On the website of NavBharat Times, one can search news via web speech i.e. API. When considering the interaction, both the website followed their own criteria. In the case of Danik Jagran, one has to agree to its terms and conditions as: "Have read the Privacy Policy and the Terms and Conditions. I provide my consent to receive communications related to marketing, promotions and latest updates". Whereas in case of NavBharat Times one has to download the Citizen Journalism app in order to post anything on the website or citizen journalism page. In case of Danik Jagran one has to go deep into the website in order to find the citizen journalism page. Whereas in case

of NavBharat Times the link is available on the first page.

The website of both these newspapers rarely reply to the comments posted on its news item. Thus, the main essence of interaction is lost. The case is similar with comment section of social media of both the newspapers.

In the course of the research, the findings of the interviews with the editors revealed that both NavBharat Times and Danik Jagran get raw news from the user and edit/ follow up before publishing the story. NavBharat Times even give by-line for the report, thus increasing the credibility and reach of newspaper. The study shows that sometimes the stories of Citizen journalists lack accuracy that is why the reports of Citizen Journalists are given specific attention for verifying the facts. It is also found that newsroom practices of these newspapers are gradually changing they have adopted modern tools of communication for engaging the reader they have not only dedicated phone lines for contributors to share their stories but there are WhatsApp platform increasingly being used to share, exchange ideas and feedback. The citizen journalism is also being used as a marketing practice by these media organisations. In India, citizen journalism is one of the tools to increase the circulation and reach of the newspaper. Danik Jagran for example started its community outreach programme in year 1996 and NavBharat Times has a dedicated App for citizen Journalism apart for other purposes of interactive news.

Findings

The study reveals that both the news organisations missed number of opportunities to engage with the reader on their

social media platform by not responding to their questions and queries, particularly on Facebook. Danik Jagran and NavBharat Times have strong presence on Facebook with 13932380 and 6274500 page likes respectively. The pages are frequently updated with videos, newsfeed, polls and cartoons etc.

The study reveals that on an average every news report or article receive 0 to 50 likes.

Very often the comments by readers are not related to the post and even if there are comments related to the posts that is not replied by the newspaper.

Danik Jagran has five links for different topics where reader can post and discuss freely about it. However, the Facebook page of the NavBharat Times does not have this feature. Both Danik Jagran and NavBharat Times have separate Facebook page for different states/city as per the research findings.

When it comes to Twitter, both Danik Jagran and NavBharat Times have a strong presence. Danik Jagran has 524k followers whereas NavBharat Times has 690k followers. They use Twitter just to provide news and they have no feature for interaction.

One can't freely post news on Danik Jagran's website as one has to accept term and conditions of Newspaper. In Danik Jagran website, one has to search the website in order to find the citizen journalism page. In case of NavBharat Times one has to download the Citizen Journalism app in order to post anything on the website or citizen journalism page. In NavBharat Times the feature of citizen Journalism is present on first page of website. The Newspaper



seldom replies to the comment section of news article. The case is similar in the comment section of Social-Media page of both the newspapers.

Conclusion

In the wake of emerging new trend of citizen journalism, which is already deep rooted into journalism as the most effective means, the study looked into the various possibilities of citizen journalism playing the major role. The samples picked up for the study i.e. NavBharat Times and Dainik Jagran receive the unedited information of news from the users or the consumers who act as the citizen journalists. Later the received news is crossed checked and then the news which is in raw form is edited before publishing. The study observed that the NavBharat Times is acknowledging the citizen journalists by giving them by-line credit and also making them accountable for the content that is being published.

There are WhatsApp groups created by the News organizations for the contributors to share their stories and for exchanging ideas, this adds up to the increasing popularity of the citizen journalism. These two newspapers have largely contributed to the concept of citizen journalism as observed by the results of the study. All these developments have also led to the remarkable changes in the news room environment. Through this process, the unknown and untouched stories are also being promoted. The concept of citizen journalism has gradually increased the readership of the newspaper. The social media is increasingly promoting the new concept of the citizen journalism, which is becoming the powerful tool to keep the readers informed. Facebook and Twitter are in the forefront as

compared to other social media outlets. The Facebook Pages of both the newspapers are frequently updated which includes videos, newsfeed, polls, cartoons. This shows that the newspapers are cautious to interests of readership in mind.

Citizen journalism is more often followed by the readers than the traditional journalism. The stories of citizen journalist were read more, and they have been crucial in the increase in the number of hits. The finding noted that the stories which were read more on websites were specially written by citizen journalists.

Due to the disconnection from the traditional media, citizen journalism charms the users through the mutual acceptance of the notion that the traditional media is prejudiced, out of touch, overlook significant issues or offer unconnected news. Readers of citizen journalism often feel that stories that are carried in various social media platforms of the newspapers are less inherently biased and more in touch with important, timely issues as found out by the study.

The study showed that the citizen journalism and traditional media can be advantageous to each other. It can be noted that the biggest strength of citizen journalism is its perception among the public as a feasible substitute against the traditional media.

The newspaper industry has switched to the digital platform which is the future form of journalism across the globe. The citizen journalism is also very popular amongst a section of readers who admire the out of box stories written by the amateur journalists. The study reveals that with the proliferation of media convergence and digital media invention, citizen journalism is helping

out the traditional media for the increase in the structural marketing process. With news content delivered through the wide range of social media platform by the newspaper organisations, with reference to NavBharat Times and Danik Jagran, the study shows that the citizen journalism is used as the way to increase the readership. With cost effectiveness, citizen journalism also proves to be profitable for the newspaper organisations. User generated news content is utilised to foster the growth of the newspaper. The revolutionary introduction of the concept of citizen journalism has democratised the news making. The study shows that although citizen journalism might not be a substitute to the traditional media, but it is undoubtedly one of the measures to connect to a vast section of new readers.

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Use of Mass Media by Muria Community in the Digital Age

Bichitrananda Panda, Suresh Chandra Nayak & Khubchand Sahu

Abstract

India has the second largest tribal population in the world, the first being Africa. A list of 427 tribes; including 75 primitive tribes, has been identified in the country. According to 2011 Census, the population of scheduled tribes in India is 10.42 crores, which is 8.6 per cent of the total population of the country. Chhattisgarh is a growing state which is established in on 1st November 2000. The state is predominated by scheduled tribes with a population of 78.2 lakh as per census of India 2011. 'Murias' are one of the tribes that dwell in south Chhattisgarh and mainly inhabit in the dense forest zones of Narayanpur District and Kondagon District of Bastar Division. The 'Muria' tribe performs many forms of traditional dance and music, through which they communicate within and outside the community. The findings of the study revealed 'Ghotul' is a unique tradition among the Muria community where they interact with in the community, and they tend to believe in interpersonal communication as compared to other modes of communication; The study also reveals that availability of electronic media such as radio television and internet are limited in the community. However, traditional media is the choice of communication preferred by the tribal community.

Keywords: Tribal Communication, Emerging Media, Digital Media, Muria Tribe, Ghotul and Chhattisgarh

Introduction

Tribal community is known to be autochthonous people of the land. They are often referred as 'adivasi', 'vanvasi', 'pahari',

'adimjati', 'anusuchit janjati', etc., in Indian Context, the last one being the constitutional name. India has the second largest tribal population in the world, the first being Africa. A list of 427 tribes; including 75 primitive tribes, has been identified in the country. According to 2011 Census, the population of scheduled tribes in India is 10.42 crores, which is 8.6 per cent of the total population of the country. The population of scheduled tribes has been on the increase since 1961. Chhattisgarh is a growing state which is established in on 1st November 2000. The state is predominated by scheduled tribes with a population of 78.2 lakh as per the census of India 2011. It has a rich cultural heritage which attracts the world population towards the state. The Gonds are one of the largest tribal groups in South Asia. The term 'Gond' has derived from the Telugu word 'Konda' means Hill. There are three major sub-castes of Gonds in Bastar (Chhattisgarh, India) - Maria, Muria and Dorla. The Murias are one of the

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tribes that dwell in south Chhattisgarh and mainly inhabit in the dense forest zones of Narayanpur District and Kondagon District of Bastar Division. The Muria tribe performs many forms of traditional dance and music, through which they communicate within and outside the community. Due to acculturation the community people are also adopting modern tools of mass communication. The digitization of the Media, Entertainment & Information (MEI) industry has established new opportunities for consuming, sharing and creating media content through a growing number of devices and platforms at any time and from and at any place. Today's media content and advertising are distributed online and disseminated through social networks and digital platforms. Changing digital media consumption patterns and their impact on society are direct consequences of the fourth industrial revolution. The increased use of digital media is changing people's everyday lives and the way they connect and collaborate in the broader societal context, at work and in civil society. Much of the impact of this heightened use is beneficial to both individuals and society. It is enabling unprecedented levels of communication, social interaction and community building across boundaries of time, place and social context.

Objectives of the study

The study focuses on the following objective:

(I) To explore the utilization of different communication channels by the Muria Community for sharing information within and outside their community. and

(ii) To understand their information seeking behaviour in the age of digital media.

Methodology

The study was conducted in Narayanpur, one of the tribal dominated districts of Chhattisgarh, in 2019. Narayanpur district is situated in north of the Indravati River of Chhattisgarh in central India. Traditionally the area is mentioned as Dandakaranya in the epic Ramayana, and part of the Kosala Kingdom in the Mahabharata. The district carved out from the erstwhile Bastar district with two developmental blocks viz. Narayanpur and Orchha. The majority population of Narayanpur block are Muria and Orchha block is Abujh Madia. Both the development blocks of the district are highly affected by Left Wing Extremism (LWE). Considering the criteria of density of Muria population, two Muria dominated villages of the Narayanpur block namely Markabeda and Deogaon was selected for study. From each of the villages, 20 respondents (male and female in equal proportion) were selected as respondents. Thus, the study had 40 respondents with schedule as research tool.

Survey and observation are the two methods used to gather the data. Available communication channels in the study area are classified into three kinds viz. (I) Community Communication/Folk Media of Communication (ii) Mass Communication; and (iii) Mobile Communication and how far these channels are being utilized by the community for information. Observation of the community and survey based on prepared questionnaire are used for gathering the data. Survey is used to gather data on the use of mass media and observation to understand the communication among the community members. The researchers have personally visited the community for the data collection. The penetration of mass media is visible though it is used by a small

portion of the community. All the three traditional media have penetrated in the community in different way. Print media require literacy where as other three medium, Radeon, Television and Internet does not require much of literacy. The study explores to understand penetration of mass media in the community and its use by them by measuring their access to three types of media and the traditional communication methods within the community if any.

Analysis of data and findings

Muria community and their traditional communication methods

(I) Community Communication/Folk Media of Communication

Ghotul (A Community Communication Centre)

A typically specious tribal hut surrounded by wooden wall, ghotul is an integral part of Muria Gond tribal life in Narayanpur district of Bastar region of Chhattisgarh. The Muria ghotul is an institution, tracing its origin to Lingo Pen, a famous cult-hero of the Gond, of which all the unmarried boys and girls of the tribe must be members. This membership is carefully organized: after a period of testing, boys and girls are initiated and given a special title which carries with it a graded rank and social duties. It plays a vital role in developing the life and culture of Muria Gond tribal groups. Ghotul, typically known as dormitory is an autonomous institution speaks a lot of the moral messages of freedom and happiness; friendliness and sympathy; hospitality and unity. The institution is taken care by mutual understanding among both male and female individuals. Female members of the ghotul are called as 'Motiaris' with a leader 'Belosa' and male

members are called 'Cheliks' with a leader 'Siredar'. The relations between Chelik and Motiari are governed by the type of ghotul to which they belong. Two distinct type of organization are recognized. In the older, classical type of ghotul, boys and girls pair of in a more or less permanent relationship which lasts till marriage. They are often 'married' and cohabit in the dormitory for several years. In the modern form of ghotul, such exclusive associations are forbidden and partners must constantly be changed. Chelik and motiari have important duties to perform on all social occasions. The boys act as acolytes at festivals, the girls as bridesmaids at weddings. Both dance before the clan-god and at the great fairs. They form a choir at the funerals of important people. This games and dances enliven village life and redeem it from the crushing monotony that is its normal characteristic in other parts of India. One interesting fact lies the development concerning the women folk. Besides participating actively in decision-making policies, women are assigned with the administrative task at the Ghotul. Unlike other traditional societies, women are not bound to the hard and fast rule of spouse-selection, arrange marriage and pre-marital conditions. The institution also aims at teaching the skilful activity of leaf-weaving, vegetable-growing, ash-cleaning and wood-carving. Muria boys and girls assemble at Ghotul which is a space of interaction within the village.

