

AMITY MEDIA & JOURNALISM REVIEW

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Media as An Image-Dresser of Women and Its Consequences for Society and Psyche

Dr Neha Pandey*

When a person, community or nation is subjugated, there is always a subjugator. In today's conflict-ridden world, what we see and listen we tend to believe, especially when we are continuously bombarded with same images and sounds. Media has become the starting point of dissection across regions and discourses. Therefore, media assumes gigantic role as well as responsibility in image-building of all, specially marginalized and women. This paper is an attempt to showcase the role of media in establishing the status of women at home, family, society and therefore, our mindset. Is media enslaving women or empowering women - are the crucial exploration arenas.

Media as an Image-dresser of Women and its consequences for society and psyche

Women are utilized from head to toe to attract eyeballs in order to sell products. Women are stereotyped as marketing objects. The process of commodification of women takes place and will then explore the alternative marketing trends from the perspective of both the genders.

Women's Existing Role in Marketing

Whenever one thinks of any activity or business, the person who owns and controls it enjoys maximum say in that; i.e. has total control over the business, its plan and strategies. For instance, in school days, we all had the system of class-monitors who used to control the class by superimposing their authority, power and position. Similarly, in our workplaces, a hierarchy of positions runs and each subordinate is accountable to his senior.

In the context of media, those who own and control it, select and authenticate the media-content. Similarly, in the world of marketing, how to sell a product or service and make maximum profit is the concerned area of its professionals. Women have proved to be the golden fish to woo customers across products and services and across communication technologies.

Marketing: Marketing, in the field of management, is a broad concept. It includes everything from primary research regarding the needs of a product or product variant to the demands of target audience, design and manufacturing of the product, movement of the product through the supply chain, pricing, positioning, awareness regarding availability of the product/service through a promotional strategy, and finally, making the product available in the market for the prospective consumers to buy or avail. Marketing is everything one does to place his/her product or service in the hands of potential customers.

The business dictionary.com defines marketing as the management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing:

- (1) Identification, selection and development of a product,
- (2) Determination of its price,
- (3) Selection of a distribution channel to reach the customer's place, and
- (4) Development and implementation of a promotional strategy.

In this paper, whenever we use the term marketing it will cater to one core area, i.e., awareness regarding the availability of the product/service through a promotional strategy.

Promotion: It refers to communication mechanisms through which the consumer gets to know about the product. A mix of advertising, personal selling, sales

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promotion and public relations are used to promote products or services.

All these are marketing management terminologies and you are not required to master these processes in depth. These terms have been introduced to lead you to the next section.

Function of Women: Promotional versus Regular

Try to imagine the advertisements of bikes, deodorants and even ultra HDTV. They are catering to different target audience but something is common in each of them. It is women and female models. Think how women and her body have been objectified to make the product more attractive.

There are numerous reality shows running on our television. They involve both male and female anchors. Have you ever noticed the male attire? It is normal trousers, shirts and shoes which cover their body, leaving the face. It is the female anchors who do the skin-show, with mini and micro-mini skirts, make-up whitewashing their face, and high heels making them look taller and slimmer. Similarly, in any promotional event (mobile, jewelry, and car) again there is a deliberate use of young, fair, beautiful models and actors to draw consumers.

The point emphasized here is clear. While selling products and entertainment, women are sold as a commodity. She is used as a magnet to draw the audiences, either to increase sales as in marketing and promotion or to attract eyeballs to increase Television Rating Points (TRP).

Different Genres, Demands and Situation at Present

Try to think of any grand event - live or on media - there are women everywhere to draw in the crowd. It seems females and their objectified version is the only mantra to satisfy the viewers and consumers.

The Indian Premiere League (IPL) has introduced the concept of cheer-leaders where scantily-clad women dance to the tunes of fours and sixes. Do we need a display of female dance skills and belly-movements to evoke the happiness and excitement associated with a sporting event, i.e., Cricket?

Then there are award shows which focus on star female performers and provide glimpses of their performances in the advertisement. Mainstream cinema also ride upon item numbers in their launching trailers and at times, use leading female

actors to do an item number and promote it as their guest appearance. News programmes also make use of young and beautiful faces to provide a sexist approach to information seeking behaviour. There are numerous programmes on Bollywood gossips again without content but with a lot of skin-show.

Even 24*7 hours shopping channels like Star CJ and Homeshop 18 use women anchors as show-pieces to promote and demonstrate products such as facial kits, towel-combo pack, skin care products, etc. The Reality Shows on nurturing dance and singing skills make use of female judges, anchors and even participants to add a glamorous sheen to otherwise monotonous, repetitive contents. Last and the loudest, social media have broken all the barriers. Any sort of illicit content is a matter of click or touch. It flows from desktops to laptops to tablets to mobile phones.

Thus, it can be inferred how different genres have commoditized women and objectified her body for material gains and sexual contentment. One should not forget that all these are run and controlled by males who continue to use women to soothe their male gaze.

Commodification – Codes and Conflicts

Commodification is the process by which something becomes (or is treated as) a commodity. Commodity is any good or service that is traded between people and businesses. Overtly, whatever item one uses and buy is a commodity because it satisfies their needs and desires. In the competitive world, there is a continuous research and strategic - battle on how to attract maximum consumers by making the commodity attractive, usable and worthy.

Commodification is a Process

In today's marketing and entertainment world, women are objectified and have to be sensual to sell the product in body and voice. There is a deliberate showcase of her body. Every marketing event is propagating women as a commodity. The manufactures and advertisers make huge profits by trading young women. It is not a co-incident or accident but a deliberate design conceived by men for men.

Women – An Asset or a Visual Treat

What it means to be a woman in a culture? It means you derive your identity from the way culture sees

you and the media - culture depicts you. Also, the same image is reflected back to you. Beauty and power of the image is all that is saleable. Advertisement sells more than the product. For that, with the use of technology, the image of real women is transformed. They appear to look thin, fair, wrinkle-free, perfect, young and presentable – all with the click of a mouse using software like Adobe Photoshop. In the process, we as consumers don't understand that those images of women are not real. They are artificial and constructed.

The objectification of women and these images of super-glorious perfection have two effects simultaneously.

- Real women start to compare themselves with those constructed images. They lose their self-esteem and confidence. It leads to a blind race for the obsession of model-like figure or zero-figure. Eventually, it leads to eating disorders, depressions and other health risks.
- This determines men's description of women. They see women as objects to possess and play with.

In certain cases, men are also objectified by media. There lies a fine line of distinction between the objectification of men and that of women with respect to its social manifestations. Let us try to understand this fine line of distinction. Women's real world is defined by a social threat of rape, abuse and violence. The rape-culture gets fuelled by such depiction of women. This threat of sexual violence and intimidation makes a women's life more risky and vulnerable. The objectification of men, on the other hand, is seen as a symbol of power, dominance and energy. His objectification is not associated with rape and abuse (sexual) culture.

The society then starts to judge women on media-made yardsticks. A woman who wears different clothes than what we think as immoral excludes her into "them" category. This moral-policing attitude and "us and them" categorization make the lives of modern day woman more pathetic and vulnerable.

It can be inferred that nothing has trivialized women and her body to the extent which marketing and advertisement have.

Business Agenda

The next obvious question why women participate in such disgraced practices.

What may appear disgraceful is made to look lucrative by the manufacturers. Young girls are exposed to the prospects of a lavish life and the glamour of modeling industry. Modeling is perhaps one of the few ways by which one can make quick money. The exploitations that come along with it are hardly visible. Therefore, it appears to be a golden - jackpot both for the models and marketing managers.

Another point worth mentioning is that when girls and women observe that sensual behaviour gets rewarded (money, fame, success), they themselves tend to sexualize themselves further and accept their identity as a commodity. Young, female models accept it as a part of their profession.

Comparison and Television Rating Points (TRP)

Similarly, when it comes to media industry, each channel considers the other as its arch rival. To win over and attract maximum consumers, they tend to do what others are doing and in the process the commodification of women becomes a mass-media culture across genres and channels alike. The boundary of what is acceptable and how much is acceptable gets manipulated frequently in this TRP era. The MTV culture has a vast impact on the psyche of men and women regarding the women stereotypes which they are generating.

The music albums are a visual treat for men where women are forced to wrap themselves in minimal attire. Frequently, we hear of rapes in news but hardly have we heard about the culprits. Their face is never shown. Political comments by leaders tend to justify those actions by victim - blaming. These types of media - content tend to normalize dangerous attitudes towards women. Turning a human being to object is almost a first step in justifying violence against that object. This is exactly what is happening in our society. A large number of protesting activists and paralyzed policies cannot do much as they stand dwarf in front of the magnification of women - images in media, their commodification and trivialization. Women have become puppets in the hands of men who control them from head to toe, from home to workplace and from marketing to media.

Journey from Past to Present

Representation of women in media was a topic that was much discussed during the Women's Movement in the 1960s. The portrayal of gender in

advertising has received significant attention over the past several decades across contexts. From past to present, images of women in advertisement might have changed, but the pattern and stereotyping has remained the same.

Most of the advertisements continue to depict women as picture perfect housewives reinforcing patriarchal mindset. Women have always been expected to fill gender-specific roles as cleaning, cooking, or child-care; making her other identities and contributions invisible which is dishonoring for women. All the ads in this category - like cooking oil, spices, salt, multi-grain flour, children health drinks, dish wash - bar, toilet-cleanser, detergents, disinfectants, baby products - try to fit women in these roles. As a result, a mindset is developed for us to tolerate and accept the female house-wife stereotype through advertisements.

Then there have been ads of beauty and grooming products from Fair & Lovely and Liril to Shilpa bindi and Crack - cream. A number of broad patterns can be discerned from this body of advertisements and how they represent women. You must have noticed that:

- Females are portrayed as young, slim and fair; only concerned with physical attractiveness
- Women are less likely to be portrayed as authoritative figure than men
- There is a tendency for women to be shown as decorative objects, or as alluring sex objects

In this globalized world, western advertising patterns are being transferred cross-culturally with the transfer of institutions and technology. What is hit elsewhere has to be hit here too. Since the inception of advertising, sexual appeal and the desire to find a partner were more effective than any discourse about the advantages of purchasing a particular product. Consequently, the depiction of sex has been a key element in any sort of advertisement.

Sex sells across products by making them more tempting and appealing. The same pattern is endlessly exploited: the object of desire is a woman wantonly presented for men's enjoyment. She interacts with the audience, directly addressing him through flirtatious and provocative body language.

But is it possible the people represented in these are representative of a broader society: the actors/models are always young, always slim, and

almost always fair in complexion; are we all like that?

Media and Culture

Cultivation Theory, propounded by George Gerbner, is a mass communication theory which deals with media effect research. The underlying process is one of 'acculturation' meaning that people gradually come to accept the view of the world as portrayed on television (in particular) as a true representation of reality and adapt their understandings accordingly. The hypothesis is that the more people view television, the more their ideas correspond with the 'television view'.

In the present context, it can be said that television helps in building images of women as depicted in ads. The mute gestures of advertising images of women perpetuate a certain sex-stereotyping. If a certain image is repeated enough through television, printed ads, movies, commercials, billboards, etc., society will accept this image as the norm. The images of today show a society that has more interest in the body (of a woman) than in the mind thereby cultivating a body-obsessed culture.

Also, language and discourse play key roles in understanding and communicating gender roles and identity. Advertising has remained anchored within a sexist frame. Women have long been the victim of stereotypes which has done much damage to the self-esteem and identity of real women of the real world across social and cultural spaces.

Women in New Roles: Slowly but strongly, certain advertisements are trying to portray the new empowering image of a progressive women. Advertisers have attempted to devise campaigns addressing a self-sufficient and independent woman. They are trying to abandon old sexual stereotypes and focusing on woman's power. Try to focus on the recent advertisements of Ariel, Rin, Dove, and Pantene, to quote a few. Rather than focusing on women's body, these focus on her abilities to be independent, professional, strong and creative. They don't need to entice men anymore.

"I'm not a kitchen appliance," smiles a young woman as she subtly retorts to a prospective mom-in-law who wants the girl to faithfully make coffee for her husband, post marriage. A beautiful dusky bride is gearing up for her saat-phere, during which a young girl calls her 'mama' revealing that the bride is remarrying. The first is an ad for Havells Appliances and the second, a commercial for

Tanishq. A number of ground-breaking TV ads are breaking gender stereotypes and portraying independent and empowered women.

The recent advertisement of Titan Raga has received much applaud and appreciation from the younger generation on social media. It was a thought-provoker and a conversation-starter in various media platforms. Titan Raga's advertisement introduced consumers to the new woman, who has emerged as an independent and confident female, one who is aware of her self-worth and is secure in a new-found, fulfilling relationship with herself.

Featuring Katrina Kaif, the narrative is focused on why a woman shouldn't get married just because of the reasons society puts forth to her. It challenges conventions by highlighting the different pressure points that women are confronted with when it comes to marriage. Ending on a strong note, this encourages women not to get married for the wrong reasons, but to do so when they find the one who deserves their time. Thus, it (Titan Raga) emerged as being the epitome of the strong, independent and modern woman. It's an honest dialogue between one progressive woman to another and also with her inner-self.

Men in New Roles: Traditional knowledge and observation tells us that men commanded authoritarian space in advertising. It was a stage where the same beauty brands wanted to target to a new customer-base i.e. men and positioned the products to men. Men were used to attract the gaze, this time the female gaze. They are also commoditized, to some extent, to sell beauty products catering to them. Advertisements of Fair and Handsome, Navratna Cool Talc, Old Spice and Cinthol trend on showcasing bare-chest of men.

This trend is also running in Bollywood. From Salman Khan's shirtless persona, which has been his Unique Selling Proposition, the trend is followed by Hrithik Roshan, Ranbir Kapoor, Ranveer Singh and Varun Dhawan. The latest addition has been the poster of Amir Khan's PK (a movie released in 2014)

which was much ahead of its times in terms of male nudity. He was just shown carrying a transistor without any other clothing and the movie showed him like this in the opening sequence.

Objectification of the male body is also trending at the present time. Again, there is a difference between the portrayal of men and women. Even in its nudity, men are made to look strong and protective. Male models' poses are never suggestive of dependence, submission, inferiority or vulnerability whereas females are always depicted as a sexual objects craving for men's attention and protection.

Conclusion

So, any representation which is damaging for the society, especially for females, is not healthy. Media should re-think and try to run an alternative damage control mechanism. Society should also respect and treat its men and women equally not only in religious texts but in real contexts as well.

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Smart City Campaign and Role of Media: A Study of Public Perception at Aligarh

Dr. Pitabas Pradhan*

Diwakar Raghav**

India's smart city mission has been operationalised as strategy to address the ills of massive urbanization, and to improve the quality of life. The project seeks to achieve its goals through a range of approaches including use of digital and information technologies, effective urban planning, adopting best practices, and smarter way of delivering civic amenities. To achieve the goals, favourable policy and a supportive human environment are two essential prerequisites. Therefore, in addition to action programmes to ensure timely delivery of quality civic facilities, communication campaign for behaviour change is imperative. Interpersonal as well as mediated communication strategies are widely used to inform, educate and persuade the stakeholders to adopt the campaign intent in personal life. Perceived benefits of the project are strategically pushed through communications to induce behaviour change among the stakeholders. This paper analyses role of the media in the smart city campaign and its impact.

Introduction:

The gradual down stride of income sources in rural areas and the search for better resources continue to push rural people to urban cities. The World Bank data reveals that from 1960 to 2016, the urban population in India has increased from 18 percent to 33 percent, which is estimated to reach 70 percent by 2050. The unplanned migration of rural people overpopulates the cities thereby crumbling its resources and lead to urban slums. This migration not only create crisis of civic amenities, but also impede the growth of modern civic amenities. In the absence of smart technologies and processing facilities, cities fail to be attractive destination. At a time when the world is competing for global investment, a dirty, and slum dominated city symbolises rising health risk for the population and eventually hamper development efforts. Therefore, development of some smart cities with ultra-modern facilities as nodal centre is expected to provide a boost to development and improve quality of life. The smart city initiative in India stands on the above premise which drew inspiration from a number of international success stories.

The mission of developing smart cities through modern planning, so as to ensure sustainable ultra-modern facilities for better standard of living, can

become a reality only through wider public support and involvement. Change of public attitude and behaviour towards cleanliness, health and hygiene, and smarter way of living is imperative. This requires proper planning and execution of communication as well as action programmes to mould conducive mind-set for the initiative. Therefore, the development action programmes of the urban development agencies must be supported with communication campaigns to catalyze the transformation. In this exercise, the mass media could play a vital role by sensitizing people on assorted issues and by constructively critiquing the smart city development initiatives. After two and half years only 148 (5%) of the total 2864 projects having been completed spending Rupees 1872 crore of the 1, 35,857 crores (TOI, 2018: Jan 11) speaks about the tardy progress of the scheme.