The *Mandri* Dance

Mandri, the large waisted parrai, and the wooden tudra, the dance is named after the name of the instrument. These dances are performed at marriages or for amusement in the ghotul; these dances are also displayed



to the touring visitors. There is no special uniform for this performance; the dancers wear what they can. Boys some-times carry carved wooden axes over one shoulder: girls and boys may decorate their faces with white spots, lines and stars. There is often a boy in peacock-dress or a cownie-jacket. All the pomp and excitement of the dance is for the boys; the peahens to these exuberant peacocks are usually pushed into a corner where they sing a subdued little Relo on their own. There are a great many different movements in the Mandri.

Gedo Dance

Gedo Dance is performed by the Muria boys with girls to flatter them and show the physical balance. Gedo is basically a pair of stilts made of Bamboo having footrests. Muria youths strike these stilts on the land to make the modest musical beats; both boys and girls perform Gedo Dance in a circle.

Findings on consumption of mass media by the community

Table 1: Use of TV by the respondents

Television	Response	Percentage
Yes	13	32.5
No	27	67.5

In the findings presented in above table (1) confirm that less than half of the respondents have television (32.5%). During the interaction with the people it has been found that most of the respondents are using Door darshan Free Dish to watch television.

Table 2: Use of Radio by the respondents

Radio	Response	Percentage
Yes	03	07.50
No	37	92.50

Data given in above table (2) reflect that

most of the people in the study area do not have radio in their houses. However, very few people have radio (07.50%).

Table 3: Use of Print media by the respondents

Print Media	Response	Percentage
Newspaper/Magazines		
Yes	01	02.5
No	39	97.5
Posters/Charts/Pamphlets		
Yes	06	15.0
No	34	85.0

Among the printed materials, newspaper (02.5%) has been referred to as one of the materials read by the respondents. Of course, this is also not an encouraging picture. The other materials like magazines, posters/charts and pamphlets/folders have not been read/seen by most of the respondents (85%) probably due to their non-availability as well as their illiteracy.

Table 4: Use of cell phone by the respondents

Cell Phone	Response	Percentage
Yes	17	42.50
No	23	57.50

The table (4) shows that 17 out of 40 respondents depended upon the mobile communication for interpersonal communication for getting information and listening music. This confirms the fact that in the modern era of communication, the number of mobile phone user is satisfactory in a remote location, as they have a limited access to mass media which are also formal and one-way.

Conclusion

The study concludes that the availability of electronic media such as television is

very limited and there are very less radio users within the Muria community. The study further concludes that the community in general tend to believe in interpersonal communication which is very strong among them as well as in traditional of communication methods. The community has access to three types of mass media and a very small minority uses it. The least used media is newspaper in print form, followed by Radio. Nearly, one- third of the population access television. Among the three type of mass media usage, highly used media is cell phone. The use of mobile for communication and listening music is found to be satisfactory. Participation in traditional dance is very high within the community, and higher degree of participation is with the traditional mode of communication. Based on the results of the survey and the observation of the community, it can be concluded that in the context of limited exposure to mass media by the less educated rural population, the preferred platform of communication is their own traditional mode of communication. And for Muria community. Ghotul is the most preferred platform for their community communication. The study also shows that the presence of mass media has not affected their traditional communication methods.

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Impact of Surrogate Advertising on Consumers'

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Abstract

Advertising is one of the finest marketing techniques used for the promotion of goods and services. People believe that advertising is an essential part of contemporary life and they couldn't imagine their every-day existence without it. Advertising is treated as a service and a kind of guide in the mass market. But it also leads to several healthy and unhealthy practices presented by the distributors and marketers. After the introduction of the Cable Television Regulation Act of 1995 in India, the direct promotions of the products like alcohol, tobacco or tobacco products were banned; thus, the banned products and the brands slowly adopted an indirect form of Advertising or surrogate advertising to promote banned products, like alcohol, cigarettes or other tobacco products under the mask of some other product. One of the most obvious reasons to follow surrogate advertising is to dodge the ban on the direct advertisements of these banned products. This paper explores the impact of surrogate advertising on the urban youth lives in Bhubaneswar, an upcoming city in East India who are the consumers of such advertisements. The study explores their perception on how do they consume these forms of advertisements and what are the factor (s) influencing their buying behavior, especially the celebrity like Mahendra Singh Dhoni and Meiyang Chang endorsing alcohol brand McDowell's No.1

Keywords: Surrogate Advertising, Indirect Advertising, Banned Products, Celebrity Endorsement

Introduction

Advertising is meant to promote the sales of a product or service, and also to reach out to the mass to inform them about prod-

uct attributes. But while dispensing its role, advertising has also been into the matter of dispute of several ill practices it has brought to the society. Advertising is also blamed for encouraging the materialism and manipulating consumers' behavior normally backing up to the downfall of the society. As advertising uses various types of appeals and tactics to connect with the consumers across the globe. After the implementation of Television Regulation Act of 1995, new advertising came into practice which is being used by most liquor, tobacco and tobacco producing companies to dodge the ban by surrogate advertising or indirect advertising. This type of advertising uses any product legitimately close to the same group as club soda, or mineral water or entirely different category for example music cassettes, CDs or playing card decks to knock the presence of these brands into the heads of the consumers. So that whenever there is mention of the brand, people start connecting it with their prime products (that is alcohol or tobacco or a tobacco product).

Literature review

Advertisement is an effective medium (Nathwani, 2011) of communication for marketing (Haran & Nepalia, 2013) or a tool for dissemination of message and persuasion (Datta, 1998), and a unique process of promoting things which makes people

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aware about the availability of different products and services (Sharma and Chander 2011) it also encourages, persuades, or manipulates audience (viewers, readers or listeners; Sometimes a specific group) to continue or take some new action (Haran & Rishi 2013). Most commonly, the preferred result is to motivate the consumer behavior with respect to any commercial offering, and advertising these days is indispensable (Datta, 1998). Advertising covers more or less all the areas of thoughts and actions, and is considered to be highly sophisticated communication force and a powerful marketing tool (Datta, 1998). Advertisements can also be described as any planned communication to serve the existing consumers and pull in new consumers, by educating, informing, and making the consumers aware of the products and services and then creating the needs.

Advertisement has evolved from the Latin word “advert ere” which means “to inform”. Advertisement is considered as a major source of passing information to public (Ahuja, 2015) But when exactly did Advertising began is a doubtful topic (Tungate, 2007). However, it is said that advertising, like other art or science had undergone a long journey through the centuries before it attained its present form.

Advertising from the very beginning can be traced back to the archeological evidences now present in the Greece and Rome (Datta,1998). Some says the trade lanes or the inscriptions on the walls or the shops of Pompeii are the earliest evidence of the advertising. (Datta, 1998 & Tungate, 2007), whereas there is another rare document (a piece of papyrus preserved in the British museum, possibly provides the earliest and

direct references to written advertisements) (Datta,1998). The earlier practices were the announcement of the news or the important events. The Indians’ advertising process from the very beginning can be traced back with the Harrapan culture or the seals which were used by the Mohenjo-Daro civilizations (Datta, 1998). The major change occurred in advertising through the Print Advertising.

A new era began in the 15th century when William Caxton in the year 1473 printed a handbill and distributed it for drawing attention to a book of ecclesiastical rules published by him. And that was perhaps a distant signal for advertisement to take off (Datta, 1998) during the mid-17th century, newspapers started appearing (timesofindia.indiatimes.com) and newspaper advertising was initiated in full swing.

The industrial development and the technological enhancement played a vital role in the augmentation of the advertisement as it can be clearly seen from the ancient times, the people used to do carvings and stone art and later paper came into existence and the first ever written advertisement was done by William Caxton (Datta, 1998). Soon after the technology developed, the variations in advertising can be seen over a period of time.

Surrogate advertising

Surrogate Advertising is an indirect and a new tool for promotion found by the marketers (Dahiya & Miglani, 2013) to advertise the products with duplicating (Chaudhary & Chaudhary, 2005) the brand image of one product extensively to promote another product of the same brand which are otherwise banned to promote by law, like tobacco, alcohol, or tobacco products,

in the name of another product (Haran & Nepalia, 2013).

However Surrogate advertising is not only distorted, but also presents untrue and dishonest information in many cases (Dahiya & Miglani, 2013). It creates an adverse impact on the society. A large chunk of the audiences felt that surrogate advertising is anti-social, as it tends to promote the product that is usually considered as harmful for the society. It promotes incorrect impressions and tends to fool the customer by insulting customer intelligence, intending to moral degradation and is a deceptive practice. (Sharma and Chander, 2011).

Adverse Effect of Surrogate Advertising

Questionable products such as cigarettes, Alcoholic drinks has contrary result on economic, social, health and environmental factors. The similar characteristics of alcohol and tobacco are the rise in the increase of social acceptability, dependency on the product, aggressive marketing of the product particularly to recruit youth as its consumers (Das,2007).

Media plays an influencing role in encouraging the use of alcohol and tobacco among the youth, through the portrayal of friendly social aura, association of the product with glamour, celebrity status and by using direct and indirect advertising (Das, 2007)

By definition,” Alcohol advertising is one sided”, escaping any reference to the harmful results of alcohol consumption. The marketing ethics prohibits the specific targeting of minors, but the ubiquity of alcohol advertising ensure that it can hardly be skipped. Indeed, the evidence is that even young children are aware of alcohol advertisements. (Das,2007).

Surrogate advertisements are a matter of concern. The Indian administration is finding some way to decrease the use of these ads. (D.Ganesan,Umaya Salma Shajahan,R. Kiruthika,2019)

Surrogate Advertising in India

The alcoholic beverage industry in the country practices exactly the same promotional patterns and tactics which are even followed by the eminent tobacco business, brand broadening, through this indirect form of advertisements, is a very common practice applied and practiced by most of the tobacco and alcohol businesses.

A very well-known beedi (Local Indian cigarette) “502 Pataka” is being projected as tea “502 Pataka chai”, in their television commercial.

Mouth fresheners or the pan masala bearing the same brand name as tobacco products is a very common tactics practiced by these famous brands.

The bravery awards “Red and White” are organized by Godfrey Phillips India to uphold their cigarette brand “red and white”. Sponsorship of cultural and sports events are being widely undertaken by the alcohol businesses in India for e.g. Indian cricket tournaments are sometimes sponsored by “Royal Stag” (Das, 2007)

Indirect Advertisements

Teachers’ whisky has launched the Teachers’ achievement awards. Few brands of alcohol have developed brand promotional commodities like” Haywards 5000” introduced darting kits, “Bacardi” is promoted by its Bacardi blast music album and has also promotions been done through parties tied up with rediff.com (Das 2007).



The Regulatory Strategies for Alcohol control thus will have to be formulated on same grounds as tobacco control. This would require initiating efforts for alcohol control at international, national, and regional and other possible levels strictly. Like the initiative taken by the Supreme authority (Supreme Court) of India has banned the smoking in public areas.

The other examples of indirect advertisements are tobacco brands such as Rajnigandha is advertised as Kesar Pan Masala, other chewing tobacco like Goa Gutkha and Pan Parag are advertised as Pan Masala. Cigarettes like Gold Flake sponsors Tennis Tournaments, Red & White cigarettes are advertised in the form of Red & White Bravery awards ceremony. The alcohol brands like Seagram's promotes music, Kingfisher promotes packaged drinking water and calendars, Smirnoff Vodka promotes Fruit Juices. (Chandrashekhar Singh, 2015)

Persuasion and Advertising

Advertising can be well explained by the persuasion theory, which can be summed up into the three rhetorical appeals which was developed by Aristotle (Marsh 2001). Ethos (Ethical Appeal) – Influencing the audience by using the character/ credibility of the speaker. Ethos expresses that the speaker knows what they are discussing about. The first and the foremost thing an orator needs is, to assure the addressees that, they are aware of what they're talking about. Logos (Logical Appeal) - Influencing the audience, by means of logical appeal to validate the speaker's argument. This plan monitors an "if" "then" logic – "if" this is true "then" why this isn't, using different permutation and combination. Pathos (Emotional Appeal) - Persuading the spectators by striking

on to their emotions'.

Celebrity endorsement, Storytelling and Surrogate Advertising

Surrogate advertising (Alcohol) basically uses big names, well known faces from the industry to whom people really follow. For example, Shah Rukh Khan was once the brand ambassador of Royal Stag liquor, and Shah Rukh Khan does not need an introduction, People who are the fans of Mr. Khan tend to follow what he does, if he is endorsing a brand the followers try the particular brand. Another example of the same brand which was endorsed by Ranveer Singh and Arjun Kapoor showing the spirit of friendship, hence creating a perception in the mind of the audiences that our role model or the one whom we follow also follows the product he endorses. Fun & Humor sales - this formula really worked in the case of Seagram's Imperial Blue whisky, the television commercial with tagline "men will be men always" casting Disha Patani in the lead, won many hearts and people after watching this funny advertisement laughed out loud which was another factor for the audience to connect with the product. The use of glamour, music and party - what the audience perceives after the advertisement is after trying this particular brand, even I will feel like loving the party the way it is shown in the promotions or the advertisements. The youth is more fascinated to consume the original products by watching the surrogate advertisements (Dodrajka, 2011) which are endorsed by celebrities. Bagpiper is endorsed by Ajay Devgan, Royal Stag has been endorsed by several famous celebrities like Shah Rukh Khan, Arjun Kapoor, and Saif Ali Khan. The Kingfisher's "o-la-la-le-o" commercial was particularly made for the promotion of Indian Premier

League 2013 and was endorsed by multiple cricketers of different IPL teams, with its famous tagline - "Divided by Teams United by Kingfisher". McDowells' No.1 endorsed by Mahendra Singh Dhoni and Meiyang Chang.

Surrogate advertising and brand perception

As per the research findings by Dodrajka (2011), the surrogate commercials incite the audience effortlessly and the consumers are carried away by the glitz and glamour involved in the consumption of such products which is shown in the advertisement. Mass Media has played a vital role in encouraging the use of tobacco and alcohol through portrayal in friendly social setting and association of the product, with glamour and celebrity status (Das, 2007). The research findings also says the Indian film industry in the year 2004-05, produced 89 % of the films with smoking scenes (Gangopadhyay & Datta, 2015) which also had an adverse effect in the society. Other surveys conducted on children between the ages of 12 – 17 years, by foundations like Salaam Bombay found that 71 % children recalled the slogan of Manikchand "oonche log oonchi pas-and" 12 % reminded the slogan of Goa , altogether 63 % children could associate the product with the slogan while 37 % could not (Gangopadhyay & Datta, 2015).

Research methodology

The study uses mixed research with a combination of qualitative and quantitative approach. As defined by Creswell (2003), the mixed method is such one method in which the researcher gathers, analyzes, and integrates both qualitative and quantitative figures in a single or multiple studies in a sustained program of inquiries (Creswell

2003). This method can produce more substantial evidence for a conclusion through a convergence of findings. Secondly, a scholar can respond to a broader range of research queries, as the research is not confined to a single method. In conclusion, the method can deliver materials and insights that might be missed if only a single method were used (Creswell 2003), both the methods will contain open-ended as well as closed-ended questions. Moreover, the use of qualitative and quantitative approaches in combination, provides a better understanding of research problems than either approach alone (Creswell and Plano 2011). The Researcher is aware of the drawbacks of the mixed method like, the study requires much time and efforts, and the technique needs the researcher to be skilled in both methods. Finally, data analysis might be trickier, particularly if the methods yield conflicting results.

Method-I Survey

Survey method is being used to extract facts and figures to get further reliable statistics and results to further revalidate or get additional factors further to qualitative insights. Benefits of survey research are: - it can be used to examine glitches in realistic settings, the cost of the surveys are very reasonable, a vast data can be gathered with ease from different variety of people, data that are helpful to survey research already exist.

The researcher is also aware that in this method independent variables cannot be manipulated the way they are in laboratory experiments, inappropriate phrasing or inappropriate placement of questions within the questionnaire can bias outcomes, the wrong respondents may be included in survey research.

Target Group for Survey is between the age group of 16-25 years who lives around Bhubaneswar city, Odisha India. The sample size is 200, who are willing to respond. The nature of media consumption and influencing the perception can be explained by uses and gratification theory and the cultivation theory.

Cultivation theory studies the media effects that can have after a prolonged exposure to a media content (Gerbner & Gross,1976, - Mass Communication Theory: From theory to Practical application, (<https://masscommtheory.com/theory-overviews/cultivation-theory/17/08/2020>) Surrogates advertisements carry multiples elements to attracts the audience. The reason not to reject the advertisement or to view it again shows that there is an area of gratification it brings to the audience. Cultivation theory exposes the impact on the viewer's perception. Here the sustained use of the product or drawing new users to the product is the effect of viewing the advertisement as influencing the perception of the audience.

Sampling

Sampling technique used for this research is purely non probability, convenience sample.

Survey Findings

An online survey of 200 samples was conducted, and average response of 180 is received, to know the Impact of surrogate advertising on consumers' perception.

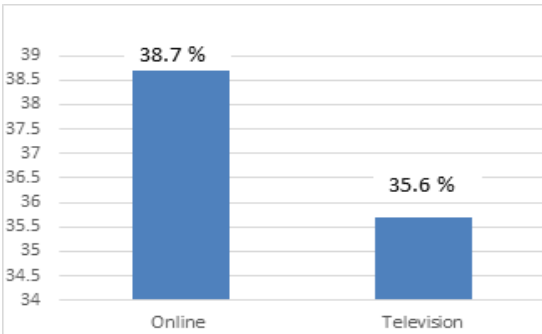


Fig. 1: Platform where the advertisements are mostly consumed

The major ratio of advertisements consumed by the respondents are through television and online collectively 74.3%, the other platforms of advertisement consumption are print and hoardings which is 25.7 %.

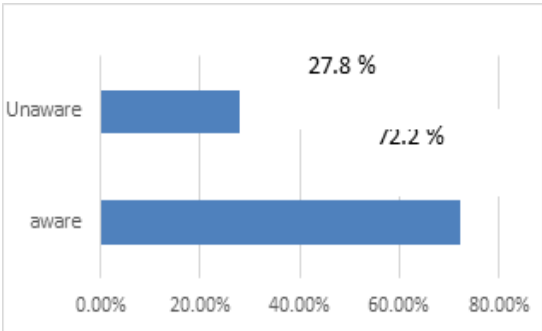


Fig.2: Audience aware of surrogate advertisement

As per figure 2, 72 % of the respondents are aware of surrogate advertisement, while 27.8 % audience does not know what surrogate is advertisement.

Usage of celebrities and well-known faces along with the aura which is shown in the advertisements attracts most of consumers (68 %) to watch surrogate advertisements. 15.6 % of the consumers believe it is the Hi-Fi music which attracts them the most to watch the commercials and 13.5 % of the consumers are attracted because of the event sponsorship. The chart shows on fig 1

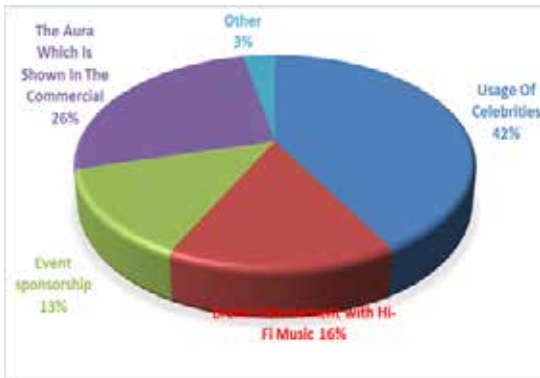


Fig.3: Factors attracts the consumers to watch surrogate advertisements

Figure 3 shows that 41 % of the respondents believe the celebrity endorsement is the major element which influences the consumers' buying behavior, 34 % believes the aura shown in the commercial is another aspect which influences consumers' buying behavior, and 22 % respondents believe that the music influences their buying behavior.

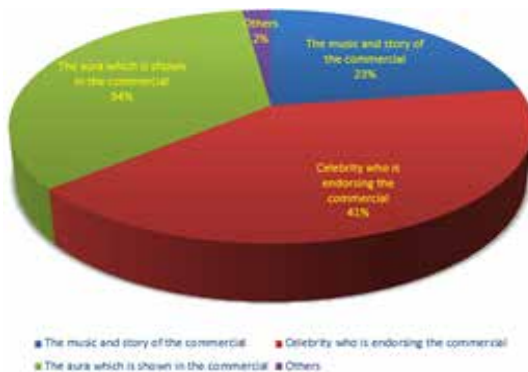


Fig.4: Elements of surrogate advertisements influences the consumers' buying behavior

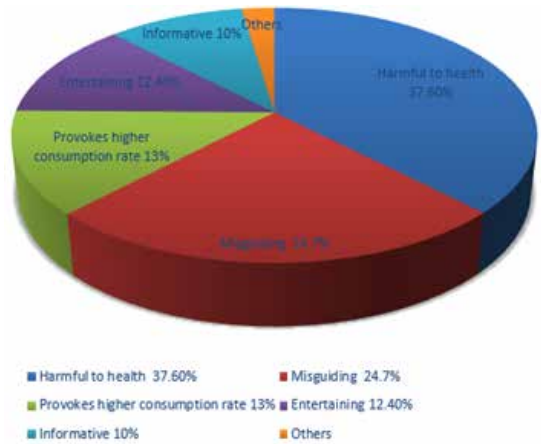


Fig.5: The way the surrogate advertisements are being viewed

According to figure 5, most of the respondents (63 %) say the actual product is harmful to health, and misguiding and 13% say these advertisements provokes higher consumption rates. 12.40 % of the respondents found the advertisements entertaining.

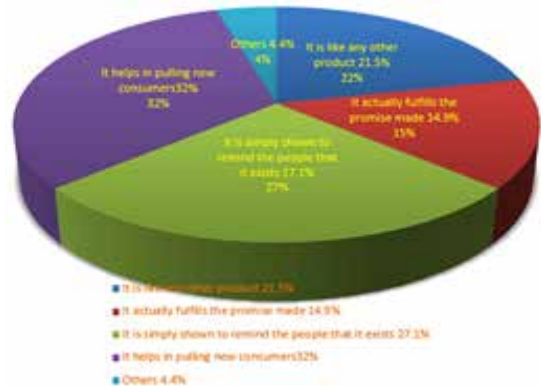


Fig.6: Consumers' perception before buying any of the surrogate product.

As per the figure 6, 59 % of respondents think these advertisements helps in pulling new consumers', and are shown as a reminder whereas 21 % think these products are like just another product.

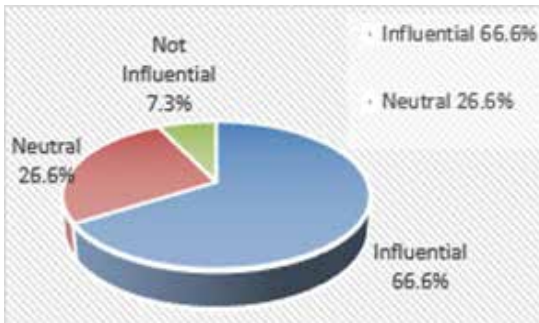


Fig.7: Influence of celebrities endorsing surrogate advertisements

66 % respondents believe the influence of celebrity endorsing a surrogate brand is high, 26 % have neutral opinion and only 7 % respondents believe it is not influential.

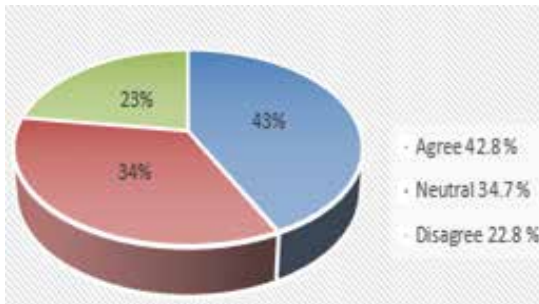


Fig.7: Influential level of surrogate advertising

Figure 7 shows that 43 % of the respondents believes that surrogate advertising influences the consumption of original product while 34 % of the respondents have neutral opinion and 22 % disagree that surrogate advertising influences the consumption of original product.