Against this backdrop, this study analyses the role of the mass media in the smart city initiative of the Aligarh City. It also attempts to capture the pulse of the citizens on the perceived success of the said initiative.

Objectives of the Study

Role of mass media in the smart city campaign in India being the primary intent of the present study, the operational objectives are spelt out as follows:

1. To examine the perceived role of mainstream print media in the smart city campaign at Aligarh;
2. To analyze the coverage of Smart City initiatives at Aligarh in the selected newspapers;

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3. To examine the public perception on the prospects and challenges of Aligarh as a smart city;
4. To examine the perceived impact of the smart city campaign on the overall quality of civic amenities in the city;
5. To identify the civic challenges to the smart city movement in Aligarh.

Significance of the Study

The smart city movement in India is at its infancy and is taking up for the sustained boost given by the present government at the centre. The perceived benefits of the project, engaged cities with potential for smart city tag, in an intense competition for a slot in the selected list. Though efforts to fix the civic gaps was an important dimension, efforts for awareness creation and development of mindset of a smart city among the city population was the most important part of the campaign which ensured Aligarh city to get through the test. In this exercise, it is obvious to believe that the media, through its agenda builder and critical commentator roles, had played a catalyst in changing public perception and developing positive attitude towards cleanliness. It is worthwhile to know the role mass media played in this campaign, which will provide useful clues for future campaign strategies in the country. The results of the study could be useful during the smart city project execution stage, and could be a major step forward in India's smart city campaign.

Smart City as a Development Strategy

The word 'smart' is usually associated with qualities of: looking neat and clean, intelligent, fashionable, quick and very accurate in action (Oxford Advance Lerner's Dictionary, 2000). City refers to a large and important town that has been granted special rights. Generally a city is identified by better resources and civic facilities. The word 'smart' adds the qualities of smartness to a city's appearance, thought and actions. Therefore, smart city refers to a city which is neat and clean, uses intelligent technology for quick and accurate actions in delivery of civic services. As such, 'smart city' has obvious reference to urban centres with ultramodern facilities offering better quality of life.

US India Business Council white paper says "smart cities are the integration of information technology, telecommunications, urban planning, smart infrastructure and operations in an environment geared to maximize the quality of life for a city's population"(US India Business Council, 2016). A smart city is better in terms of overall infrastructure, quality of civic amenities, and smart way of

delivering services to the residents. Use of modern information and communication technology for delivering services is at the core of the project. A smart city is defined as "a city that uses information and communication technologies to make the critical infrastructure components and services of a city such as administration, education, healthcare, public safety, real estate, transportation, and utilities, in a more aware, interactive, and efficient way (Belissent, 2010)".

According to Caragliu and Nijkamp (2011) "A city is 'smart' when investments in human and social capital and traditional (transport) and modern (ICT) communication infrastructure fuel sustainable economic growth and a high quality of life, with a wise management of natural resources, through participatory governance".

International Telecommunications Union focus group on smart sustainable cities (FG-SSC, 2014) has defined the concept as:

"A smart sustainable city (SSC) is an innovative city that uses information and communication technologies (ICTs) and other means to improve quality of life, efficiency of urban operation and services, and competitiveness, while ensuring that it meets the needs of present and future generations with respect to economic, social and environmental aspects".

Available discourses on smart cities reveal six components of a smart city - Smart Economy, Smart Mobility, Smart Environment, Smart People, Smart Living and Smart Governance (Lombardi et al, 2012). Smart cities are visualised as a panacea against rising problems caused by the ever-increasing urban population.

If the campaigns are any indicator, one can expect that developed smart cities will emerge as attractive global investment destination. The development of modern ICT based technologies corridors will provide a sustained boost to developmental activities in and around these smart cities. The emergence of Bangalore, Hyderabad, Visakhapatnam, Noida, Chandigarh, Bhubaneswar, Kochi, Ahmadabad, Pune, but to name a few, speaks of the development impetus smart cities provide. As such development of a network of smart cities is expected to accelerate economic growth in the entire country.

Evolution of the Smart City Concept

Referring to de Jong et.al (2015) analysis of academic literature pertaining to classification of cities based on new urban technology, Simon Joss (2016)

explains the evolution of 12 nomenclatures from 1996 to 2013: Intelligent city, Ubiquitous city, Green city, Low carbon city, Resilient city, Sustainable city, Knowledge city, Smart city, Eco city.

Elaborating on the concept of a smart city Renato de Castro (2016) claims that right balance between economic, social and environmental sustainability imperative. Some of the problem oriented solutions according to Castro are “water management, clean and renewable energies, smart grids, intelligent traffic control, electronic government, urban mobility, wireless internet accessibility, and waste management”.

The roots of the smart growth concept may be traced to an experiment in the US to regulate incentivize policies for the development of cities. Portland, in Oregon, is an earliest successful model. (Castro, <http://www.quora.com>). IT giant IBM's smarter planet initiative ventured into smart city in 2008. Within few years the idea caught global attention as South Korea, UAE and China offered stimulus to the idea through huge investments. Exemplary success of projects in Vienna, Aarhus, Amsterdam, Cairo, Lyon, Málaga, Malta, the Songdo International Business District near Seoul, Verona etc has established smart city as an alternative development model.

Global success stories, pull of unparalleled life style, ICT supremacy, and push of desire for rapid growth have firmed up India's resolve to the smart city project, but the idea is not new to India. Traces of early efforts to build smart cities in India could be found in Kochi, Ahmadabad, Aurangabad, Manesar, Khushkera, Krishnapatnam, Ponneri, Tumkur. India's smart city resolve focus on building smart cities as models of sustainable urban life, combining the latest high-end ICTs with state of the art architectural designs fully integrated into ubiquitous urban environments. Successful projects are getting global attention, and attracting talented professionals, large corporations and massive investments. But, success of project depends on active involvement of residents, entrepreneurs and visitors in energy saving and adoption of new technologies based solutions to urban problems.

Smart Cities Mission in India

India launched its Smart Cities Mission on 29 January 2016 to develop 100 smart cities in the country through integrated development programmes. An experts committee was appointed to select the cities on the basis of their scores on pre-decided parameters. The selection was executed

through competitive bidding, and 20, 40, and 38 cities were selected during first, second and third phases respectively. The 98 prospective smart cities so selected comprise 24 capital cities, 24 business and industrial centres, 18 culture and tourism centres. Five port cities and three education and health care hubs also found place in the list.

The smart city project was launched on June 25, 2016 in 20 cities with commencement of 14 component projects under existing development schemes. Solid Waste Management projects under Swachh Bharat Mission, Water Supply Projects, Sewage Treatment Plants and development of open and green spaces under Atal Mission for Rejuvenation and Urban Transformation (AMRUT), Housing Projects for urban poor under Pradhan Mantri Awas Yojana and area development and technology based Pan-city Solutions under Smart Cities Mission were linked with the project (The Indian Express, 2016: June 25). To encourage creative involvement of the citizens in the smart city campaign a 'make your city Smart' contest was also launched, providing for monetary rewards for the best suggestions.

Smart Net Portal was also inaugurated to enable the cities under different urban missions to share ideas and source solutions for various issues during execution of the projects.

The smart cities project in India aims to ensure smart processes pertaining to supply of water and electricity, management of waste and sanitation, facilities of mobility and transportation, housing, health and education, robust IT connectivity and e-governance, adequate public safety and security, etc.

Some key challenges in achieving the targets in India include:

Converting the redundant infrastructure into smart infrastructure;

Mobilizing huge cost involved (7 Lakh Crores) through PPP model;

Coordination among different levels of governance;

Timely Project clearance;

Preparation of master plans;

Manpower and other resource constraints with urban local bodies;

Capacity building among staff;

Reliability of utility services.

Theoretical Framework of the Study

As already mentioned earlier, people's participation is a fundamental factor in successful execution of any development project. A pre-condition for participation is a person's knowledge, attitude and behaviour towards the issue in question. Theories of behaviour change provide useful clues about role of communication interventions in inducing behaviour change among the target audiences. The social learning theory (Bandura, 1977), stages of change model (Prochaska & DiClemente, 1983), and theory of planned behavior (Ajzen, 1985) explain how behavior change occur at the individual level. Diffusion of innovations model (Rogers, 1983) explains behaviour change at the community level. Social marketing Model (Solomon, 1989) provides a macro social, systemic planning approach to communication interventions for behaviour change. Media advocacy model (Wallack, 1990) advocates the use of media for change through community mobilization and empowerment.

Individuals learn new behaviours by observing and imitating the behaviours of their role models from mass media (Bandura, 1977). An admired public figure or celebrity performing a task may influence the followers to perform the same without hesitation. Appropriately packaged IEC programmes lead to awareness, knowledge, attitude, and behaviour change (Singhal & Rogers, 1999; Kincaid, 2002), and helpful in creating correct conceptions about the issue (Vaughan et al., 2000). These findings suggest a positive relationship between exposure to mass media campaign and behaviour change. Interpersonal communication is also effective in inducing behaviour change (Lazarsfeld, Berelson, and Gaudet (1968; Kincaid, 2000). The theory of planned behavior suggests that attitude is determined by the individual's beliefs about consequences of performing the behaviour.

Research Design and Methods

Newspaper content analysis and social survey constitute the core methodology of this study.

For the content analysis, two national level vernacular Hindi newspapers published from the local city namely the Amar Ujala and the Dainikjagran were selected. The former is a Hindi-language daily newspaper having 19 editions, of which the local edition is published from Aligarh. The latter a Hindi-language daily, which happens to be the second-largest circulated newspaper in India as per Audit Bureau of Circulations (India) data. Its local edition is published from Aligarh City. By

virtue of being published from the City and in Hindi language which is the mother tongue of the city people, the two newspapers are widely read and have great sway on the city opinion.

For the survey, a sample of 50 people was selected from various walks of life, comprising students, working class & housewives. Of the 50 people, 43 were aware about the concept of Smart City Campaign and the remaining 7 people did not even heard about the concept of Smart City Campaign. The 43 people who were aware of the campaign include: Students- 12, Working class- 26, Housewives- 05. The seven-people unaware of the campaign include: Student- 01, Working class- 04, and Housewives- 02. A structured questionnaire was prepared for the purpose of collecting opinion of the respondents. The respondents were briefed about the subject followed by the administration of the questionnaire.

Data Analysis and Interpretation

The overall intent of the smart city programme "use smart technology to find smart solutions to a city's problems and deliver high quality civic amenities to the citizens" has action and communication programmes as its two vital dimensions. Action programmes focus on addressing the problems of a city to make it smarter in appearance and actions. The communication programmes focus on changing the attitude and behaviour of the city populations and creating accurate perceptions about the perceived benefits of the programme. The latter has two important actors engaged in creating shared responsibility among the stakeholders-the development agency representatives regularly meet and educate the people about the work being done and the latter's role and responsibilities, and the mass media engaged in sensitizing the people about the campaign and reminding the official agencies to remain responsive to the will of the people. Both aspects have been covered under this study. The role of the official agencies in educating the people has been discussed with special reference to the public interaction programmes, and role of media has been analysed through the media coverage of the smart city programmes and its impact on public perception.

As such, this study involves two types of data- data pertaining to media reporting of the smart city campaign, and data pertaining to public views on the prospects and challenges of Aligarh as a smart city project. Analysis of both categories of data could be vital to understand the problem under investigation.

Coverage of the Smart City Initiatives in Print Media

A glance over some media reports selected at random reveals that, much of the media coverage on Aligarh as a smart city project relates to the official initiatives pertaining to ground work for the city's selection under the scheme. Preparatory meetings by the Mandal, District and Municipal Corporation authorities got highest media attention followed by the initiatives to improve civic amenities and mass mobilization programmes organised to ensure public participation in the online surveys. The meetings organised in different institutions of the city to mobilize public participation for the programme were widely reported by the media. Through creative headlining and using different types of appeals, the media took the smart city programmes to its readers. The strategists relied upon the principle of perceived proximity as a source variable in public communication to maximise the impacts of the smart city campaign. Thankfully, the media took such messages to the public, truly playing its role as agenda builder and critical commentator.

Some indicative headlines of media reports on the smart city campaign are: "smart city contest begins, understand your responsibility" was the headline used by the Hindustan (2016, Feb 16) in reporting the commissioner's instructions in a preparatory meeting for smart city. The DainikJagran headlined the same story as "we fulfil goal through smartcity project". Both the reports focused on the new projects proposals included under the umbrella concept. A brainstorming session on smart city project organised at AMU was creatively headlined as "the city is lagging behind, come forward" using emotional appeal by dignitaries for the citizens to participate in the campaign (DainikJagarn, 2016:May 20).The Hindustan published a three column story headlined "Now online suggestions for smartcity" on the launch of a Aligarh smart city portal(2016,May 25). Focusing on former AMU vice-chancellor's emphasis on change in attitude towards

solution of civic problems, the Hindustan published a four column story headlined "for smart city, people have to change their attitude"(2016May 20).AMU support to the smart city project was published as a two column story by the Amar Ujjala headlined as "for smart city Aligarh Municipal Corporation, gets AMU support"(2016,may 20).The Municipal corporation's public suggestion programme in a city marriage hall was reported as a five column story in the Dainikjagaran using the headline "People give smart suggestions for smart city"(2016, may 27).In a discussion regarding smart planning for smart city, people's suggestion for renaming the city pond was reported as a four column story in the Hindustan using the headline "Name suggested for AchalSarobar"(2015, Nov 04). The expression of interest by 34 companies to help the Municipal body in the smart city project, the Dainikjagran reported a three column story giving the headline "Not like Washington, Aligarh will be developed like Ahamedabad"(2016, May 25).The offer of support by Hitachi'was reported in the DMG news as a three column story. The plan to bring the entire city under CCTV coverage was reported in the Amar Ujjala as a three column story (2016, march 02).

The 18 newspaper reports, selected randomly, dwelt with issues including: preparatory meetings of the Municipal body for the smart city contests, public mobilization meetings, creation of forums for public participation in development of the project, new project proposals received, and expression of support by different organisations, groups and companies for the smart city campaign. A break up of the media reporting is presented in table-1.

It is clear from table-1 that the media reported largest number i.e 33.33 percent of the stories on expression of support for the smart city project, followed by sensitization meetings 27.78 percent. Preparatory meetings constitute 22.22 percent of the stories, where as 11.11 percent stories were related to new project proposals.

Table-1: Media Reporting of the Aligarh Smart City Campaign

Issue reported	Number of stories	As % of the total media reporting
Preparatory meetings	04	22.22
Public sensitization meetings	05	27.78
Creation of forums for citizen participation	01	5.56
New project proposals	02	11.11
Expression of support by different agencies	06	33.33

Public Perception on Role of Media in the Smart city Campaign

The study made an assessment of the effectiveness of the smart city campaign in Aligarh in creating wider public awareness and active participation with special reference to role of the media. Copies of a structured questionnaire were administered among fifty selected citizens comprising student, journalist, teachers, housewife, etc. The opinions collected through the questionnaire are presented in tables below.

The first question was meant to know the public awareness of the much hyped smart city campaign.

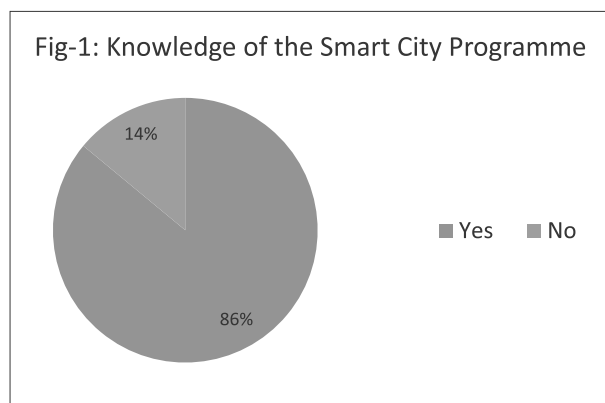
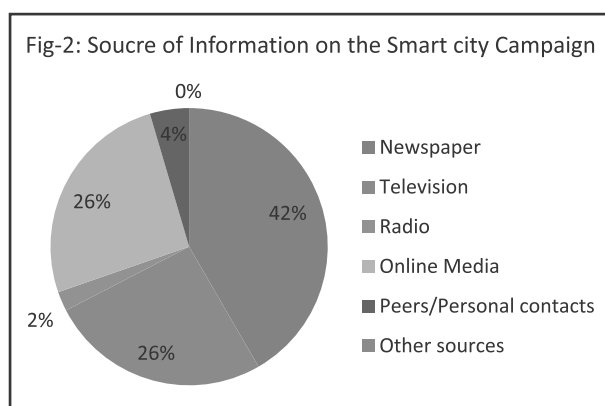
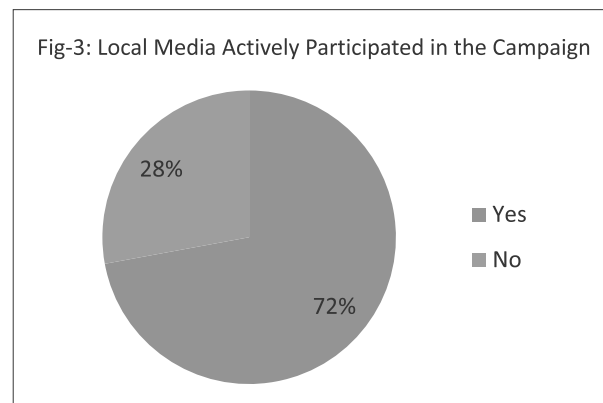


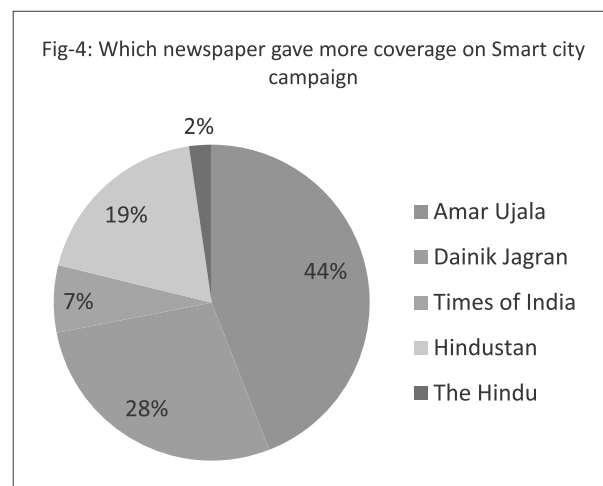
Chart-1 reveals that 86% respondents said that they know about the smart city campaign and rest 14% respondents not aware of the smart city campaign.