Survey analysis

The above facts show that surrogate advertising does influences consumers' buying behavior, by using well – known faces (celebrities) for the brand endorsement, the hi- fi music played in the commercial and different aura shown in it. People get allured towards the lime light of the commercial and these commercials also helps in pulling in new consumers.

Method-II Focus Group Discussion

Focus Group Discussion was used to validate the data as the products consumption is considered as very sensitive and that the opinion raised through survey method may not be completely trustworthy. The cultural bias attached to the consumption of such products also may reflect in the response. In order to validate the data, focus group discussion was considered in this study. Focus group discussion is used for understanding peoples' behavior and attitude. For this particular study, the discussion between 9 people between the age group of 16 to 25 years, interviewed at the same time with a moderator leading the respondents in a relatively unstructured discussion about the topic under investigation (Creswell 2003), Focus Group Discussions, always provides more insights to develop supplementary variables in addition to the literature findings.

Two focus group discussions were carried out. (Group-1) One with those consumes alcohol and aware of surrogate advertisements. (Group-2) The second group were the members who were unaware of the concept called Surrogate Advertising. The sample size 9 is taken as it is traditionally recommended size of marketing research is within 10. It was carried out among those live in and around Bhubaneswar city

Focus Group Discussion Findings

Focus group discussions brought out rich information and sharing on impact of surrogate advertising in consumers' perception, the results show that surrogate advertisements surely influences the consumer to some extent but that is not the only factor to influence the buying behavior of consumers. Elements used in the advertisement such as well-known faces, music the story in

the commercial and the aura which is created through the advertisements are added on factors to influence the consumers' perception.

Opinion from the FGD 1

Factors which influence the consumers:

Opinion 1: 'I feel very much connected when we see the advertisements'

Opinion 2: 'After seeing the aura in the advertisement I somewhat try to create the same while I consume alcohol'.

Opinion 3: 'The well-known faces or the celebrity you follow allure you to try the product'

Consolidated opinion from the FGD 2 participants on positive influence:

Statement 1: 'It creates a little curiosity to know about the product'

Statement 2: 'It feels like trying the products which are advertised'

Statement 3: 'The music and the visuals shown in the commercials attract the most'

Based on the consolidated opinion of the participants from both the FGDs, it is clear that those who are consistent users of the product shown in surrogate advertisements say 'we are aware of the fact that, the things which are shown in the commercials barely exist but some or the other ways certain advertisements of the products we use makes us feel connected'. Therefore, it is evident that the survey data is being supported by the FDG data. There is an element of gratification as the factor that it pulls the viewer towards the celebrity, and other amusement elements in the advertisement. This draws the viewer towards the product hidden

in it. More than half of the viewers say that they view the advertisement and are being influenced (66.6% of the respondent from survey and consolidated common opinion from the FDG). Thus, the consumer's behavior can be well established with the uses and gratification theory. A good number of views are aware of the harmful effect of the product, yet it is being viewed by the media users due to the multiple elements present in the advertisement. Less than one fourth view it after knowing that it is a harmful product. Though the reason to view it varies from person to person, the FGD response shows that the message is highly influential and it can be explained by the cultivation that the perception of message leads them to lean towards the product. The response like provoking higher consumption (13%) and pulling new consumer (56%) prove the cultivating element in the media message.

Conclusion

As per the findings, celebrity's endorsement is the most effective factor that influences the consumers'. Another factor which influences the consumer is the aura which is shown in the commercial, and last these advertisements have the potential of pulling in new consumers.

Surrogate advertisements are efficient enough in making the consumers remind and recall the brand name or the brand product and that structured advertisements somewhat influence the consumers to consume alcohol.

Majority of the respondents are influenced by such surrogate advertisements and are motivated to consume the original product. The government needs to regulate laws regarding surrogate advertisements like imposition of more taxes and reduce



the number of liquor shops and bars near college campuses, because youth are getting influenced by these advertisements.

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A Study of Health-Related Problems in Media Persons

Anwar Khan Mansuri

Abstract

Today journalists face multiple challenges in their working context. They are forced to be at work for 24 hours of day with the fear of losing their job. Besides long hours of such hard work, proper payment of salary and even timely disbursement of it does not reach to a good number of them. The pressure of work demands them to often forgo their proper meal times. This has led to, various types of health problems among the working journalists. Diseases such as Anemia and Backpain are major ailments found among working journalists. Due to the pressure of work, many other types of diseases are also observed among them. This paper explores on seven questions related to health issues among journalists working in both print and electronic media across various media institutes of Madhya Pradesh. The study covers 500 working journalists who are the respondents.

Keywords: Journalism, Working Journalist, Media, Print Media, Electronic Media.

Introduction

Daring journalists are victims of the exploitation of media houses. Most of the journalists lead a life of frustration and despondency in a challenging atmosphere that no other working sectors face. Physical stress, mental strain, uncertainty of job and envy of other working journalists result to most journalists to such a miserable state. The hazards of conflict journalism leave journalists at heightened risk for posttraumatic stress disorder (PTSD). What is not known is whether photographers differ from print reporters in this regard, given the differences

in how they work in zones of conflict. The aim of the study therefore was to compare symptoms of PTSD and depression in these two groups. Demographic and behavioral data on 91 photographers and 240 print reporters were pooled from a series of studies investigating the emotional health of front-line journalists. Symptoms of PTSD and depression were recorded with the Impact of Events Scale-Revised (IES-R) and Beck Depression Inventory-Revised, respectively. A regression analysis revealed that group membership (photographer vs. print reporter) and sex independently predicted scores on all three subscales of the IES-R. Notwithstanding the a priori hypothesis that conflict photographers would show more symptoms of PTSD than print reporters, given their need to get physically closer to potentially traumatic events as part of their work, the converse was found. Possible reasons for this finding are discussed. (Feinstein, A., Osmann, J., & Pavisian, B., 2020)

A survey was conducted on Kenyan journalists, in which they found that journalists were found to be involved in negative activities such as corruption and kickbacks due to very low salaries by various media institutions in Kenya. The fact that allegations of corruption were also leveled on the Kenyan media due to low pay scale (Irreri, 2016).

Pramila Bhagat was conducted by the Na-

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tional Commission for Women (NCW) to conduct a survey to find out “the status of women journalists in print media”. In this survey 410 working women journalists in various states of India were included in this survey. Questions related to working hours, work pressure, job security, pay scale, promotion, social responsibility, social honor, their health, news freedom and creativity were asked through questionnaires. It found that freelancers are more satisfied among female journalists than female journalists receiving pay scales. (Bhagat, 2015)

Methodology

Survey method was used to collect the data. A questionnaire was distributed to 500 working journalists who are working at publishing and broadcasting media institutions (print and electronic) in Madhya Pradesh. The study explores on seven types of jobs and attempts to find its prevalence among the respondents. The survey included working journalists from Bhopal, divisions and tehsil administrative level. Editors, Sub-editors, Correspondents and Photo journalists were included as a unit. Bureau Chief, City Chief, Chief Sub-Editor, Senior Sub-Editor, Senior Content Editor, Sub-Editor, Senior Photo Journalist, Photo Journalist, Video Journalist were categorised as group two. Group three category included Special Correspondent, Senior Correspondent, Correspondent, Senior Reporter, Reporter, Independent Journalist, Anchor, News Reader and Part Time Correspondent (PTC). A comparative study of the above units and gender were analysed using SPSS.

Data analysis and interpretation

The following data demonstrates the detail of the data sources and its distribution.

Table: 1 Sample selected out of 10 Divisions of Madhya Pradesh for survey

s.n.	Division	Sample size
1.a	Bhopal	200
2.	Indore	60
3.	Gwalior	60
4.	Jabalpur	60
Total	380	

Table: 2 Districts selected out of 52 districts of Madhya Pradesh for survey

s.n.	District	Sl. size
1.	Hoshangabad	20
2.	Dewas	20
3.	Sehore	20
4.	Raisen	20
5.	Vidisha	20
6.	Harda	20
Total	120	

Table 3: Demography of the respondents Gender Frequency Percentage

Gender	Frequency	Percentage
Female	63	12.6
Male	437	87.4
Total	500	100

According to observation of the facts given in the table 3, out of total 500 respondents, 437 (87.4%) respondents are male and 63 (12.6%) respondents are women. It is clear from the data obtained that the number of male respondents is more than that of female respondents.

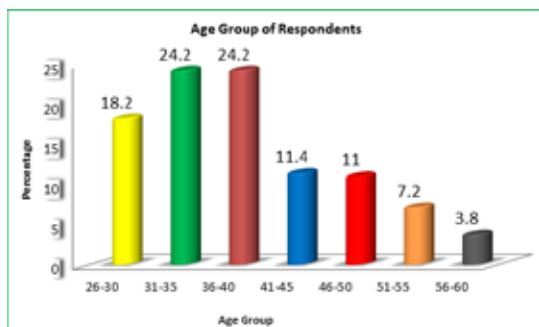


Figure:1 Age of the respondents

It is clear from the data that, out of total 500 Respondents, 121 (24.2%) respondents are in the age group of 31-35 and 121 (24.2%) Respondents are aged between 36-40 years. On the other hand, 91 (18.2%) Respondents age 26–30 years, 57 (11.4%) Respondents age 41–45 years, 45 (11%) Respondents age 46–50 years, 36 (7.2%) Respondents age 51–55. Year and 19 (3.8%) Respondents are 51–55 years of age.

Table-4. Types of media institutions

Media	Frequency	Percentage
Print	307	61.4
Electronic	112	22.4
Digital	81	16.2
Total	500	100

As per the table 4, out of 500 respondents, 307 (61.4%) are working in print media institutions and 112 (22.4%) are serving in electronic media. While 81 (16.2%) Respondents are working in Digital/Online.

Table 5: Designation of Respondents

Group	Types of post	Frequency	Percentage
Group one	Editor / Sate editor/ Deputy Editor/ news editor/deputy news editor/ senior producer/ producer/ bulletin producer/ Assistant producer	66	13.2
Group two	Bureau Chief / City Chef / Chef Sub-Editor / Senior Sub-Editor / Senior Content Editor / Sub-Editor / Senior Photo Journalist / Photo Journalist / Video Journalist	168	33.6
Group three	Special Correspondent / Senior Correspondent / Correspondent / Senior Reporter / Reporter / Independent Journalist / Anchor / News Reader / PTC (Part Time Correspondent)	266	53.2
Total		500	100

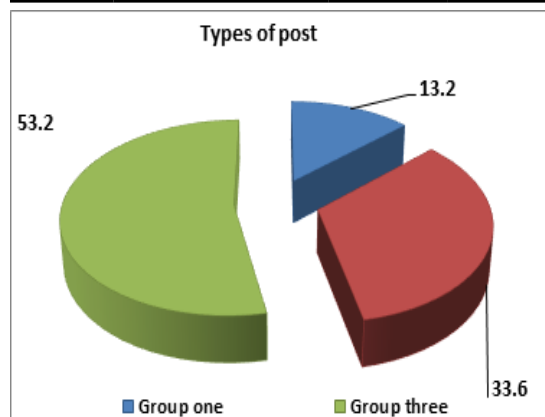


Figure2: Designation of respondents

Comparison of opinions of male and female respondents about the working hours in media house

Table 6: Opinions of male and female respondents about the working hours

Working Hours	Gender		Total (N=500)
	Female (N = 63)	male (N=437)	
7-8 Hours	16 (25.4%)	84 (19.2%)	100 (20.0%)
9-11 Hours	34 (54.0%)	183(41.9%)	217 (43.4%)
More than 12 Hours	13 (20.6%)	170(38.9%)	183 (36.6%)

Chi-Square 7.925, Significant .05

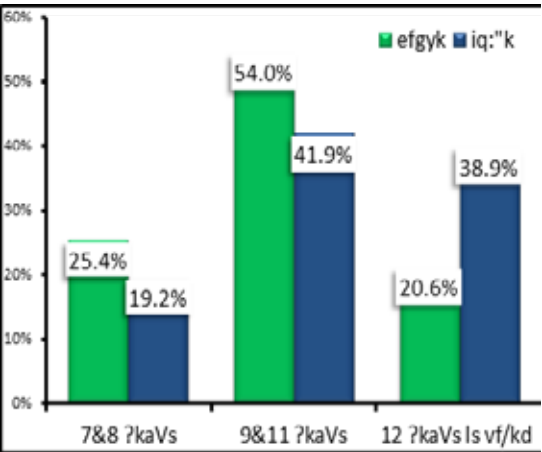


Figure: 3 Comparison of opinions in percentage of male and female respondents about the working hours in media houses

Data on opinions of respondents about the working hours in media houses in the format of figure3 and table6 as shown above reveals the following information. Difference of opinions of both groups male and female has been done through Chi-Square test. The Chi-Square test shows a notable difference in the opinions of the Respondents. Here the Chi-Square Mean is 7.925 and significant value is 0.5.

Opinions of three types of designation groups regarding regular weekly hol-

idays.Comparison of opinions of the three groups regarding regular weekly holidays in media houses. Group one (Editor and others similar post), Group Two (bureau chief and others similar post), Group Three (Special Correspondent and others similar post)

Table: -6 Comparison of opinions of the three groups regarding regular weekly holidays in media houses (Chi-Square Test summary)

Opinions	Group			Total (N = 500)
	Group1 (N = 66)	Group 2 (N =168)	Group 3 (N = 266)	
Always	45(68.2%)	88(52.4%)	134(50.4%)	267(53.4%)
Sometimes	15(22.7%)	33(19.6%)	56(21.1%)	104(20.8%)
Never	6 (9.1%)	47(27.9%)	76(28.5%)	129(25.8%)

source: based on area survey Chi-Square 13.035, Significant .05

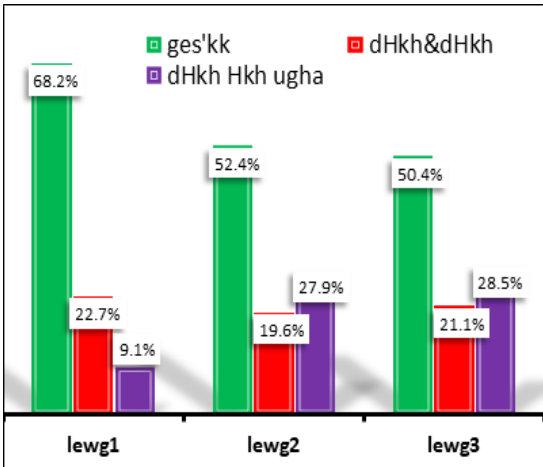


Figure 4: Comparison of opinions in percentage of the three groups regarding regular weekly holidays in media houses.

The opinions of the three groups regarding regular weekly holidays have been shown in the table 6 above. Chi-Square test has been adopted to find the difference of opinions between the three groups. Chi-Square value is 13.035 and significant level is .05.According to table data group one 68 percentrespondents replied that they always

avail regular weekly holidays. 52 percent of group two and 50 percent of group three respondents replied the same. Whereas 53 percent of all the respondent's groups collectively replied that they always avail regular weekly holidays. This corroborates the replies of most of the respondents that they avail regular weekly holidays.

Health insurance of respondents and their family members.

Table-7: Health insurance of Journalists and family

Health insurance	Frequency	Percentage
Govt. Scheme for journalists with family	139	27.8
Govt. Scheme for only journalists	14	2.8
Private company Insurance with family	96	19.2
Private company Insurance only Journalist	41	8.2
No insurance	210	42
Total	500	100

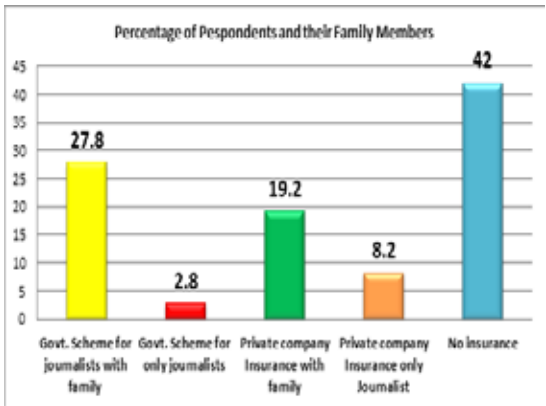


Figure5: Health insurance data of journalist and their family members

It is clear from the table and figure 5 that out of a total of 500 respondents, 210 (42%) have not insured, while 14 (2.8%) have insured themselves through the Government Journalist Scheme. At the same, 139 (27.8%)

government owned insurance scheme with family, 96 (19.2%) with family insurance from private company and 41 (8.2%) from private company only health insurance.

Table8: Leaveavailed other than weekly holidays

Holidays	Frequency	Percentage
Casual Leave	120	24.0
Medical Leave	47	9.4
None Casual and Medical	256	51.2
EL	77	15.4
Total	500	100

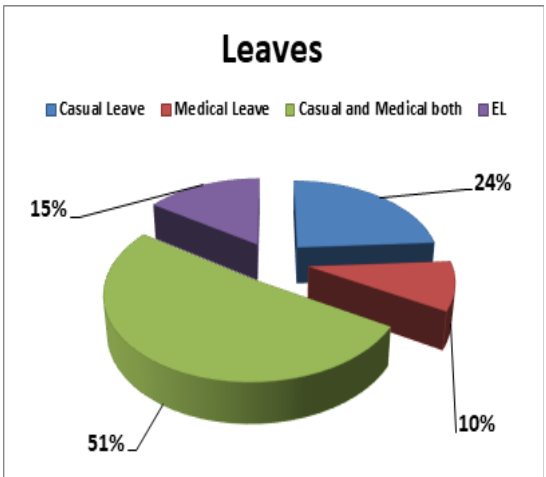


Figure 6: Respondents' views related to holidays other than weekly holidays

The table above (8) and the figure (6) make it clear that out of total 500 respondents, 256 (51.2%) are not getting both casual and medical leave whereas 47 (9.4%) get only medical leave. At the same 120 (24.0 %) are getting casual leave and 77 (15.6%) are getting paid leave (EL). It is clear that most of the respondents are not getting both casual and medical Leaves.

Opinions of male and female respondents about the health-related problems found among working journalists.

The questionnaire carried 7 types of

health-related problems and their causes. The respondent's answers to every problem has been measured on a four points scale. Example 1. No problem at all 2. Less problem 3. much problem 4. Very much.

The difference of opinions of every problem between male and female has been tried by the T-test method and the results found are shown in the table below. One by one every cause has been briefed very minutely.

Table: -9 Comparison between female and male respondents' views on health-related illnesses seen in media persons. ANOVA summary.

Disease		Female (N=63)		Male N=437)		T-value (t-value)
		Mean	SD	Mean	SD	
9.1	Mental Stress	3.71	.682	3.79	.547	.986NS
9.2	Back-pain	3.48	.800	3.41	.837	.614NS
9.3	Sleeplessness	3.59	.754	3.52	.837	.609NS
9.4	Stomach disease	3.08	.848	3.15	.899	.596NS
9.5	Obesity	3.03	.803	2.98	.876	.409NS
9.6	Sugar/ blood pressure	2.76	.856	2.95	.996	1.387 NS
9.7	Cancer and Kidney related	2.06	.801	1.98	.761	.814NS

Not Significant

Mental Stress: - The t-test value is not significant (t-value = .986) as indicated in Table 9. This means that there is no difference in the difference of opinion between female and male Respondents. The average of male is 3.79 and that of female is 3.71 (four-point scale 3.79 = 4 and 3.71 = 4).

This means that the health-related problem seen by male respondents in media Persons is very much about Mental Stress, while the views of female respondents are also much more about Mental Stress as seen in media persons. This proves that most of the respondents have accepted that media workers have very much Mental Stress.

Backpain: There is a similarity in the difference of views between the Two groups of female and male respondents. That is, there is no difference between the views of the two groups. As given in Table 9, the average female is 3.48 and the average male is 3.41. Which is the four-point scale 3.48 = 3 and 3.41 = 3. This means that the views of female respondents about media persons related the illness backpain are more than male. The views of male respondents show that it is a problem among them. It is clear from this that majority of the respondents believe that back pain is common problem among media persons (T-value = .614)

Sleeplessness: There is no difference of opinion between female and male respondents. The t-value given in Table 9 is evident from .609. The average value of female is 3.59 and the average value of male is 3.52. The four-point scale is 3.59 = 4 and 3.52 = 4. Which shows that the views of female respondents are slightly more than male respondents. This indicated that this problem prevails more among women. The views of male respondents are also very high that it is a common problem among media professionals. This proves that most of the respondents have accepted that the media persons are very much in to sleeplessness.

Stomach Related Illness: There is no statistically significant difference in views of the two groups according to the t-test under

Table 9. (T-.596). Where female average is 3.08 and male average is 3.15. According to the Four Point Scale, the views of women respondents are very positive on health-related Stomach disease among the media persons. Similarly, the views of men are also positive about the health-related stomach disease among the media persons. It is clear from the data that most of the respondents believe that stomach related diseases are very much among media persons.

Obesity: Female average value 3.03 and male average value 2.98 is given in Table 9. (Four-point scale $3.03 = 2$ and $2.98 = 3$). It is clear that according to the t-test value, there is no difference in the views of female and male respondents, as t-value .409, not significant. This implies that the views of female respondents are supportive about having Obesity among the media persons. The data also reveals that the male respondents also under go Obesity problem. This means that most of the respondents agree that Obesity is a common disease among media persons.

Sugar/Blood Pressure: The value of the t-test shown in Table 9 is not significant. That is, there is no difference between the views of female and male respondents. (T-value-1.387) as the mean of the woman is 2.76 and that of the male is 2.95, indicating that there is no difference. Four-point scale ($2.76 = 3$ and $2.95 = 3$). It is clear from this that the views of the female respondent undergo much problem related to the disease disease Sugar Blood Pressure. The views of male respondents also show positive. Thus, it is clear from the data that most of the respondents suffer from issues related to blood pressure and sugar.

Cancer and Kidney diseases: There is no difference between the views of both

groups of women and men. T-test values indicate this. The value of $t = .814$, according to Table 9, is not significant. The average of female and male respondents is 2.06 and 1.98 respectively. Which is $2.06 = 2$ and $1.95 = 2$ on the four-point scale. The difference in these is almost equivalent. This means that the female respondents have less health related to the disease Cancer and Kidney. In the same way, the views of male respondents are also show fewer positive cases related to Cancer and Kidney diseases. Thus, it is clear from the above data that the majority of the respondents state that the health-related disease in media persons is less in the cases of Kidney and Cancer.

Conclusion

As per the data, most of the working journalists in both the groups (Men and Women) have accepted that they go through Mental Stress, Sleeplessness, Back pain, Obesity, Sugar and Blood pressure and Abdominal related illnesses are relatively high among a good majority of both men and women Journalists. Apart from this, the problem of Obesity, Sugar-Blood pressure, Back pain and Stomach related illness is slightly higher than cancer and kidney related diseases among the working Journalists. The working status of the journalist show that out of the total number of 500 respondents 51.2 % do not get casual and medical leave. Out of a total of 500 working journalists, 42% have not made accident insurance from any company for their safety. More than one third journalists in both the groups (women and men) have accepted that they work for media institutions for more than 12 hours a day and significant majority work between 9- 12 hours.

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Mass Media and Development Communication in India: Philosophy and Practice

Desmond Onyemechi Okocha

Abstract

This study examines the Indian perspective of development communication in rural development programmes. Development is a process of gradual change and planned inducement for progressive improvement, which entails the social transformation of a society and a culture of technical innovation. Development communication can be said to be an approach to communication which provides communities with information they can use in bettering their lives. It has two primary roles, i.e. Transforming role, as it steps social change in the direction of the hygiene taste of today's generation in this competitive market and a socializing role by seeking to maintain some of the established values of the society. Thus, this paper concludes with the assertion that if development is to succeed, it should involve the people of local communities. Such locally initiated and participatory approaches can only be made possible through development communication. In addition, the paper notes that there are tremendous opportunities awaiting India and other developing nations as they strive for more pragmatic approaches to implement development communication towards a more efficient rural development.

Keywords: *Development Communication, Rural Development, India, Mass Media, Philosophy and Practice*

Introduction

The world over, especially in democratic nations, mass communication and its practitioners are necessary partners in national development. Development communication is one potent tool in this endeavour. Development communication refers to the

use of communication in its varying genres and forms to facilitate social development. Mefalopulos (2008) said that Development communication engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchanges to bring about positive social change via sustainable development. Development communication techniques include information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change and community participation.