The responses on sources of information on the smart city project in chart-2 evinces that 42% got information from Newspaper, 26% from Television, 2% from Radio. 26% of the respondents got information from Online Media, where as 4% got information through Peers/Personal contacts. Newspaper continues to be the main source of information followed by television. The data also reveals the growing importance of mobile and social media as a source of information.

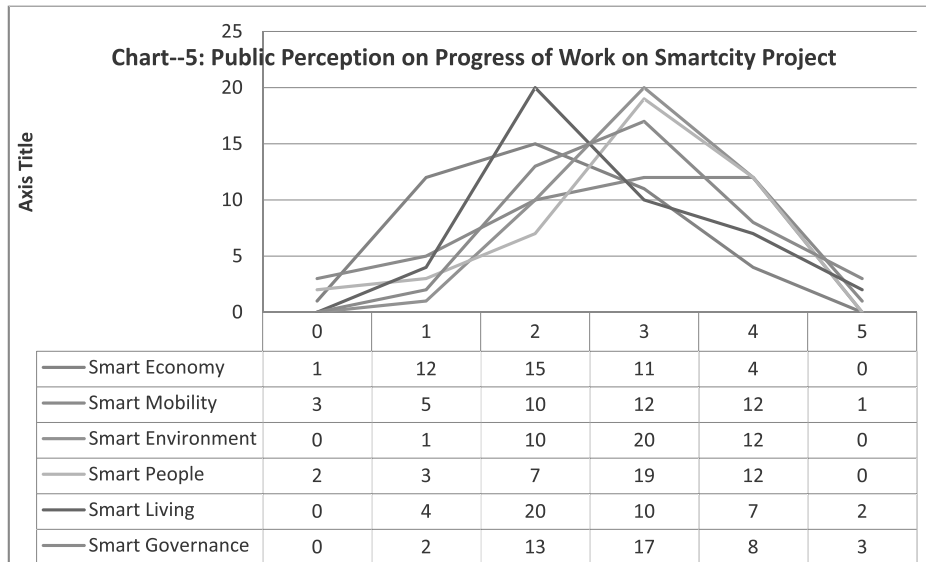


Asked whether the local media actively supported the campaign through its coverage, 72% respondents think that the print media in Aligarh played an active role in spreading the campaign message and rest 28% respondents don't think that the print media in Aligarh played an active role in spreading the campaign message.

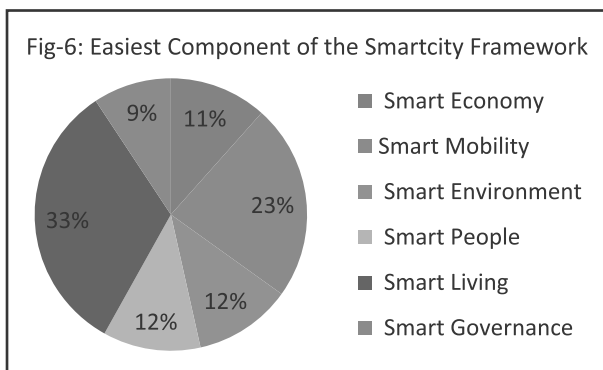


The fourth question was which newspaper gave more coverage on Smart City campaign in Aligarh. The chart 4 reveals that 44% respondents feel that Amar Ujala spared more editorial space for the campaign, 28% respondents feel that Dainik Jagran provided better coverage, 19% went with The Hindustan. Among the English Newspapers, The Times of India was mentioned by 7% respondents and The Hindu 2%. That mean Hindi Newspapers reported the smart city campaign more than English Newspapers. Hindi being the mother tongue of the natives besides Hindi newspapers are being published from the city itself provided more local news.

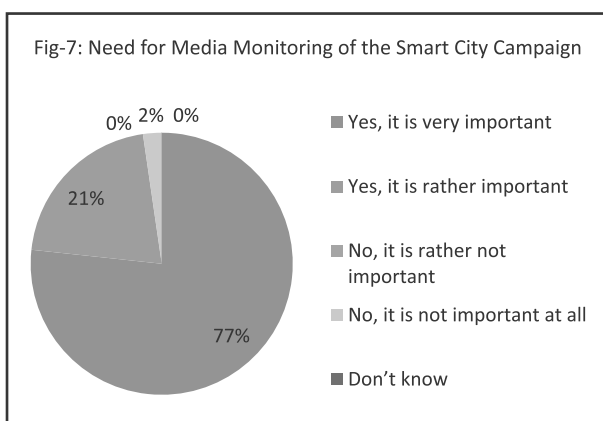
Question-5 was designed to know public perception on progress of work on six different fronts of the Aligarh Smartcity project. The respondents were required to express their views on a six point continuum from 0-5, where 0 refers to no progress and 6 refers to excellent progress. The opinions of the respondents are presented in table/chart-5.



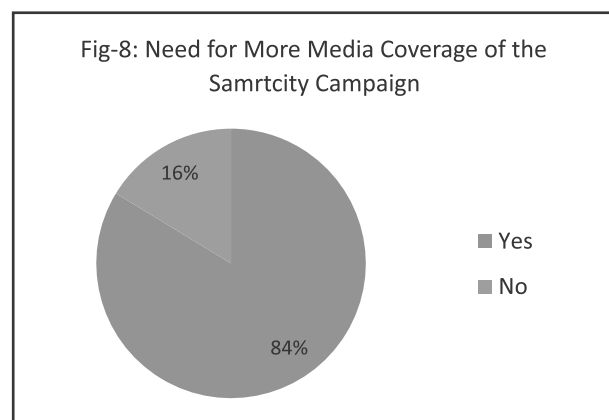
The data evinces that Smart environment, smart people, and smart mobility got better rating followed by smart living. But, the graph also reveals that regarding progress of work, a lot still remains to be desired, at of the fronts the perceived progress is excellent.



The sixth question has a choice of selecting the one component from the six which they think is the easiest to implement in the city. The Responses reveal that 11% respondents think Smart Economy is the easiest to implement, 23% think that Smart Mobility is the easiest to implement. Smart Environment and Smart People are selected by 12 % of respondents each. The maximum 33% respondents think that Smart Living is easiest to implement in Aligarh whereas according to 9% respondents Smart Governance is the easiest to implement.



The media through its agenda setter and critical commentator roles, keep the Government accountable and responsive to public demand. By monitoring the media the public authorities can know if anything is going wrong and can make course correction. Responses to the seventh question reveals that 77% respondents feel that media monitoring of the campaign are very important. 21 % respondents feel it is rather important. However, 21 % are of the view that media monitoring of the campaign is not at all important.



The respondents feel that the issue needs more media coverage so as properly sensitise the public about the project. Fig 8 reveals that 84 % respondents expect more media coverage. To which 16% respondents do not agree.

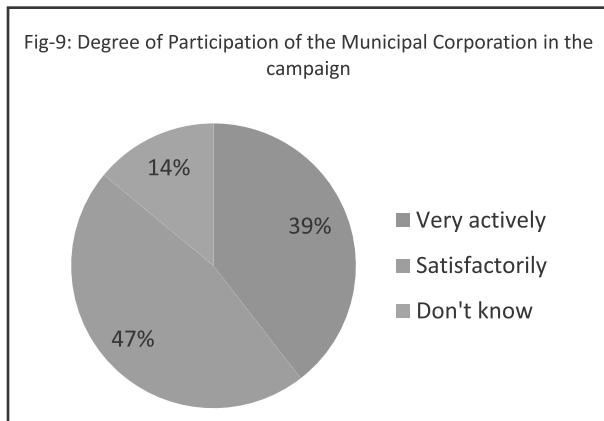
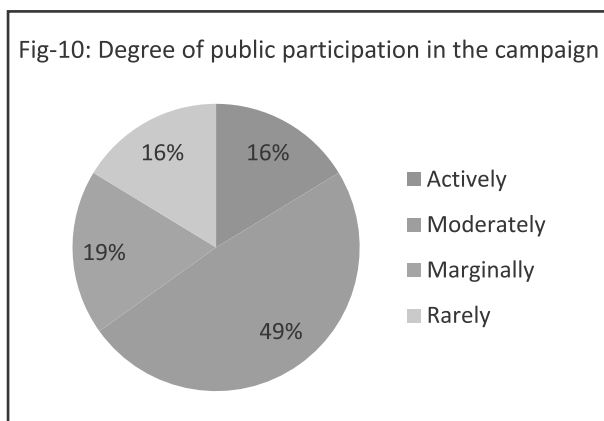
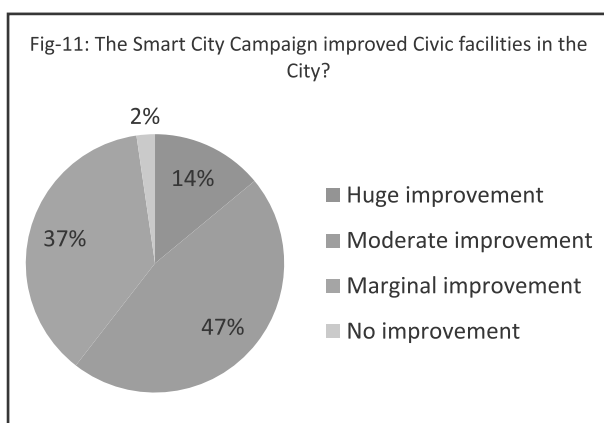


Fig 9 evinces that 39% of respondents believe the Municipal Corporation of Aligarh very actively participated in Smart City Campaign, 47% respondents are only satisfied with degree of participation of the city, and 14 percent are not satisfied.



The responses to question on the degree of public participation in the campaign presented in Fig-10 reveals that, according to 16 % respondents the public of aligarh participated actively in the smart city movement, 49% think the people of Aligarh city participated moderately. 19% think the people participated marginally.



It is clear from Fig-11 that only 14 % respondents think that civic amenities in the city improved hugely due to the smart city campaign. 47 %

respondents think there was moderate improvement. According to 37 % respondents there was only marginal improvement. It means the smart city campaign has made some difference in waste management, sanitation, hygiene etc. but a lot still remains to be done.

Findings, Conclusions and Suggestions

International experience on smart city concept convinces one to believe that the smart city mission will not only end up in developing some cities as show pieces but is expected to change the urban landscape of the entire country and will give a fillip to the economy. 86 % respondents of the present study having known about the smart city initiative speak about the wider awareness it has been able to create. The newspapers have played vital role in creating awareness through publication of reports on various campaign activities. According to the present study respondents think that the print media in Aligarh played an active role in spreading the campaign message. The media's role, however, was more or less limited to reporting of preparatory programmes of authorities involved. The media could go beyond and set the agenda for debate among the people.

Public perception reveals that Municipal Corporation of Aligarh has very actively participated in the Smart City Campaign. Even if moderately, the people of Aligarh city have also participated in the campaign to make it a success, which speaks about the people's desire for development of their own city. The study found that the municipal corporation's smart city campaign has improved the civic amenities, but only a little more than half of the people see a moderate improvement. Only one-sixth of the population did actively participate in the campaign, though about half moderately participated. Habit of throwing garbage only in dustbins rather than on the roads is yet to be seen in a bigger way. Non-availability of dustbins at public places often forces the people to throw garbage on the roads, which the municipal body must address. Un-planned ad-hock facilities cannot be adequate, which is evident in the toilets built under the swachh bharat mission. A major reason of water logging in the city is polythene and other garbage, which need to be solved through proper waste-disposal system. The drains are built on a piece-meal basis, which often damage the slopping required drainage of waste water. The sewage system often gets casual attention of people responsible for it. The media can play a more active

role by consistently raising issues which plug the waste-disposal system, the sewage system, the traffic management system so as to remind the municipal authorities about their responsibilities. Most important of all, there is a need for change in behaviour of the people towards cleanliness.

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Social Media and Its Impact on Circadian Rhythms

Dr. Susan Sridhar*

Insomnia - the inability to sleep is a problem that 16% of the 1.252 billion Indians are facing, which after the math, in reality translates to a shocking number of 2,00,320,000 people. And from observation and all the articles being published, social media seems to be playing a major role in this. Texting, tweeting, surfing, posting, following and writing on friends or associates' walls, chatting with other active users, uploading, downloading and generally keeping up with the peers is a self-enforced task that keeps people awake for hours at night.

This indescribable need to spend time online relates to Maslow's Need Hierarchy Theory. This theory states that human beings have three basic needs, one of them being the need for love, affection, belonging and self-worth. Social networking sites seem to apparently fulfill this requirement. Social media though recent and with a short history compared to the rest of the traditional media, has however had a tremendous impact on peoples' lives - on culture, in politics, in business and on the world-at-large. Social media websites are some of the most popular haunts on the Internet. They have revolutionized the way people communicate and socialize on the Web. Here is a closer look at these effects, (Jenny Q. Ta, 2014).

Impact on Politics

Every politician worth his salt jumps on the social media bandwagon. This is because social websites have played an important role in many elections around the world, including in the U.S., Iran, and India. The growing number of memes and videos online and on whatsapp are proof of this. They have also served to rally people for a cause, and have inspired mass movements and political unrests in many countries.

Impact on Business

Net savvy companies are using social media to advertise their products, build customer loyalty and

many other functions. Interactions and feedback from customers help businesses to understand the market, and fine-tune their products and strategies.

Many firms organize contests and give away prizes to enthruse consumers to visit their social website page more often. Compared to television advertisements and other expensive forms of marketing, social media presence is a cheap and effective means to enhance brand image and popularity.

Effect on Socialization

Social networks offer the opportunity for people to re-connect with their old friends and acquaintances, make new friends, trade ideas, share content and pictures, and many other activities. Users can stay abreast with the latest global and local developments, and participate in campaigns and activities of their choice. Professionals use social media sites like LinkedIn to enhance their career and business prospects. Students can collaborate with their peers to improve their academic proficiency and communication skills. You can learn about different cultures and societies by connecting with people in other countries. Socialization processes also have been greatly affected by social Media. From the Arab Spring in the Gulf to the Jallikattu protest in Tamilnadu, social media has aided in the upheaval of mass movements.

Impact on Work Productivity

Many companies have blocked social networking sites in their office as addicted employees can distract themselves on such sites, instead of focusing on work. In fact, British companies have lost billions of dollars per year in productivity because of social media addiction among employees.

Impact on Privacy

Being anonymous online is turning out to be a myth of sorts. If you are not careful, what you post on the Net can come back to haunt you. Revealing personal information on social sites can make users vulnerable to crimes like identity theft, stalking, etc. Many companies perform a background check on

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the Internet before hiring an employee. If a prospective employee has posted something embarrassing on social media, it can drastically affect their chances of getting the job. The same holds true for our relationships too, as our loved ones and friends may get to know if we post something undesirable on social networks.

Impact on the Brain

According to researcher Damon Beres (2016), the following negative influences are increasingly seen among heavy social media users.

- It might make you spend more money. New research suggests that heavy social media use might be correlated to lower self-control, which marketing experts believe could lead to higher spending.
- It alters your appetite and behaviour. Photos can activate the brain's reward centre and compel viewers to overeat; one study suggests that even looking at food images after a meal can trigger hunger.
- It messes with your ability to think independently. Subjects were more likely to change their minds about "liking" certain things (one cute baby over another, for instance) if enough time had passed and they could see that the other side was even moderately popular.
- It hurts your self-esteem. Researchers discovered that one in three people surveyed felt worse ("lonely, frustrated or angry") after spending time on Facebook, often due to perceived inadequacies when comparing themselves to friends.
- It can "butcher" real-life conversations. Perhaps future generations will recoil with horror at the messiness, unpredictability and immediate personal involvement of a three-dimensional, real-time interaction.

Online Harassment

Many introverts and socially reclusive users place too much emphasis on virtual interaction, and ignore the real world outside. If you are not careful, unscrupulous people can target you for cyber bullying and harassment on social sites. School children, young girls, and women can fall prey to online attacks which can create tension and distress.

Sleep Drive and the Body Clock:

Sleep is regulated by two body systems: sleep/wake homeostasis and the circadian biological clock. When we have been awake for a long period of time, sleep/wake homeostasis tells us that a need for

sleep is accumulating and that it is time to sleep. It also helps us maintain enough sleep throughout the night to make up for the hours of being awake. If this restorative process existed alone, it would mean that we would be most alert as our day was starting out, and that the longer we were awake, the more we would feel like sleeping. In this way, sleep/wake homeostasis creates a drive that balances sleep and wakefulness.

Our internal circadian biological clocks, on the other hand, regulates the timing of periods of sleepiness and wakefulness throughout the day. The circadian rhythm dips and rises at different times of the day, so adults' strongest sleep drive generally occurs between 2:00-4:00 am and in the afternoon between 1:00-3:00 pm, although there is some variation depending on whether you are a "morning person" or an "evening person." The sleepiness we experience during these circadian dips will be less intense if we have had sufficient sleep, and more intense when we are sleep deprived. The circadian rhythm also causes us to feel more alert at certain points of the day, even if we have been awake for hours and our sleep/wake restorative process would otherwise make us feel sleepier.

Changes to this Circadian rhythm occur during adolescence, when most teens experience a sleep phase delay. This shift in teens' circadian rhythm causes them to naturally feel alert later at night, making it difficult for them to fall asleep before 11:00 pm. Since most teens have early school start times along with other commitments, this sleep phase delay can make it difficult to get the sleep teens need -- an average of 9 1/4 hours, but at least 8 hours.

In teenagers, research has shown that melatonin levels in the blood naturally rise later at night than in most children and adults. Since teens may have difficulty going to bed early to get enough sleep, it can help to keep the lights dim at night as bedtime approaches. (Mc Laren, 2015)

Social Media and Sleep Patterns:

Social media evidently influences the occurrence and severity of all types of sleep disorders leading to health problems and depression. The need for attention or affection arises due to social networking sites. Even though there are definitely other factors that influence types of depression, social media can be a cause of them and is even increasing as a more main cause, due to an increase in usage of social media.

Other factors, such as biological, environmental, psychological, and genetic factors, combined with

social media, can make a person clinically depressed.

The average young adult spends over an hour on social media every single day, and visits various social media accounts (think Facebook, Snapchat, Twitter, Tumblr, Instagram, and the like) around 30 times a week. And those who were the most frequent users of social media across the week were three times more likely than others to have trouble falling asleep.

It's unclear as to just what it is about social media that contributes to sleep deprivation (or whether it's the use of smartphones in general rather than the sites themselves). It could be that social media is literally taking up a greater amount of some users' time, or that the blue light emitted by most mobile devices disrupts circadian rhythms during night hours. The amount of warning messages that we receive on WhatsApp is also very frightening. How true are all these? Researchers suggest that social media might promote "emotional, cognitive or physiological arousal, such as when engaging in a contentious discussion on Facebook," which also would create sleep disturbances.

Let's take a look at the current generation also known as the "Tech Savvy Generation". Social media has become a way of life for most of the current young generations all over the world. Social media allows all kinds of people from all over the world to connect in ways that only a few years before seemed unthinkable to even the most advanced scientists. Yet now it has more influence on our lives than we could possibly imagine. Children as young as three years old have their own iPads and can even manage iTunes accounts. School going children have access to internet connection, giving them the liberty of being active users on social networking sites. (National Sleep Foundation, 2016)

Objectives of the Current Study:

The present Research paper is focused on finding out how social networking sites impact people and their circadian rhythms. The following are the specific objectives that this study aims at.

- To find out which age groups are most active on the social networking sites.
- To find out which are the most frequented sites.
- To understand the usage of social networking sites at night.
- To find out how social media networking sites affect sleep patterns and mental health.

Case Studies that establish the connection between Social media and Sleep

The following case studies talk about how social media affects the behaviour and sleep patterns of teenagers.

A study conducted by the West Virginia University Sleep Centre (2012) showed that a staggering 95% of the British people surf the web and use social media right before going to sleep. On an average, Britons spend 9 minutes every night texting before falling asleep, and 40% of adults said they have regular text communication with friends in bed every night. ((Patrick &Steijn, 2014)

Another study done in Serbia by Pantic (2014), including high school students, shows that the use of social media/ networking sites can cause depression with different severity. It is said that about 16% of the general population suffers from major depression at least once in their lives. The results of the research show that out of the students surveyed, 65% have minimal depression, 29% have mild depression, and 6% have moderate depression. It was found that there was, "A positive correlation between the BDI-II score (used to measure the severity of the depression) and the time spent on social networking." Additionally it was found that: "The BDI-II score increased as the time spent on social networks increased." Concluding, in high school students, the time spent on social networking sites influences the level of depression a student has.

According to a study conducted by the Kaiser Family Foundation (2013), teenagers on average reportedly spend up to 7.5 hours on social media per day. Teenagers are referred to as the 'Facebook generation', implying that they use this social media website excessively- it is suggested that the average amount of time a person uses Facebook per month is 15.5 hours. However, the damage this excessive social media usage is having on our health is greater than expected and many people are suffering from both depression and insomnia due to this.

A survey conducted at a high school in Cheshire, UK, revealed that the teenagers spend an average of 3 to 4 hours on social media each night, in fear of 'missing out on something'. Social media was admitted as being the main reason why students were tired when attending school. (Mohit Joshi, 2014)

Advice was given that students should switch off all their technology about an hour before going to bed, and that getting a better night's sleep would reduce negative effects like lack of concentration in classes.

A 2015 study of teenagers' ages 11-17 found that social media use was linked to diminished sleep quality. Researchers also found social media use linked to lower self-esteem among teens, as well as to elevated levels of anxiety and depression. This study examined time of day as a factor in social media's effect on sleep, and found that using social media at night was especially detrimental to teens' sleep. (Boxe, 2015)

According to J. Breus, Michael (2016), people are among the most avid and heavy users of social media, and this latest research focused on the effects of social media engagement among young adults. The results strongly indicate social media use in young people is linked to sleep problems. Researchers at the University of Pittsburgh examined social media use and sleep in a group of young adults, and found that heavier users of social media are significantly more likely to experience disturbances to their sleep.

Their study included a nationally representative group of 1,788 adults between the ages 19-32. Researchers measured both the frequency and volume of social media use. Social media volume was a measurement of the amount of time spent engaged daily. Social media frequency was a measurement of the number of visits to social media sites over the course of a week. Researchers gathered sleep data using patient-reported information about sleep habits and experiences. So these data are subjective not objective. The scientists' analysis showed a strong correlation (a relationship, not a cause) between social media use and sleep disruption. Among participants, heavier volume and frequency of social media interaction was associated with significantly greater likelihood of sleep problems.

The highest volume users of social media – those in the top 25 per cent – had nearly two times the risk of sleep disruption as those in the lowest 25 per cent. The most frequent social media users – again, those young adults in the top 25 percent – had nearly three times the risk of sleep disturbance as those in the lowest 25 percent.

This study did not address what is driving the relationship between social media engagement and sleep. Is frequent, heavy social media use contributing directly or indirectly to sleep problems. Are people who have trouble sleeping more likely to be using social media more often than better sleepers? Or are both influences in effect? These are important questions that need to be the subject of additional study.

These social media websites allow people to stay at home and go out less to meet with friends, because they can simply chat to them online. Studies have shown that staying indoors in your home all day makes people too relaxed, which creates difficulty in initiating sleep at night. Many users of social media leave their mobile phones switched on at night; 25% of Facebook users claim to be woken up by smartphone alerts from Facebook.

Dr. Hastings (2012), an expert in sleep patterns and a research scientist for the Medical Research Council at Addenbrooke's Hospital (Cambridge University Hospitals) said: 'From a sleep point of view, this news isn't good at all as it's having a huge negative effect on people's sleep. Adults don't realise what impact using computers, mobile phones and other gadgets before falling sleep is having on their night's sleep. Being exposed to bright light from computer and mobile phone screens while in bed completely delays the brain and body's ability to get to sleep. As a result, people aren't able to get to sleep as quickly as they should...A lot of people think that when they go to sleep their brain is turned off. The brain simply engages in a different activity where it stores memories and gets rid of information that's not needed. If people aren't getting enough sleep each night, their long term memory is most definitely being affected and using social networking sites and technology before they go to bed is worsening this

Dr. Durlinsky Paula, a psychologist, found that there are both positive and negative effects of social media influence. Studies have shown that these sites can have a very positive influence on people with specific problems, such as social anxiety. Dr. Durlinsky also thinks that: "Although social media relationships can have a positive effect on us emotionally, numerous studies have been conducted linking social networking to depression, social isolation, eliciting feelings of envy, insecurity and poor self-esteem." Furthermore, Dr. Durlinsky believes that a balance of using these networking sites and having real life contact is the best option. (Patrick & Steijn, 2014)

Science is just beginning to assess the impact of social media use on health and well-being. This current research is one of the first studies to draw a link between social media engagement and risk of sleep disturbance. But other recent scientific evidence has also provided insight into social media's possible role in undermining sleep and health in young people.

College-age adults who check social media sites

during typical sleeping hours are more likely to suffer daytime tiredness and cognitive impairment, according to research. They are also more likely to use sleep medications. Other research shows that young adults are extremely likely to keep their phones or mobile devices near their beds, and are very likely to use these devices while in bed. (J. Breus, Michael 2016)

It's hard to find a person in India without a smart phone. Right from auto and taxi drivers using the Ola/Uber apps to CEO's of multimillion dollar companies- everybody runs their business online and are very updated on many matters whether social, cultural or financial.

Research Methodology:

The present study has followed the Descriptive Analytical Design with a Quantitative method for collecting data by using an Online Survey platform called "ZOHOSURVEY".

The Sample size was prepared for 200 plus respondents and the final respondent who did the Online Survey before the analysis numbered 231.

The target audience was from the age group 18 years to 35 and above. They were divided into four parts - 18 to 23 years old; 24 to 28 years old; 29 to 35 years old, and above 35 years. It was voluntary. The youngest respondents to take up the survey were 18 yrs old and the oldest was a couple who were 47 yrs old.

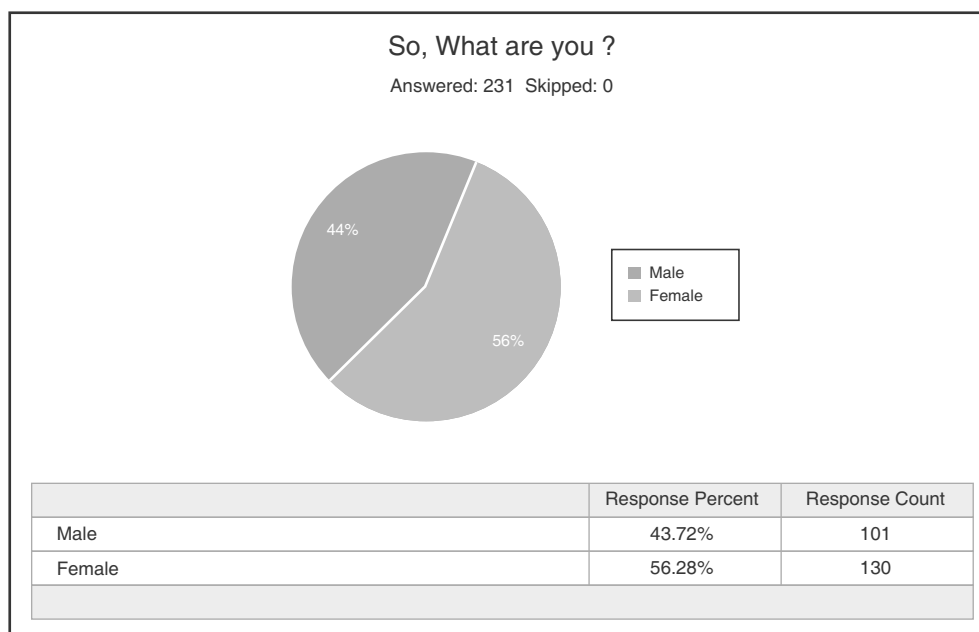
The Statistical analysis was a Simple Percentile analysis as it was considered sufficient to simply quantify the various measures for the questions.

The Primary data collection was done using an Online Survey Software called ZOHO - Surveys. The survey contained 20 questions, which would answer the research objectives. The survey was segregated into four sections.

1. The first part sought to understand the respondents' demographic segmentation - gender, age, profession and single child or sibling.
2. The second part related to whether they were active social networking users or not, and which sites they frequented.
3. The third part focused on usage of social networking sites at night, duration and reasons.
4. The final part of the survey intended to find out if the respondents had other people, socially active online, such as their friends or family members. And on an average how many hours of sleep they get per day and did social networking affect their sleep patterns?

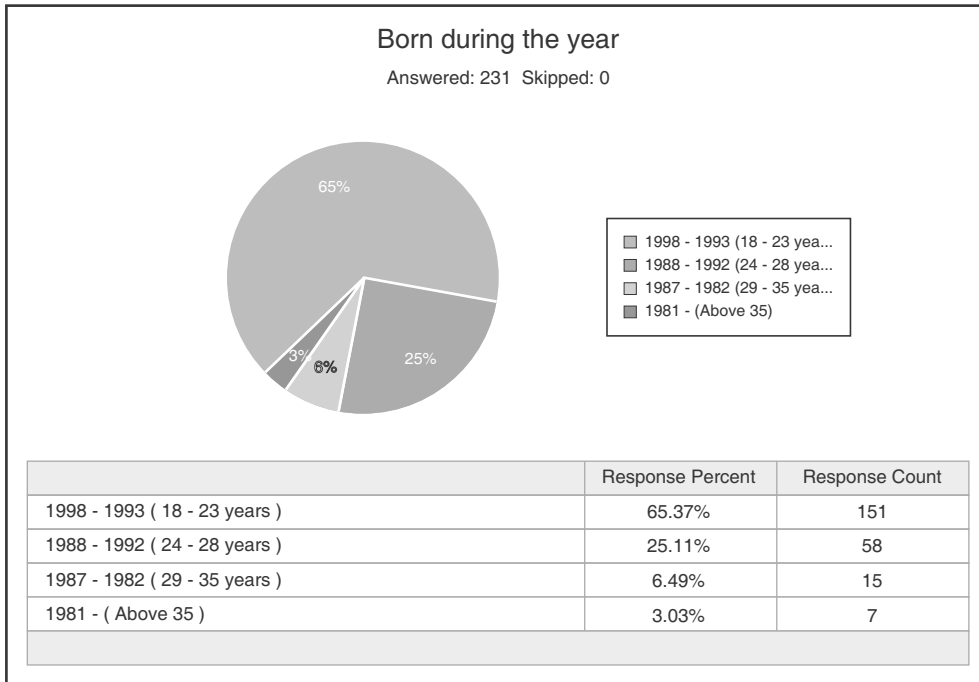
Results and Findings

- 1) A total of 231 people took up the survey.