Development communication has been labeled the "Fifth Theory of the Press," with "social transformation and development," and "the fulfillment of basic needs" as its primary purposes. (Flor, 2007).

Jamias (1975) articulated the philosophy of development communication which is anchored on three main ideas, namely: purposive, value-laden and pragmatic. Nora (2001) expanded the definition, calling it "the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater

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social equality and the larger fulfilment of the human potential.”(Jamias,1991) Melcote and Steeves (2001) saw it as “emancipation communication”, aimed at combating injustice and oppression.

According to the World Bank (2006), development communication is the “integration of strategic communication in development projects” based on a clear understanding of indigenous realities. In addition, the UNICEF (2017) views it as: “...a two-way process for sharing ideas and knowledge using a range of communication tools and approaches that empower individuals and communities to take actions to improve their lives.” Development communication is essentially participatory, because, according to Ascroft and Masilela (1994):

participation translates into individuals being active in development programmes and processes; they contribute ideas, take initiative and articulate their needs and their problems, while asserting their autonomy.

To fully appreciate the importance of development communication, it is essential to know who development communicators are and the necessary qualities they do possess. Nora (2012) gave a succinct characterization:

1. They understand the process of development, the process of communication, and the environment in which the two processes interact.

2. They are knowledgeable in communication skills and techniques as well as proficient in subject matter to be communicated.

3. They have internalized the values inherent in equity and the unfolding of individual potential.

4. They have firsthand knowledge of the several kinds of end-users of development communication.

5. They have a sense of commitment, the acceptance of individual responsibility for advancing human development.

Meanwhile, Thusong Service Center (October 2000) outlines the characteristics of a new ‘village level worker’ or development communication practitioner as:

1. community needs at heart commitment to let.

2. communities lead: “I will follow”

3. responsive: “I want to make a difference”

4. multi-skilled and adaptable

5. knowledgeable on many areas of government, structures, programmes, policies - well read (but not an expert on everything rather a referral specialist)

6. good facilitation skills

7. strong knowledge of the district in which I work - history, people, language, economic base, structures, gate keepers, institutions, contact details

8. creative: strong knowledge of the creative methods of development communication

9. knows and accepts own limitations: “I know when I should pass on to the departmental expert so as to offer my main client - the citizen - the best service”

Research Aims

The aims of the study are:

1. To investigate the link between development communication and rural development

2. To find out whether development communication has been effective in stimulating and aiding rural development in India.

Research Objectives

The study is conducted on the basis of two objectives i.e., to find out the importance of development communication in achieving a nation's rural development policies and to find out the best approach to implementing development communication initiatives for effective rural development.

Research Questions and Hypotheses

Research questions and hypotheses of the study are as follows.

RQ1: What is the link between development communication and rural development?

RQ2: What is the best approach to implementing development communication to achieve rural development objectives?

H1: Development communication is important in rural development policy implementation.

H2: There are best practices required for development communication to be effective in aiding rural development.

Research Instrument

This research paper relied on ethnographic data, Phenomenological analysis and secondary data.

Development Communication and Rural Development in India

Organized development communication in India began with rural radio broadcasts in

1940s. Broadcasts adopted indigenous languages to reach larger audiences.

Organized efforts in India started with community development projects in the 1950s. The government, guided by socialist ideals and politicians, started many development programmes. Field publicity was employed for person-to-person communication. Radio played an important role in reaching the mass because literacy was low. Educational institutions – especially agricultural universities, through their extension networks – and international organizations under the United Nations umbrella experimented with development communication.

Communication from the government was more generic and unidirectional. So-called Public Information Campaigns were government-sponsored public fairs in remote areas that presented entertainment along with information on social and developmental schemes. Villagers engaged in competitions to attract attendees. Public and private organizations sponsored stalls in the main exhibition area. Development agencies and service/goods providers also attended such programmes. Some state governments employed this model.

NGOs and educational institutions created local stations to broadcast information, advisories and messages on development through Community radio, in Rural India. Local participation was encouraged at various levels of its function. It provided a platform for villagers to publicize local issues, offering the potential to elicit action from local officials. Besides Community radio, the widespread adoption of mobile telephony in India created new channels for reaching the masses. (Doron, 2013).



The Concept of Rural Development

India since the advent of independence has been in the move to develop the rural areas of the country. Moseley (2003) defines rural development as the process of improving the quality of life and economic well-being of people living in rural areas, often relatively isolated and sparsely populated areas.

Ward and Brown (2009) noted that rural development has traditionally centered on the exploitation of land-intensive natural resources such as agriculture and forestry. However, changes in global production networks and increased urbanization have changed the character of rural areas. Increasingly tourism, niche manufacturers, and recreation have replaced resource extraction and agriculture as dominant economic drivers. Rural development is also characterized by its emphasis on locally produced economic development strategies. (Moseley, 2003)

In contrast to urban regions, which have many similarities, Van & Hornidge (2015) observe that rural areas are highly distinctive from one another. For this reason, there are a large variety of rural development approaches used globally. Rural development is a comprehensive term. It essentially focuses on action for the development of areas outside the mainstream urban economic system.

Inclusive rural development is more specific concept than the concept of rural development. Neha (2015) an India scholar, added that in broader terms, inclusive rural development is about improving the quality of life of all members of rural society. More specifically, Neha went on to point

out that, inclusive rural development covers three different but interrelated dimensions: Economic dimension, Social dimension and Political dimension.

Economic dimension encompasses providing both capacity and opportunities for the poor and low-income households in particular III benefit from the economic growth. Social dimension supports social development of poor and low- Income households, promotes gender equality and women empowerment and provides social safety nets for vulnerable groups.

Political dimension improves the opportunities for the poor and low-income people in rural areas to effectively and equally participate III the political processes at the village level.

The notion of rural development has been looked at and viewed in several ways by experts, ranging from seeing of it as a set of goals and programmes to a well-knit strategy, approach or even an ideology. There is a widely shared view that its essence should be poverty alleviation and distributive justice oriented economic transformation. (Neha, 2015)

National Institution Charged with Rural Development in India

Ministry of Rural Development is the official agency of the Government of India charged with matters of rural development. The Ministry has two departments namely: Department of Rural Development and Department of Land Resource.

Being the nodal Ministry for most of the development and welfare activities in the rural areas, the Ministry of Rural Development plays a pivotal role in the overall development strategy of the country. The vision and mission of the Ministry is sustainable and inclusive growth of rural India through a multipronged strategy for eradication of poverty by increasing livelihoods opportu-



nities, providing social safety net and developing infrastructure for growth.

Broadly, the aims of the Ministry of Rural Development are:

1. Providing livelihood opportunities to those in need including women and other vulnerable sections with focus on Below Poverty Line (BPL) households.

2. Providing for the enhancement of livelihood security of households in rural areas by providing at least 100 days of guaranteed wage employment in every financial year to every household demanding it.

3. Provision of all-weather rural connectivity to unconnected rural habitations and upgradation of existing roads to provide market access.

4. Providing basic housing and homestead to BPL household in rural areas.

5. Providing social assistance to the elderly, widow and disabled persons.

6. Providing urban amenities in rural areas for improvement of quality of rural life.

7. Capacity development and training of rural development functionaries.

8. Promoting involvement of voluntary agencies and individuals for rural development.

9. Restoring lost or depleted productivity of the land. This is done through watershed development programmes and initiating effective land reform measures for providing land to the landless rural poor.

Path Behind

In October 1974, the Department of Rural Development came into existence as a

part of Ministry of Food and Agriculture. On 18th August 1979, the Department of Rural Development was elevated to the status of a new Ministry of Rural Reconstruction. It was renamed as Ministry of Rural Development on 23rd January 1982. In January 1985, the Ministry of Rural Development was again converted into a Department under the Ministry of Agriculture and Rural Development which was later rechristened as Ministry of Agriculture in September 1985. On July 5, 1991 the Department was upgraded as Ministry of Rural Development. Another Department viz. Department of Wasteland Development was created under this Ministry on 2nd July 1992. In March 1995, the Ministry was renamed as the Ministry of Rural Areas and Employment with three departments namely Department of Rural Employment and Poverty Alleviation, Rural Development and Wasteland Development.

Again, in 1999 Ministry of Rural Areas and Employment was renamed as Ministry of Rural Development. This Ministry has been acting as a catalyst effecting the change in rural areas through the implementation of wide spectrum of programmes which are aimed at poverty alleviation, employment generation, infrastructure development and social security. Over the years, with the experience gained, in the implementation of the programmes and in response to the felt needs of the poor, several programmes have been modified and new programmes have been introduced. The Ministry's main objective is to alleviate rural poverty and ensure improved quality of life for the rural population especially those below the poverty line. These objectives are achieved through formulation, development and implementation of programmes relating to



various spheres of rural life and activities, from income generation to environmental replenishment.

In order to ensure that the fruits of economic reform are shared by all sections of societies five elements of social and economic infrastructure, critical to the quality of life in rural areas, were identified. These are health, education, drinking water, housing and roads. To impart greater momentum to the efforts in these sectors the Government launched the Pradhan Mantri Gramodaya Yojana (PMGY) and the Ministry of Rural Development was entrusted with the responsibility of implementing drinking water, housing and rural roads component of PMGY.

Budget

Budget outlay of Rs. 86000 crores have been provided under the Plan head to the Department of Rural Development for the financial year 2016-17. An additional amount of Rs. 9000 crores have been allocated at the RE stage to the department thereby augmenting the provision to Rs. 95000 crores. Budget outlay of Rs. 105447.88 crores have been allocated to the department of Rural Development for the year 2017-18. (Ministry of Rural Development, 2017)

Examples of Development Communication Initiatives Around the World

1. Farm Radio Forums in Canada. From 1941 to 1965 farmers met weekly to listen to radio programs, supplemented by printed materials and prepared questions to encourage discussion. At first this was a response to the Great Depression and the need for increased food production in World War II. Later the Forums dealt with social and economic issues.

2. Radyo DZLB, the community broadcasting station of UPLB College of Development Communication. It was a forerunner of the school-on-air (SOA) concept that provided informal education for farmers. DZLB hosted SOAs on nutrition, pest management and cooperatives. (Flor and Ongkiko, 2006).

3. Instructional television was used in El Salvador during the 1970s to improve primary education. One problem was a lack of trained teachers. Teaching materials were improved to make them more relevant. More children attended school and graduation rates increased.

4. In the 1970s in Korea, the Planned Parenthood Federation succeeded in lowering birth rates and improving life in villages such as Oryu Li. It mainly used interpersonal communication in women's clubs. Oryu Li's success did not recur in all villages.

5. A social marketing project in Bolivia in the 1980s tried to get women in the Cochabamba Valley to use soybeans in their cooking. This was an attempt to deal with chronic malnourishment among children. The project used cooking demonstrations, posters and broadcasts on local commercial radio stations.

6. In 1999 the US and DC Comics planned to distribute 600,000 comic books to children affected by the Kosovo War. The books were in Albanian and featured Superman and Wonder Woman. The aim was to teach children what to do when they find an unexploded land mine left over from Kosovo's civil war. The comic books instruct children not to touch and not to move, but instead to call an adult for help.



7. Since 2002, Journalists for Human Rights, a Canadian NGO, has operated projects in Ghana, Sierra Leone, Liberia, and the Democratic Republic of the Congo. JHR works directly with journalists, providing monthly workshops, student sessions, on the job training and additional programs on a country by country basis.

Selected Development Communication Initiatives in India

1. National Foundation for India is an independent grant making and fundraising foundation, with a core mandate to strengthen philanthropy in India for public welfare and social transformation.

a. NFI offers annual fellowships to print and photo journalists from different parts of the country, to publish a series of articles on a range of development issues. Fellowships may also be offered to cover specific issues of current concern. The value of the National Media Fellowship is Rs.1 lakh each.

b. Community media projects: NFI assists NGOs in field projects that enable community participation in media forms that serve local development needs and help build local development perspectives.

c. Research: NFI supports research on the manner in which the media covers development issues, the impact of such coverage, and safe online case on measures to enhance the quality of development journalism.

d. Forums for dialogue: NFI brings together journalists, NGOs, and academicians to deliberate on the role of the media in development.