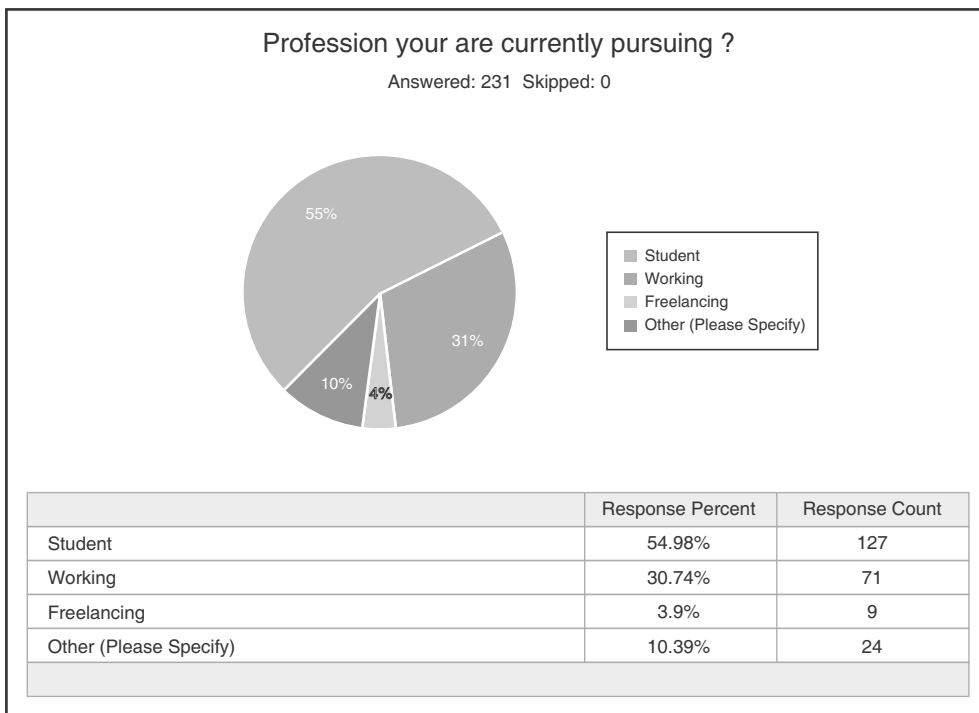
- 101 respondents fall under the gender category Male
- 130 respondents fall under the gender category Female

2)



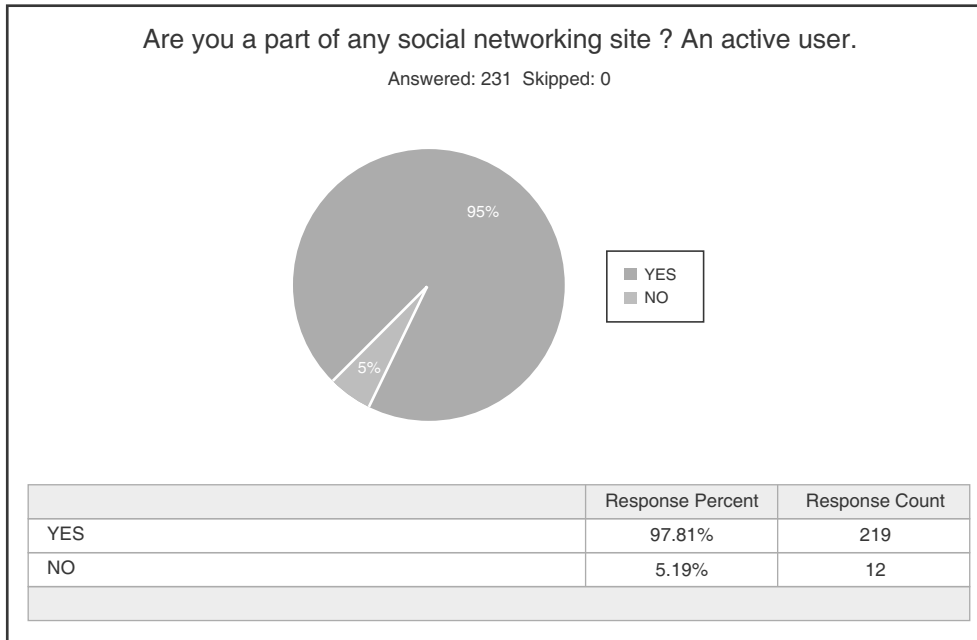
- 51 respondents fall under the age group of 18 to 23 years.
- 58 respondents are under the age group of 24 to 28 years.
- 15 respondents are under the age group 29 to 35 years.
- 7 respondents fall under the age group of above 35 years.

3)



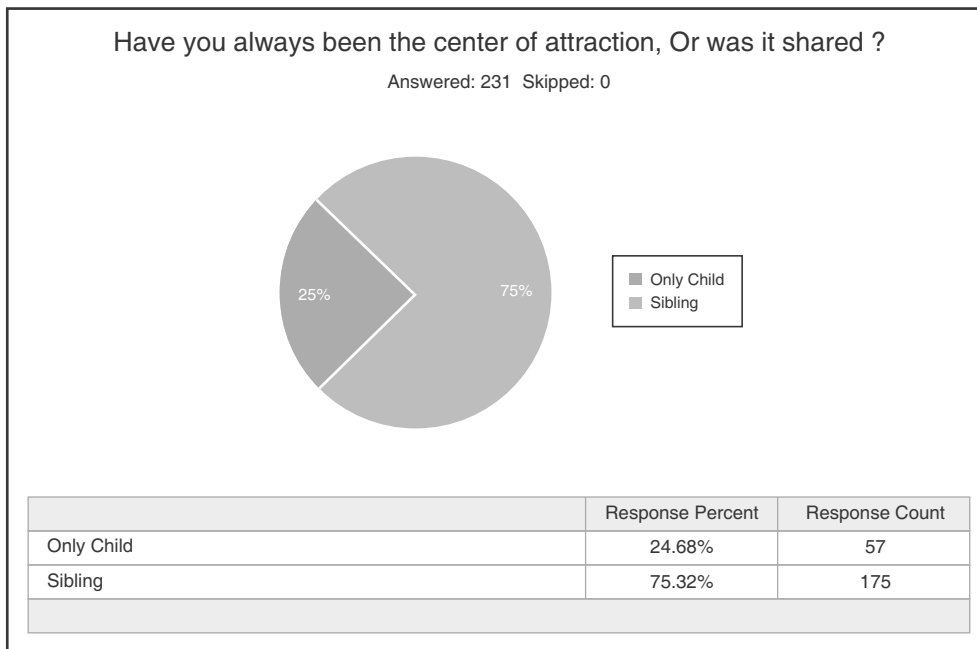
- 127 respondents were students
- 71 respondents were working
- 9 respondents were freelancing
- 24 respondents fall under the “other” category

4)



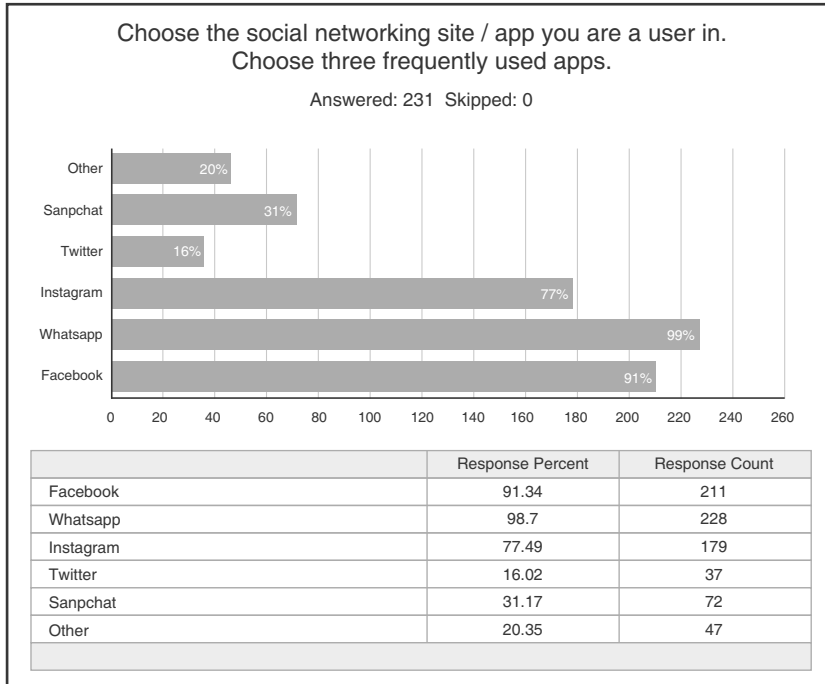
- 219 respondents were active users of social networking sites
- 2 respondents were not active

5)



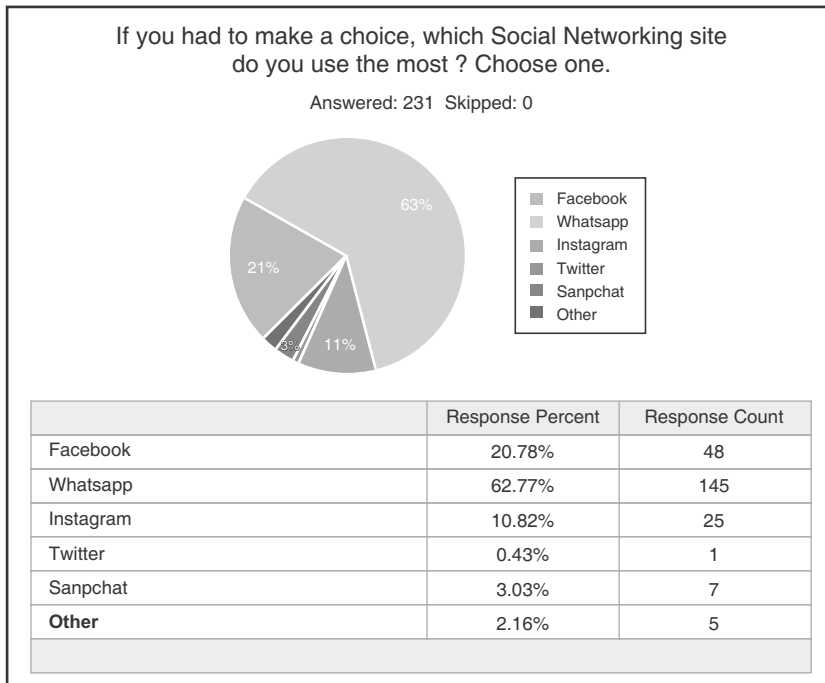
- 174 respondents had siblings
- 57 respondent did not have siblings , being the only child in the family

6)



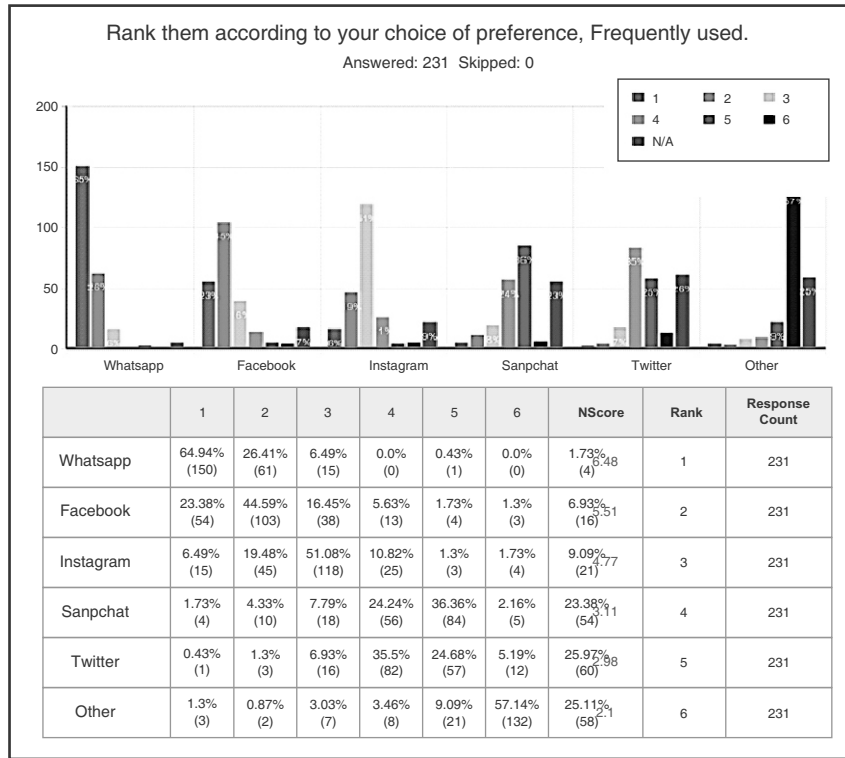
- Whatsapp topped the list with 228 respondents
- Facebook was second with 211 respondents
- Instagram was third having 179 respondents
- Snapchat was fourth having 72 respondents
- Surprisingly Twitter was the last having only 37 respondents
- 47 respondents chose 'other', but did not specify.

7)



- 145 respondents chose Whatsapp
- 48 respondents chose Facebook
- 25 respondents chose Instagram
- 7 respondents chose Snapchat
- 1 respondent chose Twitter
- 5 respondents chose 'other' but did not specify.

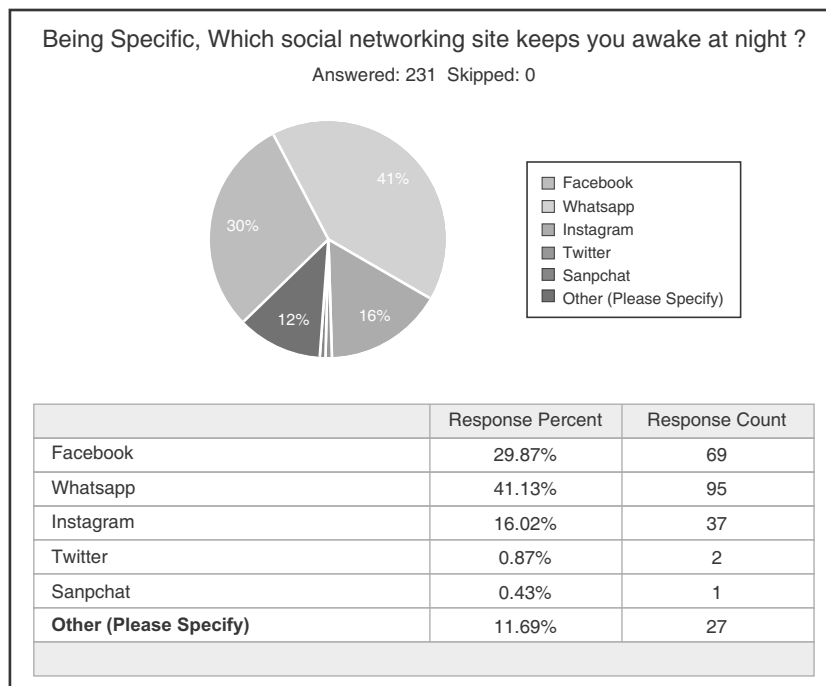
8)



RANK ORDER (1 Being highest)

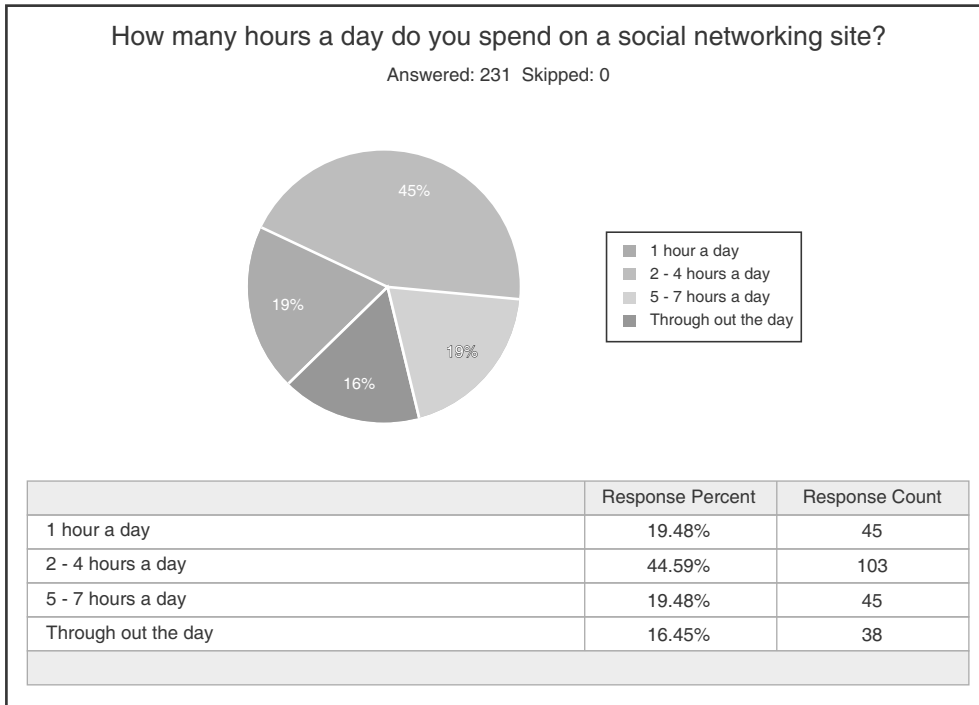
1. Whatsapp
2. Facebook
3. Instagram
4. Sanpchat
5. Twitter
6. Other

9)



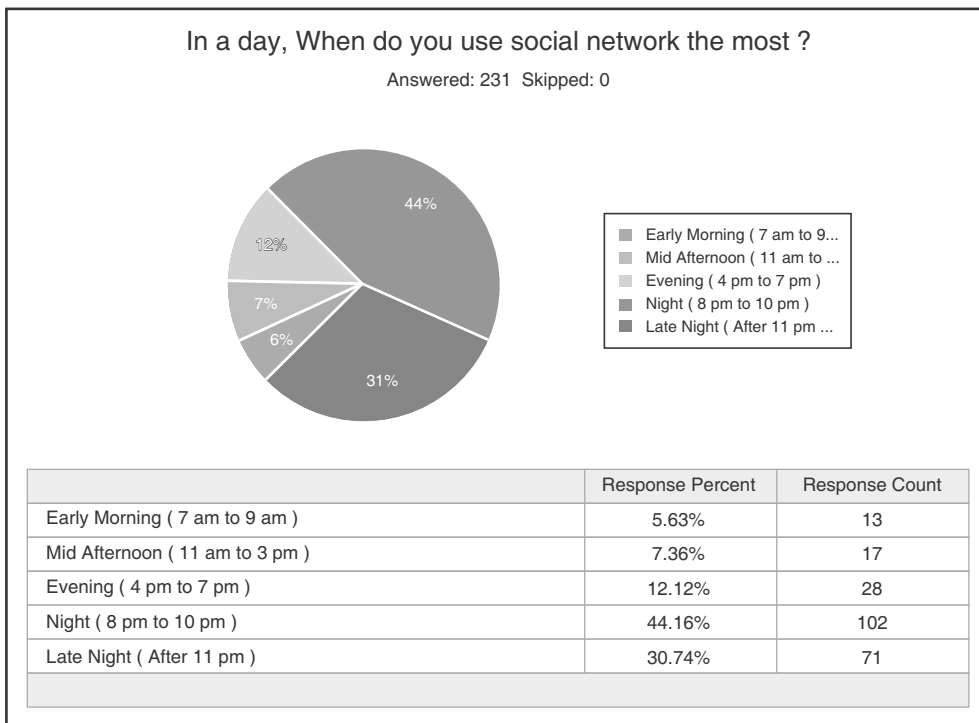
- 95 respondents said Whatsapp
- 69 respondents said Facebook
- 37 respondents said Instagram
- 2 respondents said Twitter
- 1 respondent said Snapchat
- 27 responded 'other' but did not specify.

10)



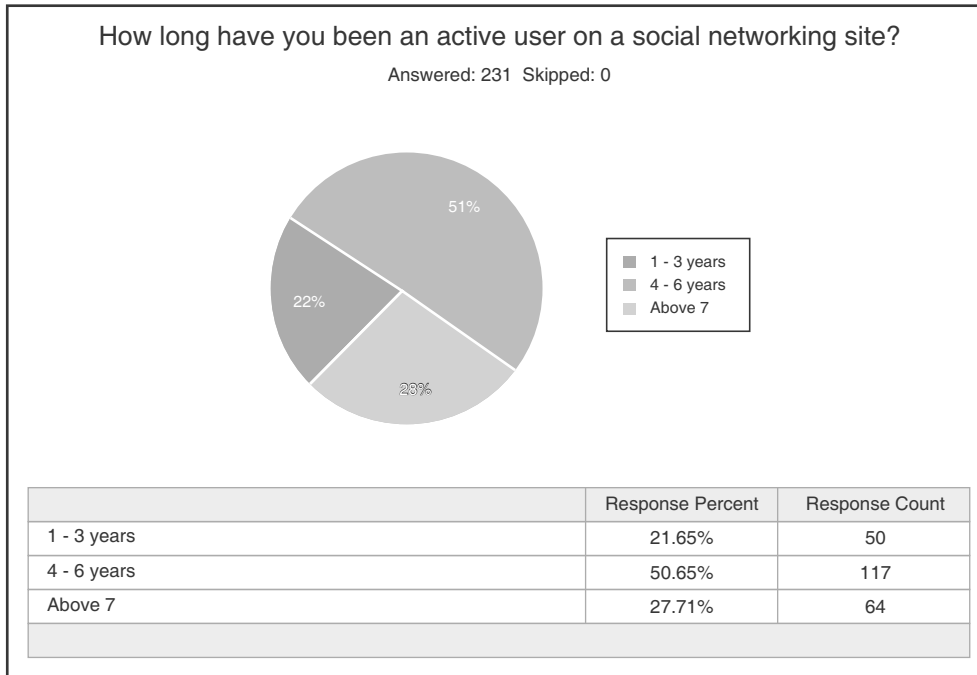
- 103 responded 2-4 hours a day
- 45 responded 5-7 hours a day
- 45 responded 1 hour a day
- 38 responded throughout the day

11)



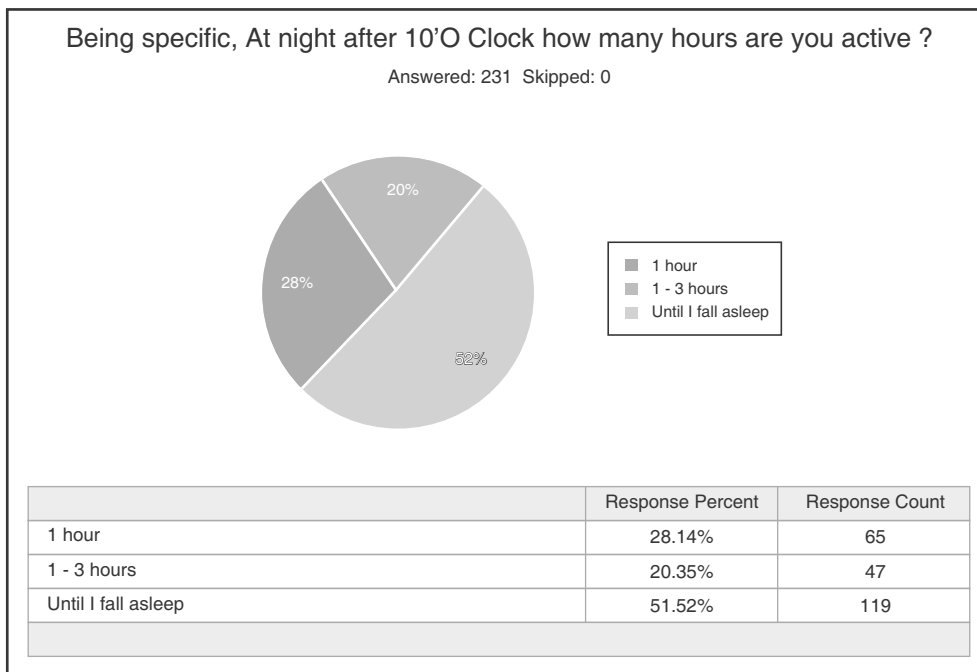
- 102 respondents use social networking sites from 8pm to 10pm
- 71 respondents use social networking sites after 11 pm
- 28 respondents use social networking sites from 4pm to 7 pm
- 17 respondents use social networking sites from 11am to 3pm
- 13 respondents use social networking sites from 7am to 9am

12)



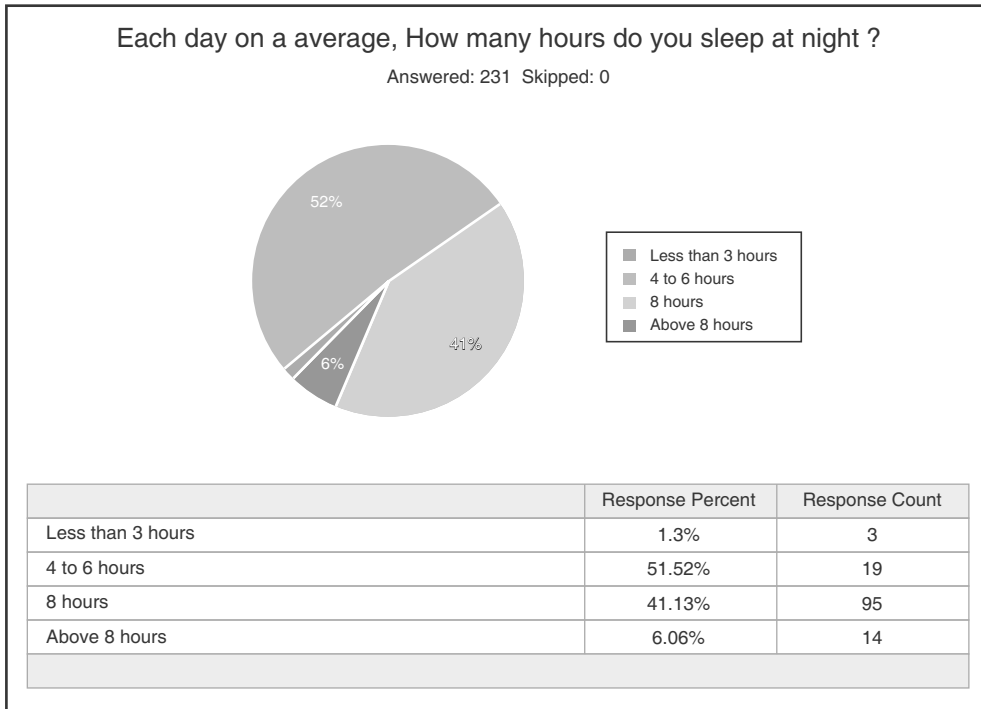
- 117 respondents have been active social networking users for 4 to 6 years
- 64 respondents have been active social networking users for more than 7 years
- 50 respondents have been active social networking users for 1 to 3 years

13)



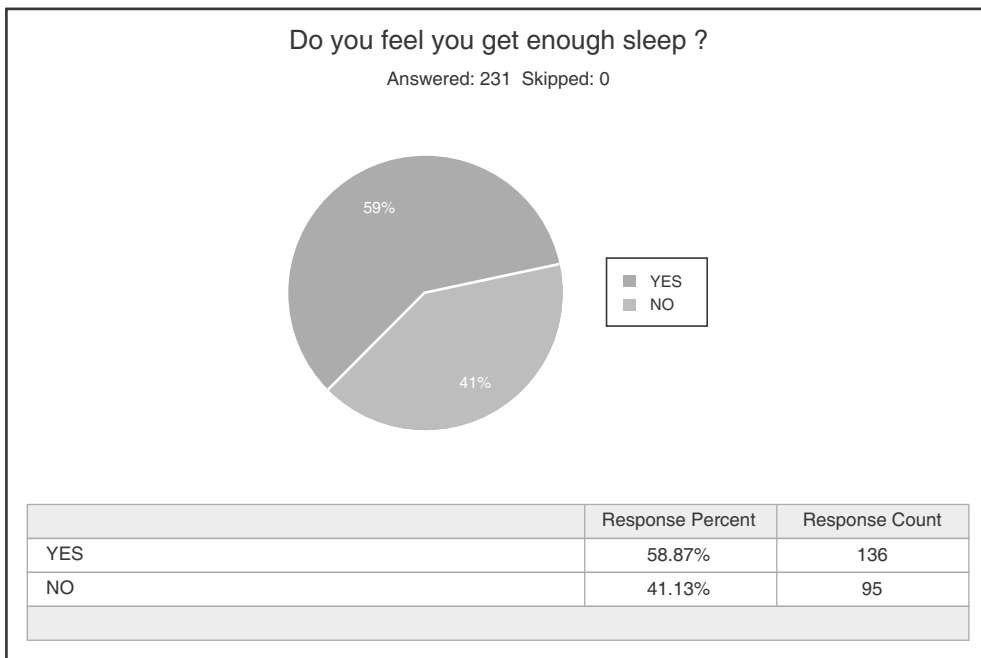
- 119 respondents use social networking sites until they fall asleep
- 65 respondents use social networking sites for an hour
- 47 respondents use social networking sites for 1-3 hours

14)



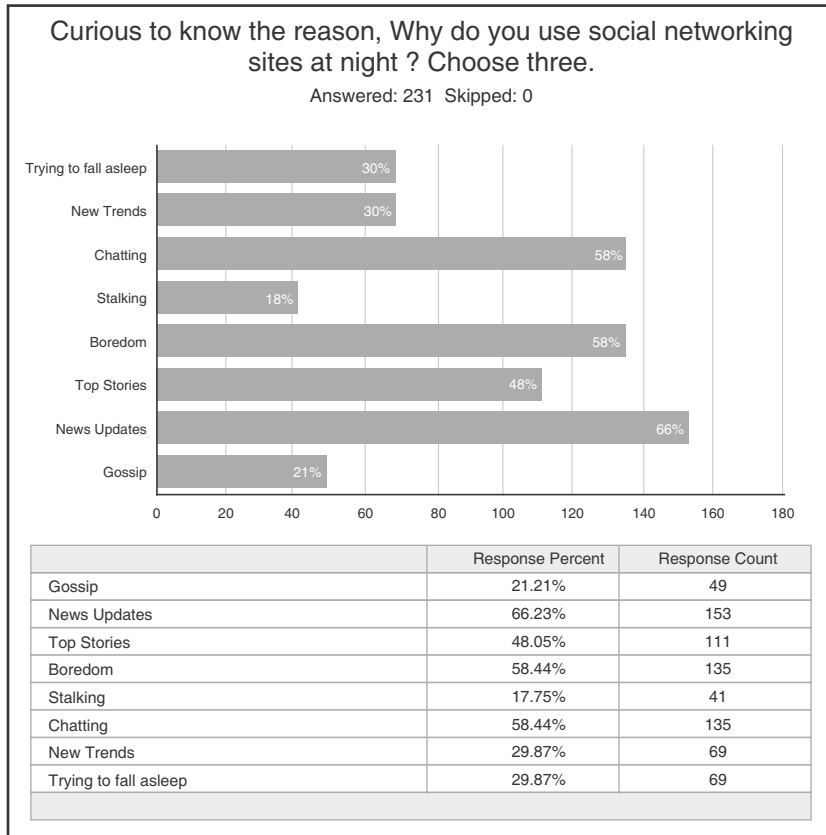
- 119 respondents sleep for 4 to 6 hours
- 95 respondents sleep for 8 hours
- 14 respondents sleep for more than 8 hours
- 3 respondents sleep for less than 3 hours

15)



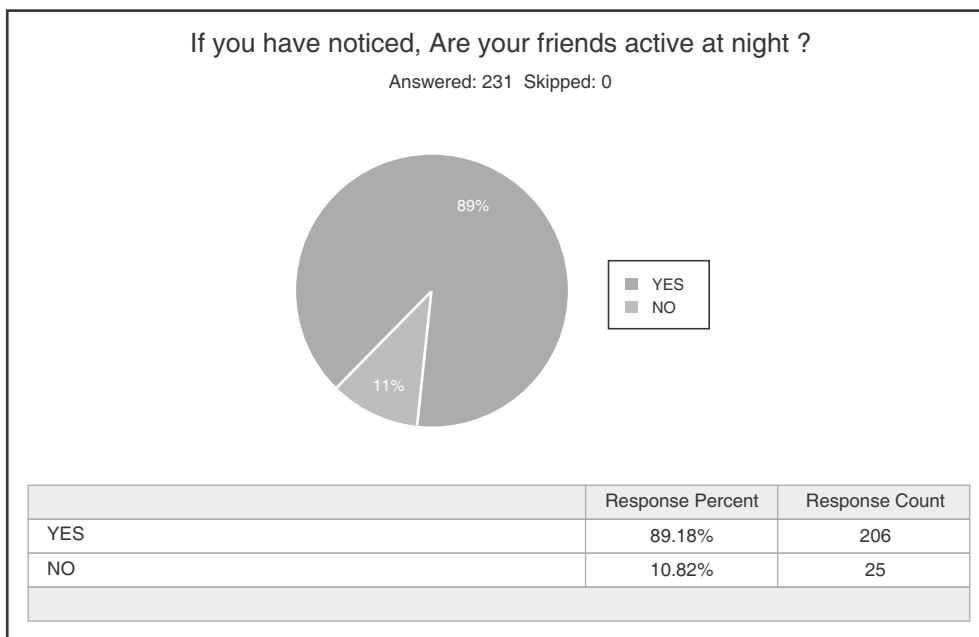
- 136 respondents felt they got enough sleep
- 95 respondents felt they did not get enough sleep

16)