2. The Ministry of Rural Development on a regular basis interacts with the Press

mainly through the Press Information Bureau (PIB). Review press conference, press tours and workshops are organized through PIB, with the financial assistance from the Ministry, so as to sensitize press persons about Rural Development Program.

3. All India Radio has been the forerunner in the process of implementing communication strategy adopted by the government. The Radio Rural Forum experiment of 1956 covered 156 villages. It contained a 30-minute duration program, two days a week on different issues like agriculture and varied subjects that could promote rural development.

4. Launched in June 2000, e-Choupal which is a unique web-based initiative of ITC Limited [a large multi business conglomerate in India] offering farmers required information, products and services they need to enhance farm productivity improve farm-gate price realizations and cut transaction costs, has already become the largest private sector initiative among all Internet-based interventions in rural India. e-Choupal services today reach out to more than 40 lakh farmers growing a range of crops-soyabean, Coffee, wheat, rice pulses, shrimp- in over 40,000 villages through 6450 kiosks across 8 states [M.P., Karanataka, A.P., Maharashtra, Rajasthan, Uttarakhand and Tamil Nadu]. It has future plans to cover 100,000 villages or one sixth of rural India, within a decade.

5. The journey of television in India took a new turn with the launch of the Satellite Instructional Television Experiment in 1975-76. It was a one-year pilot-project using the National Aeronautics and Space Administration's ATS-6 satellite to broadcast educational messages through satellite to 2400 villages in the six states of Andhra

Pradesh, Karnataka, Bihar, Orissa, Rajasthan and Madhya Pradesh. It was done with the help of NASA, UNDP, ITU and UNESCO.

Instance of Communication Failure in India

Implementation of development communication has not been all rosy. There are instances of failure. India is not left out in this ugly scenario. Cornelio Lagerwey (1990) founder of Communication Foundation for Asia eloquently observed that for any true development to happen, there must be an inner change of people, for example from stagnation or opposition, to one of involvement and support. People cannot be manipulated or coerced to grow and develop. The impetus and desire for development must come from within themselves. When the process through which these programs have been developed and implemented is not democratic, not participatory in nature, it is bound to fail.

Cornelio (1990) states a case of failure as follows:

A failure to understand this process and its concomitant instrument of development communication can be very costly, like in India at the end of the sixties. The government, in its efforts to control the population growth, received substantial assistance from AID and the World Bank. A team of consultants and technicians was sent to study the situation. Millions were spent. A program was recommended. The recommendations were reviewed, the project was set up and implemented. Health and family planning clinics were established throughout the country. More millions were spent. Just one problem: the women for whom the clinics were intended did not come in. The government had to entice them with, for example, transistorized radios. The program failed. Human rights were violated. Indira Gandhi lost the next elections. What was

wrong? The failure to get the involvement of the women through the process of development communication. The government wanted instant involvement. People, however, are not coffee!

From the point of view of the government or the NGO, an ineffective program is tantamount to budgetary loss. On the side of the low-level income groups to whom these programs are targeted, it means lost self-worth and dehumanization. Anyone who is keen enough can sense this feeling of the poor being displaced, of being at the mercy of political and economic forces. They perceive that they do not have a handle on what is happening to them. They do not feel that they are the subjects of the development programs. With their characteristic meekness in front of the affluent and the influential, it is not hasty to conclude that they paradoxically see themselves as objects of the programs geared towards their development. Cornelio (1990)

Stakeholder Analysis in Development Communication Implementation

The design and implementation of policies is becoming more complex, and the number and type of actors involved in policy implementation more diverse; (Mehrizi; Ghasemzadeh and Molas-Gallart, 2009). Hence, the policy process is evolving towards multi-actor and multi-goal situations. (Carlsson, 2000)

“Stakeholder” has been variously defined according to the goal of the analysis, the analytic approach or the policy area. Where several groups of stakeholders are involved in the policy process, a stakeholder analysis can provide a useful resource.

For instance, Mehrizi; Ghasemzadeh and Molas-Gallart (2009) note that Brugha and



Varvasovszky defined stakeholder as “individuals, groups, and organizations who have an interest (stake) and the potential to influence the actions and aims of an organization, project, or policy direction.” Besides, according to Flor (1991) a stakeholder analysis of communication policy would reveal the interplay of the following sectors:

Government – Being the highest body in the country ought to be in the forefront as far as development communication is concern. The government enacts all communication policies, making it the most powerful stakeholder. When there is political will from the government, it becomes easy for all other stakeholders to join the move.

Education sector – Universities and research centres play a great role in the field. They set the empirical and epistemological bases for even the government policies. So, they ought to conduct research that underlies subsequent policies.

Communication industry – The media industry influences communication policies through agenda setting and news framing. So, they should cater for the rural areas in their broadcast and reportage.

Private sector – They should extend their corporate social responsibility to the rural areas of the country and initiate projects that will link the rural communities to the national mainstream yet maintaining the uniqueness of the area ecosystem.

Religious sector – It traditionally opposes policies that allow obscenity, violence and profanity to be distributed.

Foreign interests –International lending agencies may demand the end of monopolies—including state media entities—as a

condition for financial aid.

Consumers – The are traditionally not consulted, but more recently claiming to protect the public interest.

The United Nations (2017) has recognized the importance of “the need to support two-way communication systems that enable dialogue and that allow communities to express their aspirations and concerns and participate in decisions....” Such two-way interactions can help expose local reality. (Khadka, 1997)

Different Paradigms of Development Communication:

According to Junaed (2009) there are three different types of paradigms-

Modernization is the oldest paradigm as it was the first approach that was invented, which started after the World War II. The concept or the idea of this was that Western Nations saw themselves as the defines of development and setter of the yardsticks for measuring same. So, they set out to “modernize” Underdeveloped countries by making them follow the footsteps of a richer stronger country. This paradigm almost totally ignored the uniqueness of the race, culture, economy and religion of developing countries. They tended to see all people as homogeneous. This approach led to a lot of conflicts. It never emphasis on their own culture. Dependency paradigm came in 1960, by opposing “Modernization Paradigm”. This set out to remedy the deficiencies of the modernization paradigm. The drawback of the paradigm is that the fundamental concept also continued in the linear one-way model, except they had a little emphasized on the link between communication and culture. It was a top-down

approach. The target audience had little or no input in the conception and design of the process.

In order to make up the limitations noted in the first two paradigm, a new paradigm was initiated. The latest one is called Participation Paradigm and it still exists. It actually emerged when the “modernization and dependency” unsuccessful to give a successful model. The model started to work, with the participation of all the people. It gives value to the peoples cultural, social & political view. This paradigm recognizes the importance of the various stakeholders and gets them all involved so that all can have a sense of ownership of the systems, processes and programmes.

Conclusion

Rural development is a comprehensive term. It essentially focuses on action for the development of areas outside the mainstream urban economic system. The field of development communication holds much potency for the present and future fate of rural development in India and other developing countries around the globe. Despite the remarkable benefits inherent in this discipline, failure is inevitable in the outcome if a participatory approach is not consciously adopted in the system design, process construction, implementations and as well as in deciding the evaluation benchmarks. Besides, it must be a two-way process that has internal locus of control and encourages regular feedback that will be used in either modifying the whole process or aspects of it. The rural people must have a sense of ownership for development communication to be effective.

It is worth mentioning that the various stakeholders must recognize and appreciate

their place and functions with the matrix of development communication. Once a player or actor in the process gets disconnected or dissuaded, the whole system will lose equilibrium and become dysfunctional.

In conclusion, rural development has no shortcut if it must be inclusive and sustainable. Development communication essentially the participatory paradigm is a tested, result-oriented and unavoidable vehicle that we can embrace to attain our nation's rural development policy.

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Web Analytics: A Driving Force in Consumer Behaviour Mapping in the Higher Education

Soumen Bhattacharya and Dr Mohammad Faisal

Abstract

Everyday Internet is driven by large number of consumers accessing different websites for different needs and wants generating large number of consumer's reviews online. To review and consider the users views ad experiences, Universities need to perceive the ongoing consumer behaviour and conjecture it for future anticipation, as online perceptions are growing by leaps and bounds. Analytical services are perceived as one of the significant element of online communication, using web analytics. Universities can get valuable insights about the traffic on their websites/page and can also get the data regarding the consumer behaviour. The purpose of this paper is to examine how analytical data is supporting the entire higher education sector to understand the on-line consumer behaviour which can be effectively used to plan the respective strategy as per the consumer analytics.

Keywords: Web analytics, Consumer Behaviour, Social media analytics, Higher Education

Introduction

Social media today is the relative part of so called "Social Commerce", which is the representation of a new mode of "Internet-Based Social Media that allows people to actively participate in the reviewing of products, comparing and making their decision on "Online market places and brand communities" (Stephan and Toubia, 2010) galvanized by the boundless dispersion and acceptance of social media platforms, such as Facebook, Twitter and Instagram. With

the increased use of mobiles, it is expected to generate more revenues and traffic on the different universities' websites. As the business estimates are increasing their value with the help of social media and it is increasing day by day as an important field of research (S. Fosso Wamba & L. Carter, 2013).

Social Media Analytics (SMA) in the last few years has come up as an innovative research field and the same innovation has adopted by the different private universities. It has stemmed from the most dynamic Social Media platforms which provide testimony of data from various social networking sites, and opportunity for retrieving theoretical and practical information by leveraging data, technology, analytics for business and society (Culnan, Mchugh & Zubillaga, 2010).

Defining Web/ Social Media Analytics

Marketers know that implicit value of analytics of web/social media for increasing their business online with the increase in the use of social media, to connect, interact and collude with each other. According to Bughin, (2015) Social media can encourage almost 27% of purchases in more than

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100 brands, with this enhancement of social media/ web analytics (SMA) researches has a widespread interest into it (A. Chen, Lu, Chau & Gupta, 2014, Qui, Rui & Whinstone, 2014). Although, the jolt of social media continues to be increased by leaps and bounds.

In the words of Agrawal, Budak & EL Abbadi, (2011), Social Media refers to the platform where with the help of technology people can interact and communicate with each other about their opinions and gather information and this will be also helpful in creating potential customers as a new customer and retaining existing customers both with the organization (Mangold & Faulds, 2009). According to Hansen, Shneiderman, and Smith (2010) construe social media as a tool which help in social interactions among the users that involves in soliloquy (monologue) or one on one interactions to disclosure (Dialogue) that is one to many and many to many to many people interactions. According to Zenf, Cyhen, Lusch, and Li (2010. P.13) classify social media as “a conversational, distributed mode of content generation, dissemination, and communication among communities.” Chen et al., (2014) examines Social Media as an established form of online brand communities to get linked with both internal and external public. These Social Media sites or platforms let the public with entertainment, learning, and to comment and know about political changes with interactions on this platform and creating networks and connections (Agrawal et al., 2011).

Now with the help of social media, organizations can retain useful information for social media analytics to understand their customers easily and accurately with the

help of different tools. H. Chen, Chiang, and Storcy (2012) explains social media analytics (SMA) is a way to find out about customers briefs regarding their choices, their feelings and their thinking by structured and unstructured online data scattered across the vast alignment of online data (Zeng et al., 2010) has featured SMA as informatics tools and a structured framework to analyze, monitor, collect, summarize and visual analysis of social media data to expedite conversation and interaction to extract useful data from it. Fan and Gordan (2014) identifies SMA as multidisciplinary modeling and analytical archetype consist of three steps:

- Gathering data from various sources.
- Models useful in studying and analyzing analytics and model of data collected
- Epitomizing and citing the findings related to decision making.

SMA is similar to Big Data Analytics (BDA) where both the SMA and BDA works on data analytics of their management and visual analysis of consumer traces through online data (Kiron, Ferguson, & Prentice, 2013). It is found that SMA is similar to social network analysis to study the relationship of consumers with that of social media platforms.

Social media Analytics involves different aspects of consumer analytics, such as customer sentiments regarding particular product and mining of their opinion for the same. This technique involves people's judgment according to the behavioral and psychographic analysis of both these segmentations which include sentiments, beliefs, attitude and emotional attachment and judgment towards the products, services of

the organizations, individual etc. (Liu, 2012). Thus organizations can be benefited with SMA's with different attributes of customer needs and wants (Mosley Jr, 2012), their idea, notion (Eysenbach, 2009), customer speculations and their prevailing demands for future (Lee, Moon, & Salamatian, 2010; Szabo & Huberman, 2010), with the integration of Big Data Analysis and Social Media Analytics tools. Therefore, one can determine SMA as more inclusive of all analytical tools than BDA social networking tool for understanding customer's perception and wants and to analyze their sentiments.