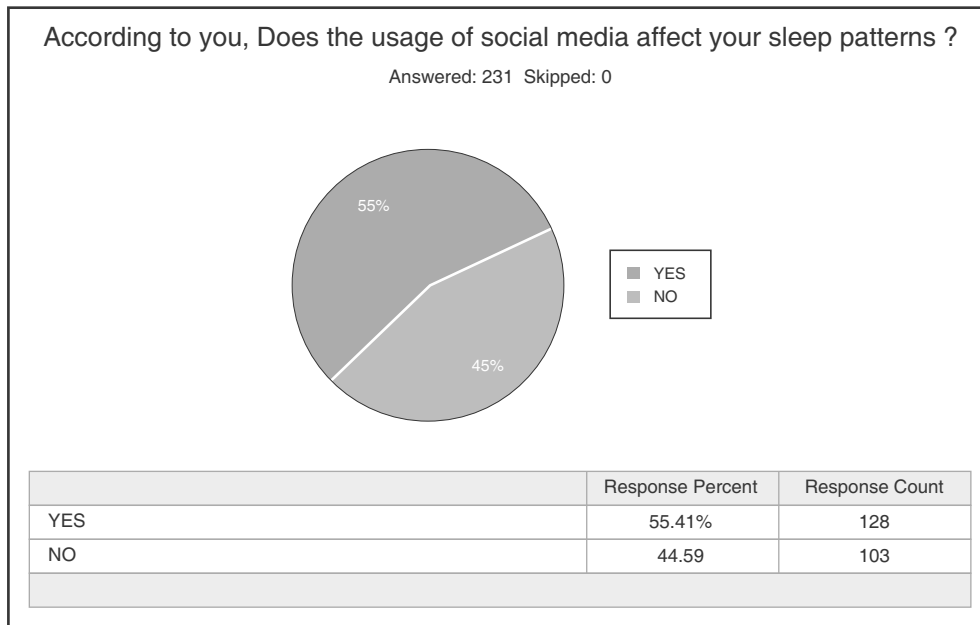
- 153 respondents use social networking sites at night to view news updates.
- 135 respondents use social networking sites at night because of boredom.
- 135 respondents use social networking sites at night to chat.
- 111 respondents use social networking sites at night to check top stories
- 69 respondents use social networking sites at night for new trends
- 69 respondents use social networking sites at night trying to fall asleep
- 49 respondents use social networking sites at night for gossiping
- 41 respondents use social networking sites at night for stalking

17)



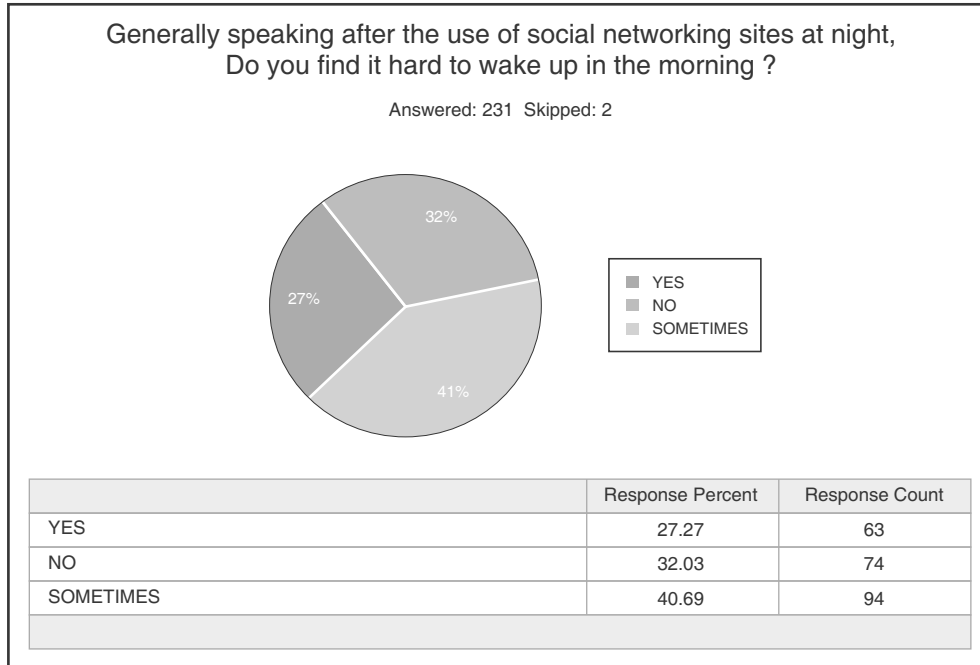
- 206 respondents responded Yes
- 25 respondents responded No

18)



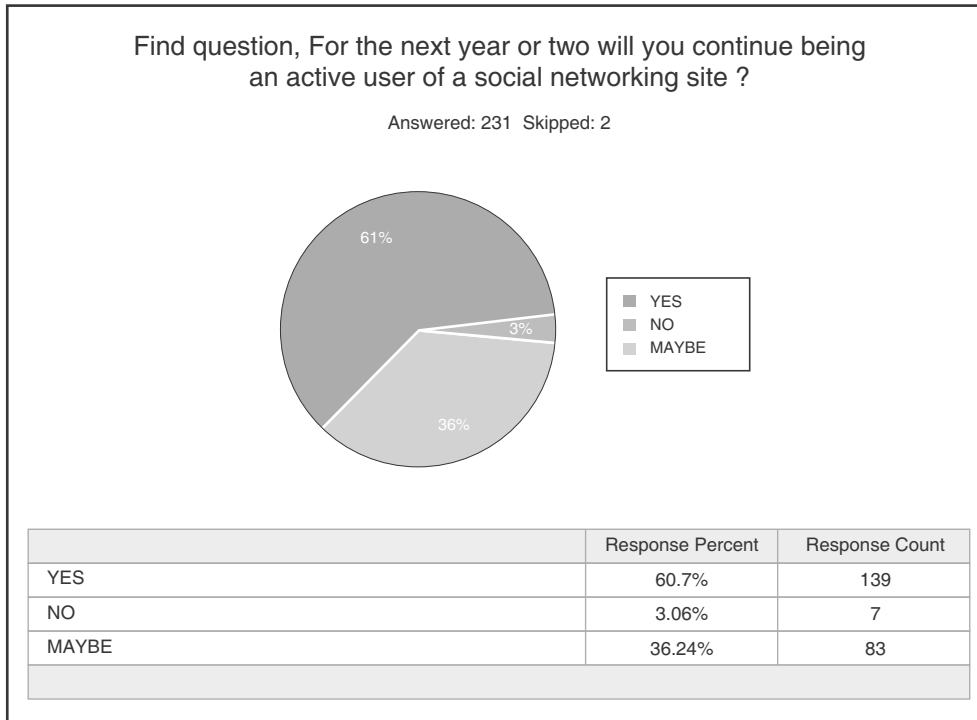
- 128 respondents responded Yes
- 103 respondents responded No

19)



- 94 respondents responded Sometimes
- 74 respondents responded No
- 63 respondents responded Yes

20)



- 139 respondents responded Yes
- 83 respondents responded Maybe
- 7 respondents responded No

Research Results & Analysis

- The Survey showed that out of 231 respondents, 151 of them were from the age group of 18 to 23 years old. Therefore, most of them i.e. 65.37% fall under the 'young adults' category.
- When trying to find out how many respondents are active users of these social networking apps/sites, a shocking 219 respondents, i.e. 94.81% said 'Yes', they were active users, i.e. they had opened accounts and were active on at least three of the following, Whatsapp, FB, Twitter, Instagram and Snapchat.
- The researchers next objective was to find out the most frequently used social networking app/site. From the following findings, the study showed that 145 respondents (62.77%) use "Whatsapp messenger" - a freeware, cross-platform and end-to-end encrypted instant messaging application for smartphones.
- Whatsapp is also rated as the social networking app that is used the most at night. 95 respondents chose whatsapp when asked which social app kept them awake at night.
- When trying to figure out the reason as to why social networking users are active at night, the response was surprising.
 - a. 153 respondents answered they were interested in news updates and stories.
 - b. Boredom and chatting shared the second highest with 135 respondents. The lack of being able to sleep at night leads to use of social networking apps/sites.
 - c. Shockingly 69 respondents said they were trying to fall asleep by being online.
 - d. To the researcher's surprise 49 respondents gossip at night.
 - e. Stalking their friends and other people was another surprising answer that kept 41 respondents awake at night.
- When asked if the respondent's friends or peers were also active at night, the findings showed that 206 respondents (89.18%) replied 'yes'.
- Finally, one of the main objectives was to find out if the active users were aware that these social networking sites/apps affected their sleep patterns.
 - a. 128 respondents (55.41%) said 'yes'.
 - b. 103 respondents (44.59%) said 'no'.

Conclusion

Depression and sleep have a complicated, bi-directional relationship, i.e., each condition can significantly influence the other. People with depression very often have trouble sleeping, and people with sleep problems are more vulnerable to depression. The effect of social media on mood and psychological well-being, in children and in adults, has important implications for sleep, but is not yet well understood.

It is also a presumed fact that introverts spend more time online than in real time and this would make a compelling study.

All related studies, draw compelling connections among sleep, sleep-related problems, and social media use. But none of them establish a specific underlying cause. Given the outsized role that social media plays specifically in the lives of most young people—and generally in people of all ages—it is critically important we develop a better, more thorough understanding of how social media behaviour is affecting sleep and health.

In the meantime, it is important to draw boundaries on social media time and to help children and teenagers learn to do so as well. With such easy and unlimited access, it's not difficult to understand how establishing and maintaining limits around social media might be difficult, but it is not impossible.

You can have your tweet, post, or chat in a healthy way, it just about making a decision for balance in your social media world. Let's call it your social media/sleep balance (like your work/life balance).

Advertising and marketing departments working for the "online medium" could use this information to decide when to "Launch" a product or announcement online. Since previous studies have also shown that social network users are highly active at night, they would obviously consider this as an advantage to post new updates or product details instead of uploading them during the day. (Brink Christian 2015)

The Sleep Doctor's Guide for Sleep/Social Media Balance:

Charge your mobile devices out of the bedroom (this way you can't hear it buzz in the middle of the night)

Stop social media use at least an hour before

bedtime (this can be a tough one, try 30 minutes at first, and then make it a little longer).

Replace this time, with light reading (not on an electronic device), simple stretches, meditation or deep breathing.

Don't check Social Media in the middle of the night when you may wake to use the restroom or just get more comfortable.

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Appendix I

Survey Questionnaire

- 1) **So, what are you?**
 - a. Male
 - b. Female
- 2) **Born during the year**
 - a. 1998 - 1993 (18 - 23 years)
 - b. 1988 - 1992 (24 - 28 years)
 - c. 1987 - 1982 (29 - 35 years)
 - d. 1981 - (Above 35)
- 3) **Profession you are currently pursuing?**
 - a. Student
 - b. Working
 - c. Freelancing
 - d. Other (Please Specify)
- 4) **Have you always been the centre of attraction, or was it shared?**
 - a. Only Child
 - b. Sibling
- 5) **Are you a part of any social networking site? An active user.**
 - a. Yes
 - b. No
- 6) **Choose the social networking site/app you are a user in. Choose three frequently used apps.**
 - a. Facebook
 - b. Whatsapp
 - c. Instagram
 - d. Twitter
 - e. Snapchat
 - f. Other
- 7) **If you had to make a choice, Which Social Networking site do you use the most? Choose one.***
 - a. Facebook
 - b. Whatsapp
 - c. Instagram
 - d. Twitter
 - e. Snapchat
 - f. Other
- 8) **Being specific, which social networking site keeps you awake at night?**
 - a. Facebook
 - b. Whatsapp
 - c. Instagram
 - d. Twitter
 - e. Snapchat
 - f. Other (Please Specify)
- 9) **Rank them according to your choice of preference, frequently used.***
 - a. Facebook
 - b. Whatsapp
 - c. Instagram
 - d. Twitter
 - e. Snapchat
 - f. Other
- 10) **How long have you been an active user on a social networking site?***
 - a. 1-3 years
 - b. 4-6 years
 - c. Above
- 11) **How many hours a day do you spend on a social networking site?***
 - a. 1 hour a day
 - b. 2-4 hours a day
 - c. 5-7 hours a day
 - d. Throughout the day.
- 12) **In a day, when do you use social network the most?***
 - a. Early Morning (7 am to 9 am)
 - b. Mid Afternoon (11 am to 3 pm)
 - c. Evening (4 pm to 7 pm)
 - d. Night (8 pm to 10 pm)
 - e. Late Night (After 11 pm)
- 13) **Being specific, at night after 10'O Clock how many hours are you active?***
 - a. 1 hour
 - b. 1-3 hours
 - c. Until I fall asleep

14) Each day on an average, how many hours do you sleep at night?*

- a. Less than 3 hours
- b. 4 to 6 hours
- c. 8 hours
- d. Above 8 hours

15) Do you feel you get enough sleep?*

- a. Yes
- b. No

16) Curious to know the reason, why do you use social networking sites at night? Choose three.*

- a. Gossip
- b. News Updates
- c. Top Stories
- d. Boredom
- e. Stalking
- f. Chatting
- g. New Trends
- h. Trying to fall asleep

17) If you have noticed, are your friends active at night?*

- a. Yes
- b. No

18) According to you, does the usage of social media affect your sleep patterns?*

- a. Yes
- b. No

19) Generally speaking after the use of social networking sites at night, Do you find it hard to wake up in the morning?

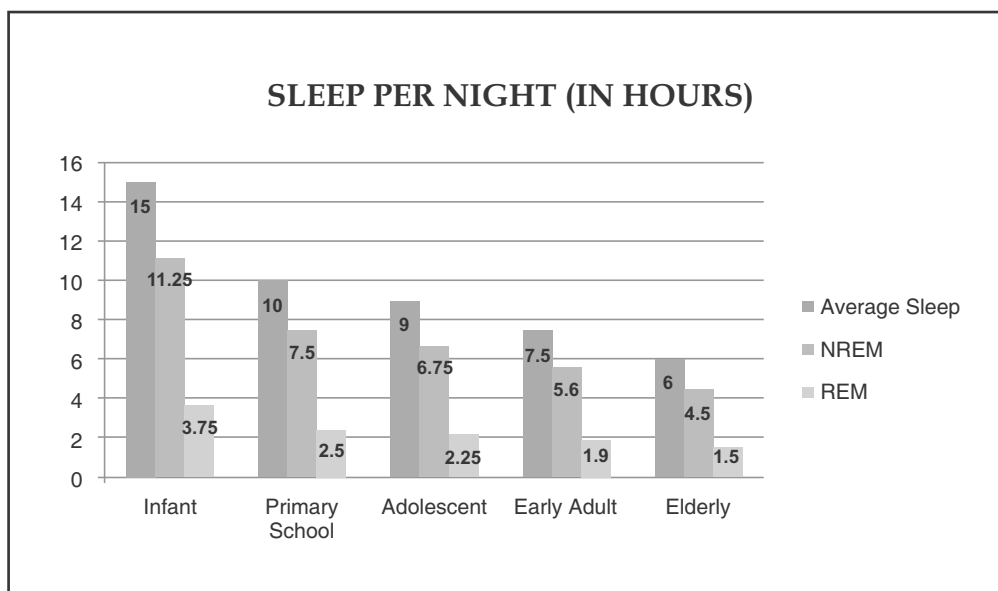
- a. Yes
- b. No
- c. Sometimes

20) Final question, for the next year or two will you continue being an active user of a social networking site?

- a. Yes
- b. No
- c. Maybe

APPENDIX II

Amount of Sleep Required - National Sleep Foundation, 2016, USA



Digital Media: Racing to The Future

Arjit Bose*

As a nation of 1.25 billion, India is poised to see 2.5 times growth in digital media consumption by 2020. It is already seeing the entry of new players in the digital arena alongside existing players who are now reveling in newfound digital glory. Furthermore an unprecedented growth in the smartphone market has only given the digital phenomenon a further fillip.

In the 21st century not just India but the entire world has been seeing a digital boom vis a vis the media. The fourth estate has been hungry to do something unique. As a consequence, there has been a mushrooming of digital media houses in the country. Organizations today are now gradually turning towards a mobile first concept that tries to encash the already existing smartphone generation for monetary gains and grabbing maximum eyeballs.

With better networks, greater penetration and access to the internet and mobile devices attuned to multimedia services combined with an application development ecosystem there is a slow but sure push towards the digital age.

While data consumption has seen a steady rise, the speed of internet connection in the Indian context is rather low as compared to other countries. A recent research by Deloitte further corroborates the point adding that such hiccups often prove to be a major roadblock for the digital content industry.

In an age where not just the young but even the middle aged are adapting to smartphones, the media too is taking to what is popular as Mobile Journalism in short MOJO. As a result a population of 356 million youngsters between an age group of 10-24 year-olds have become the world's largest population consuming content on the go.

The smartphone market has seen an unprecedented growth in the last 5 years.

Reportedly smartphones crossed 2 billion mark in 2014 and are expected to reach 4.6 billion by 2019.

Not so long back India was ranked at 30th position by World Economic Forum on a global manufacturing index - below China's 5th place but above other BRICS countries.

Given that the manufacturing sector accounts for 16-20 per cent of India's GDP, there is a dire need for India to raise capabilities of its young and rapidly growing labour force. In this perspective one of the key areas being looked into is improving digital skills as per latest data available.

With new digital players entering the scene in India in rapid progression, it is not surprising that the boom is already visible in the entertainment landscape that has taken shape with media digitalisation.

Amazon Prime, YouTube, Hotstar, Netflix have been able to emerge and bring in varied ways of designing, distributing and consuming content.

Over the years there has also been a gradual shift from professionally generated content to user-generated content.

With advertising being one of the key drivers in the mediaspace, Google and Facebook are already occupying about two-thirds of that global digital advertising market.

A fresh study shows Twitter reached 50 million all over the world in a span of three years; Weibo, a Chinese version of Twitter, did the same in a remarkable 14 months. Mark Zuckerberg's

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Facebook's first four years in India netted 50 million users.