Categories of Social Media Data

Different types of data can be generated with the help of Social Media data. According to Batrinca & Treleaven (2015), social media data can be in different forms such as, pictures, videos, texts, videos, deleted and non-deleted content posted by different users at different times. Social Media Data can be categorized into seven different categories: 1) Demographic Data, 2) Commodity Data, 3) Psychographic Data, 4) Behavioral Data, 5) Referrals Data, 6) Location Data and 7) Consumer's-Intention Data.

(1) Demographic Data: It represents the data of demographic segmentation and open to all data which include age, gender, geographic demographic, education, income, nationality (Kaplan & Haenlein, 2010). This information about the consumer demographic can be collected easily through their profiles but their profiles and demographic are not enough to generate and analyze the Big Data.

(2) Commodity data: As the name suggest, this data is generated by the user on their likes and dislikes about the product through posting and sharing on social media

sites (Mangold & Faulds, 2009).

(3) Psychographic Data: This data analysis the consumers expectation, their needs, value and feature of product the product through social media and brand communities made on social media pages which enables discussions, comments and feelings regarding the product, lifestyles (Heinonen, 2011).

(4) Behavioral Data: Behavioral Data represents the data of the consumers after the post purchase decision of the consumers. In the university scenario they are the consumers or students who have already taken admission or alumni of the universities (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). By examining the data retrieved from behavioral analysis, Universities can easily identify their potential customers and accordingly plan for their future social media analytics.

(5) Referral Data: Referral data is collected through word of mouth or it can be said through E- Word of mouth whether positive or negative on social media (Trusov, Bucklin, & Pauwels, 2009). This can also be accomplished through comments, rating and reviews shared on different social media by different users. Referral data help the organizations to plan for the future to retrieve the consumers and to increase the traffic on their pages and websites.

(6) Location Data: Location Data help the consumer and organization to find the real time place of the people and their geographic information (Wagner et al., 2010). Twitter, Facebook and Instagram have features which enables the real time, current location tagging of the consumers. This help in formulation of strategy according to their

location sharing and link virtual world with the real world creating a mixed reality. Location data is helpful for universities procuring for new customers in form of students, and with location data they can target their customers according to their places and will be used for universities having more than one branch, so that the students can be catered according to different locations.

(7) Consumer-Intention Data: This is helpful in predicting different intention of the consumers regarding the future demands, expectation from the brands in case of universities, it is easy for them to tell their feelings regarding the value – oriented delivery from the brands (Ballings & Van den Poel, 2015).

Categories of Social Media analytics

Based on the aspirations of the consumers, SMA can be classified into different types as follows:

- Content Modeling
- Assessment Mining
- Social Network Analysis
- Trends Analysis
- Popularity Indicator
- Customer Engagement Indicator
- Consumer Ocular Analytics

(1) Content Modeling: It is used to find out the specific content and mold it according to the target customers and according to their likes and dislikes. The specific topic is taken out from the vast array of content from social media sites for future references such as Facebook, Twitter & Instagram (Bollen, Mao, & Zeng, 2011; J. Chen, Nairn,

Nelson, Bernstein, & Chi, 2010; Dou, Wang, Chang, & Ribarsky, 2011), also defining their purchase intentions (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004; Kozinets, 1999). Content Modeling can help in choosing the content form the forum as per their interest from social media or web pages (Aggarwal & Wang, 2011; Lariscy, Avery, Sweetser, & Howes, 2009; Taboada, Brooke, Tofiloski, Voll, & Stede, 2011; Zailskaitė-Jakstė & Kuvykaite, 2012).

(2) Assessment Mining: Assessment Mining or Sentiments Mining is used to mine the textual data from the languages used by the user and excerpt insights from the data. The use of Assessment Mining is to analyze the brand sentiments and manage during crisis and identify new trends prevailing in the market and using them through social media marketing. (Fan & Gordan, 2014).

(3) Social Network Analysis: It is used to analyze the social media growth through analyzing kinetics of different models, networks of social media sites and activities on different media platforms like Facebook, Twitter and Instagram. Assessment mining or sentimental mining identifies the group of people who are meant for influencing people regarding the different brands and organizations and consumers who are having high purchase intentions and values towards the brands.

(4) Trends Analysis: To bear the competition prevailing among the marketers of the different organization whether for products or services, whether of brand relating to clothing, accessories etc. or whether the competition is for universities, marketers need Trend Analysis to be in the competition and be in the top rated marketplace and

to get the proper consumer insights and also helps in improving and maintaining service and demand of the consumers. SMA will help the organization and managers to predict the future trends and can easily do the demand analysis of the product and services. Same happens with many universities who predict customers-based demand frequency and accordingly try to achieve customer satisfaction with strategy with the trend analysis. Trend analysis is also made easy in the university websites with section of feedback and comment section for further scope of improvement.

(5) Popularity Indicator: Popularity indicator helps the social media manager to do the analysis of the comments, likes and shares and accordingly organization can find out the popularity of the different social media platforms and can strategize according to the popularity of the platform.

(6) Customer Engagement Indicator: Customers keep on interacting about their queries and brands in different social media channels. Sometimes the customers also engage with the brand about their brand satisfaction. (Baird & Parasnis, 2011), advertisements (Phillips & McQuarrie, 2010), service development process (Claycomb, Lengnick-Hall, & Inks, 2001; Graf, 2007), and communication with online brand communities (Algesheimer, Dholakia, & Herrmann, 2005).

(7) Consumer Ocular Analytics: Consumer Ocular analytics or visual analytics can be defined in the words of (Thomas and Cook, 2006) as “the science of analytical reasoning facilitated by interactive visual interfaces”. The eventual objective of the consumer ocular analysis is by analyzing the structure, pattern by fetching the data

from the different social media platforms. This SMA has led the marketers to search for new and innovative information rather than traditional form of information search pattern.

Table 1: Categories of Social Media Analytics

Study	Area of discussion	Definition	Purpose
Content Modeling (Aggarwal & Wang, 2011; Claycomb et al., 2001; Fan & Gordon, 2014)	Business (Brand recognition, Product awareness) Universities (Brand awareness, Recognition, Prominence)	It is used to find out the specific content and mold it according to the target customers and according to their likes and dislikes.	With the help of statistical data and machine learning to identify content and theme
Assessment Mining (Pang & Lee, 2008; Saggion & Funk, 2009)	E- Commerce (demand forecast and future predictions HR (Recruitment, Training Universities marketing (brand recognition, E-WOM	This is more prominence on the people views, judgement and opinions rather than their negative and positive sentiments	Assessment Mining or Sentiments Mining is used to mine the textual data from the languages used by the user and excerpt insights from the data.

Consumer sentiments Analysis (Taboada et al., 2011; Weichselbraun, Gindl, & Scharl, 2010)	E- Commerce (brand recommendation, product improvement suggestions and needs for improvement PR (image building, crisis and opinion formation Universities marketing (consumer insights, campaign planning and E-WOM)	Consumer Sentiment is similar to assessment mining, but in this the more in-depth analysis of the different factors of SMA are analyzed with the help of attitude, emotions and feelings of the consumer towards the individual, organizations, products and services.	Consumer Sentiment analysis examines the individual, group, Brand communities' emotional values towards any types of events, products, services, brand etc.
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Social Network Analysis (Hanneman & Riddle, 2005; Hansen et al., 2010; Sarner et al., 2011; Weinstein, Campbell, Delaney, & O'Leary, 2009)	CRM (maintaining harmonial relationship with the clients and brand communities and brand) Universities Marketing (e.g., Brand influencer or consumer sentiment influencer or brand community identification)	Analysis of the social network of individuals and connected with other individual with similar interest, knowledge, opinion, etc. Data analysis technique includes number of nodes, frequency of edges (i.e., page traffic and rating algorithm).	Social Network Analysis measures the types and depth of relationship between the networks and consumers
Trend analysis (Fan & Gordon, 2014)	Customer or sales number, effectiveness of ad campaign, Shifts in consumer sentiment	Predicting market trends or customer behavior using consumer previous entered data	Enable sales forecasting, market share of the university, customer growth in market based on time series and regression analysis.

Popularity Indicator (Lee et al., 2010; Szabo & Huberman, 2010)	Business (e.g. demand predictions of new product), Marketing (e.g. brand awareness, brand recognition, Brand popularity, consumer insights), PR (e.g. e- word of mouth)	help the social media manager to do the analysis of the comments, likes and shares and accordingly organization can find out the popularity of the different social media platforms and can strategize according to the popularity of the platform.	Is a method of finding opinions/ likes/ feedbacks whether positive or negative
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Customer engagement Indicator (Greenberg, 2010; Kim , 2014; Zail-skaite-Jakste & Ku-vykaite, 2012)	E- commerce and Marketing (e.g. campaign planning, new platform development, new product development etc.), Business (e.g. new customer segment development) distribution channel development etc.)	Consumer engagement Indicator is the process to perpetuate the conversation or events or activities with social media stakeholders or users. Without proper incitement, it is problematic to create engagement for long time, thus proper incitement and comprehension of online consumer insights/ behavior is very important.	The purpose of the consumer engagement indicator is the measurement of the outcomes of the online activities took place whether which kind of campaign it is online environment.
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Consumer Ocular Analytics Keim, Mansmann, Schneidewind, Thomas, & Ziegler, 2008; Thomas&cook, 2006	Marketing, E-commerce, Big data etc.	the science of analytical reasoning facilitated by interactive visual interfaces	” The eventual objective of the consumer ocular analysis is by analyzing the structure, pattern by fetching the data from the different social media platforms. This SMA has led the marketers to search for new and innovative information rather than traditional form of information search pattern.
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social media marketing has increased because of information emergence using twitter and YouTube (Park et al., 2015). Since social media tool is vast which give ample space for the researcher and media managers to find for the organizations different implications and uses of social media platform for increasing the traffic for the universities and then using that for making proper strategy for the organization.

According to, Fosso Wamba and Carter (2014, P.8) found that “firms’ geographical locations does not impact the adoption of social media tools by SMEs”.

Social Media analytics helps the researcher to develop the roadmap, framework of the future design for future implications of the social media muse to improve engagement and traffic and convert that traffic into consumers with the use of different strategies and how to further extend it to customer satisfaction and creating brand equity and finally providing the trust factors with the consumers in terms of security and satisfactions and trustworthiness regarding the universities social media.

Future Research Directions

Social media is a rudimentary and appealing field of research for both whether social media practitioners and academicians. In terms of consumer experiences, marketing processes (Bianchi & Andrews, 2015; Chang, Yu, & Lu, 2015; Hall-Phillips, Park, Chung, Anaza, & Rathod, 2015; Michaelidou, Siamagka, & Christodoulides, 2011; Kevin J. Trainor, Andzulis, Rapp, & Agnihotri, 2014), Information dissipation (Park, Lim, & Park, 2015; Zhang, 2015).

The need for Information technology in

Conclusion

When the different channel and platforms of SMA are properly utilized with the help of different SMA categories such as, location services, real-time activity and data collected through social media channels or platforms (Greenberg, 2010; Sarner et al., 2011; Kevin J Trainor, 2012), with the increase of SMA channels it will help the decision-maker to prepare a proper road-map for their broader market strategies; flexibility in problem solving and in time delivery and resolution of problems within a specific time and in trend market analysis will increase the effectiveness of brand manage-

ment and brand equity management. This will increase more traffic to the social media platforms but also reduce the competitive level within other universities and improve the brand recognition of the organization.

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Amity Communication Review

(VOL. VIII, Issue 1 January- June 2021)

News stories began to flow regarding “once-in-a-century pandemic” (Gates, 2020), in January 2020. Soon, the virus from being a local Wuhan crisis became a global health crisis, to the extent that The World Health Organization had to declare a pandemic on 11th March, 2020. This declaration terrified the world about the brutality of the virus, its rapidity of contagion and the need for government to act with responsible policy measures to control it. The whole world is now fighting against this disease but still there is no answer to the question ‘When will this end?’

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