International research further drives home the point that marketers are slowly but surely shifting gear vis a vis advertising spends towards digital media.

Media watchers and industry captains are largely of the view that the next revolution is in the digital landscape in contrast to TV, print and radio. As per a Kings College study total advertising spend on digital media is expected to reach 36% by 2020.

Over-the-top service providers primarily like YouTube and digital content providers like Spotify that are based on subscription have acted as a catalyst in audio/video data streaming growth.

With a talent pool of 300,000 app developers in India it has already won the distinction of being the second largest Android developer community globally after US. Half of the app users in India are

between the age group of 18 and 24. 29% are between 25 and 35. 45% of these users reside in the top 4 metros.

Fresh data shows spending per month by users on digital media are expected to grow by 2.5 times by 2020.

In a generation of consumers where serials are now being overtaken by original series on varied platforms like Netflix and Amazon, the competition on OTT is tuned to exploit them as a weapon.

There is a buzz that pay TV providers like Comcast; Disney's own version of Netflix and Apple all are trying to up their digital game.

Among the others inching to eat the digital pie are Comics-driven motion book company, Madefire; mobile-first horror company Crypt TV; and mobile text storytelling company Yarn.

Artificial Intelligence – Important for Nations to Become Superpower

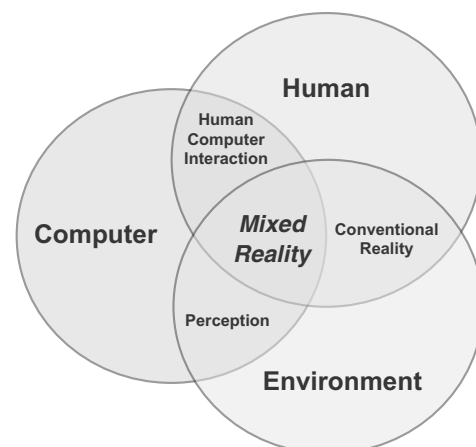
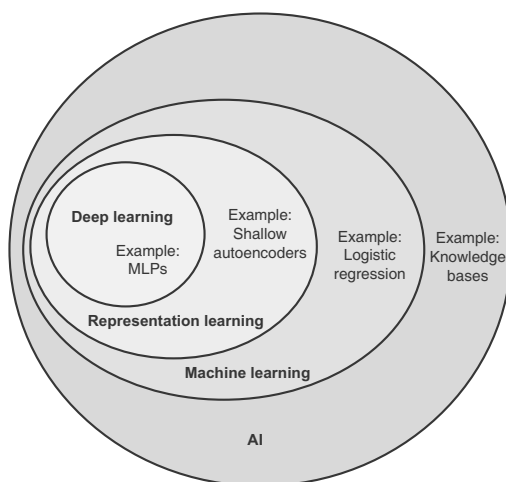
Digvijay Sabne*

In today's world we need access to intelligence. That means to observe and collect the information and then to scientifically process it. The collection of information falls only in the category of data collection. The additional capacity given in human mind is to process this data. Here we get the reasoning capacity of the mind. We have the ability to reason every choice we make and so does the artificial intelligence have it. We as humans collect information from varied fields like economy, engineering, psychology, physics, etc., and process it perfectly to get a parallel result from the information of all these levels. Our brain has the capacity of cross processing the data from the information we have acquired. This cross processing of data to achieve new and parallel information is also achieved in the lines of artificial intelligence (AI). When we consider the fact AI is important for the nations to become superpower. There are various different points which we need to consider when it comes to AI.

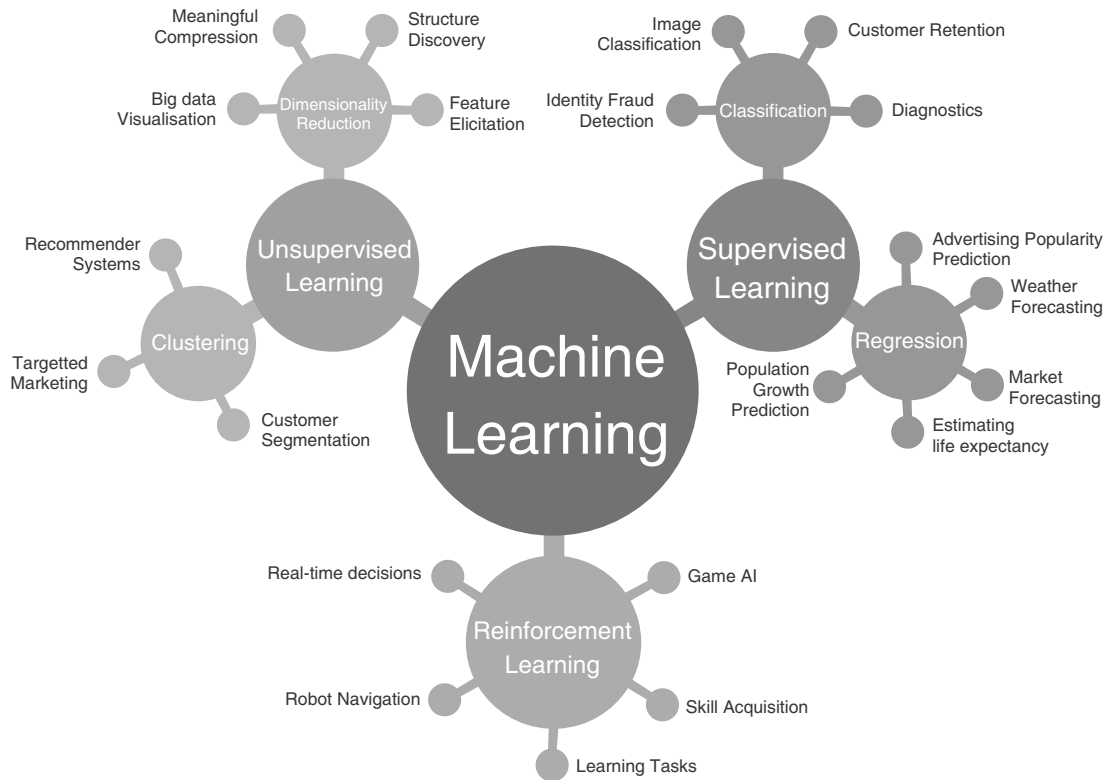
First let us understand the thin lie difference between AI and Machine learning.

To construct our ideas related to AI let us first talk about Machine Learning in brief.

Machine Learning is something where the machine acquires the preprocessed data with it. For example - A machine stores the data of the population of economy (in one block), literature (in separate block) etc in separate blocks. But, here it has the capacity to store the given data only. It cannot cross process the given data. With the advanced technology like the guided missile project, etc., we see the machines processing the given data to reach the given destination. It does not hold the capacity to process the data fed to it at the eleventh hour and achieve it to form a corollary to some other topic. A missile gathers information as far as wind direction; temperature, moisture in the wind, etc are concerned and processes it to make it reach at the given destination. But, we need AI for taking the eleventh hour decisions. So here comes the play of Artificial Intelligence (AI). Let us understand AI in the short sentence henceforth.



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AI will process the needed information from the given information (CASE 1 information of economics may not be essential for guided missiles and so AI will process only the essential information) and also at the changing instant (CASE 2 an auto pilot will scrutinize the information related to meteorology, robotics, physics, fuel, geography, etc., and process all this concerned information to help land the aircraft at the right place and the right time. Suppose the auto pilot receives a distress call then it will immediately act according to the laid down protocol).

So, to have a necessary change in the decision depending on the prevalent information/11th hour information feed let us bank on AI and consider it important in shaping the nation to become a superpower.

The whole idea to start with technology by the human mind was to replace fatigue and monotonous repetition.

Every morning we get up and drink tea/coffee. Mend our bed. Brush our teeth and have breakfast. And the schedule of the remaining day is also followed without thinking much. Let us think that this mundane activity of our daily schedule is done by our machines. In the very earlier days we had to grind the coffee beans and then drink the coffee. But, today technology has made all the advancements

and we have the coffee maker or even a robot to prepare and serve us the breakfast. At such the robot can also make the necessary decisions for which breakfast to be made (eggs / boiled potatoes / dosa etc.) and what drink will you prefer with it (tea / coffee). These mundane and repetitive activities are effectively replaced by technology. This technology can contain machine learning and/or AI. This way we can achieve more efficiency. Hence we can say that technology was used for increasing the efficiency and we have achieved the said target.

In the olden days we were using the log tables to arrive to a result of our calculation/s. This act then got replaced with the usage of calculators. The calculators are the initial examples for achieving efficiency through technology.

Just in the recent times we see the self-driven cars. These cars can steer their course with ease. They can efficiently control the speed. They have knowledge of direction. Not just this but they can change any of the above parameters and can steer their course accordingly. This will help in making easy maneuver for surveillance vehicles running on land. It is useful for the countries becoming the superpowers. Surveillance technology and the more recent AI technology will get the necessary upper hand and hence will get better in the superpower race.

Thus we see that AI is adaptive, self-learning and intuitive. These are the core points in achieving the superpower status.

Let us analyze it this way –

Adaptive – Say for example, when we have a military surveillance vehicle. The machine learning part is that the vehicle is fed the information that it shall reach onto such and such point after starting. It is also fed with the necessary information of the temperature data, wind direction data, geographical data etc. A machine is said to be adaptive in this case because every day some new and additional information in the above contexts is given. The AI too has this additional information but instead of feeding it; it has the ability to acquire by itself. This is one of the main aspects of AI in making a nation walk the path of a superpower.

Self-learning --- When the missile acquires the additional information by itself, we name it as the adaptive step. After achieving this data the AI stores it to improve itself. Say suppose, even after acquiring all the important data it loses the mark in maintaining its speed. Here the AI underlines it for itself that the point of speed was not up to the mark and hence the curator was not satisfied with the performance. The machine is programmed to get penalized to remember the changes. Hence, from next time onwards it does not repeat the same mistake. This way the missile travels more close to perfection. Hence a nation can move forward towards perfection bringing her an inch close to be a superpower.

Intuitive --- Depending on the various experiences of the past, the missile has gained the intelligence to correlate all the various data together and find a parallel solution to a new problem altogether. This 'new problem' is analyzed, adapted and self-taught to and by the missile for achieving better results than earlier. This way we see the AI working intuitively for achieving better results.

As we have seen it a multiple times before, AI is used for self-improvement by machines, the above three points underline the fact that the nature of adaptiveness, self-learning, and intuition are effectively used every time by the machine to improve itself and deliver better results.

The repetition of the action will automatically provide a large amount of data to be stored and hence the computer will have a larger database to be

processed. Hence there lies very less room for error. As we all know, usage of computers is a game of repeating the actions and then causing it to do flawlessly in the future times.

And so, there arises more room for the nation to improve her and become a superpower.

AI world is projected to be virtual. That means firstly we need to understand that we are being assisted by machines to excel.

In the earlier days there used to go a saying, "Every successful man is assisted by his team to achieve success." We need to understand here that the mundane and repetitive actions are done by the machines and not by the humans. AI is highly virtual in nature. Whatever activity is done to improve the scenario is on the basis of machine learning and the data getting processed. This helps the nation become a superpower in a very short time. Future 7-10 years seems to be a very long time to pass but when it comes to advancement of technology; this period is a short period. Hence, it looks strongly that this virtual world is very close to let the nation achieve the superpower status. And so AI is adding to let her become a superpower.

A superpower nation also needs to have a good and healthy population. It is said in the past, and is very true in the current scenario. Medical application of AI is very applicable to the super power status of the nation. In the recent days we have seen the computer decide the tract of the tube in the operations and medicine delivery. If in case of an artery block, we see the block is detected by the bullet/tube sent in the artery. The artery path and also the blood path are detected. Here, we see it strongly that the visual imagery of the path is shown on the screen. Also, the tract of the tube is manipulated according to a clear path and to avoid any hindrances. This tract is then replicated for the easy flow of blood through the artery. Not just this but they also send a medicine to dilute the blockage. The amount and the time is very well decided by the AI mechanism. The doctors (human interference) are only seen whenever necessary. Otherwise they remain only as invigilators. Hence the AI does all the repetitive work of the operation with the necessary decision making ability and the doctors remain only as invigilators in this scenario.

This application of AI in the field of medicine is highly commendable and touches great heights in case of decision making, reasoning and logic used

for a very critical surgery. And more commendable is that the experts can bank on this process without a blink. This high usage of AI in the precision fields like medicine is not just commendable but a step closer to make the effective changes by the nation to inch more close towards the level of a superpower.

Hence, AI is a crucial step to climb the ladder of superpower by any nation.

Our brain contains billions and billions of neurons. This helps us store the data. We can also recollect from this data. Reasoning, logic and articulation of the data is also done successfully. Not only is this but even the decision making capability bestowed by Mother Nature on the human brain. But we need to accept this fact that in the recent future even this capacity is going to be miniscule.

The data required to project a missile and run it efficiently by the AI is somewhere equal to hundreds of human brains. So to streamline such a high amount of data, AI is very essential. The military drones are the best example of this fact. Let me elaborate this by citing an example of a navy pilot. This pilot has to land on an aircraft carrier without any accident. The recent drones can do this.

In the near past we had the surveillance drones which could take off by themselves and land by themselves at a particular destination. Also, they can live stream from a particular field of surveillance. The recent drones can also do the same. Nothing new about it till here! But the real catch comes after this. These new surveillance drones (Pegasus drones) can do all these things plus they can land onto an aircraft carrier. Now we all know that landing on an aircraft carrier is a precision oriented task. The aircraft carrier moves with a speed of 15 knots or so. Sometimes, it is higher. At this speed there is also change of course due to the different maritime rules. The runway is also very small. So, as we are reading this, the ship must have changed its course and speed at least once. The surveillance drones get the actual time data and process them effectively in no time. This needs a large amount of storage and processing capacity. What better than the AI technology to achieve this!

So a better surveillance from air is achieved by the usage of AI and hence to become a better superpower the nations always choose better surveillance of the neighboring nations and the suspected nations. Hence AI becomes more profitable.

We have the information getting doubled every year. The amount of information which is available in the present time is double the amount of from the past year. And this level of increase is possible with the increase in the data storage capacity of the machine. We have reached in the context of increase in the data storage capacity but we need to increase the cross processing of the data which we have. This is achieved by the effective usage of the intelligence of the different computers which are used to store this data. The decision making capability will rise too. Hence this usage of the computer intelligence is needed for rising the decision making capacity of the machine and hence increasing the AI.

Let us all imagine a scenario. For instance we are taking 1 complete month for reading and processing an economic book of 500 pages. So accordingly one can read and process 12 books in a year. So going by this logic we see that we can only add 12 additional books every year. So for the first three years we can still be safe if we assume the information and knowledge rising from 1 book in the first year. This means we need to increase the data storage and processing capacity exponentially every year. But after we reach the point of 12 books; in the said example; we are no more on the level of absorbing the available and changed knowledge.

Let me quote another small example for the understanding. Let us say a 1tb hard disk contains the pdf files of all the books in the library floor. So a 1 Xegabyte information hard disk means it can accommodate the information from a complete library building. Also it can cross process the information in very less or even no time. So, to relate the economics information to the population diversity of a place becomes a bit cumbersome for the human mind but the AI in this capacity can easily correlate all the data from the field of economics to the field of anthropology and find a truthful correlation between them without taxing the human brain and that too in almost zero time.

Another example to be quoted is as follows ---

Let us say there are a few students in the college. They are divided into 2 equal groups. They are then escorted to a theatre. Here both these groups are seated in such a way on the stage that the audience can see them but they cannot see each other. One group is handed over with the book encyclopedia and the other group is handed over the internet access. But none of these groups know this fact about each other because they are being separated

by a thick curtain. They are then given a test to solve. It is seen that the students with the internet access scored more than the ones with the book. This implies that an access to the computer allowed the students to search for the relative data in a much easier way than the ones who had access to book. The reason being that was the intelligence of the machine/computer.

In the initial few stages, it was the machine learning stage. Later, it became the machine intelligence to correlate the different search hits. Hence, we see that after a certain period even a large data – equivalent to a library – was accessible in almost no time. Whereas the group which had access to physical books and the complete library were not able to match the speed and outsmart the other group.

We can surely extrapolate this case study to the population of the whole country. So, we see, AI is very useful for the nation altogether. Similarly, when we consider this same point in accordance with the international security of the whole nation; then we see that a large amount of data can be accessed and processed too. Also, there remains an advantage of instant processing too, i.e., live data can be cross processed to get quality and relevant information. Thus we see that AI is very useful for a nation to be important and become a superpower.

Our day starts and ends with eating. So how can we expect culinary arts to remain away from AI!

We see different dishes in the restaurant crafted to perfection and decorated too to outperform the word 'perfection'. The initial few phases include the level of machine learning. The data is stored in large quantities as far as the amount of the different components is concerned. Then the mixing time for them all to achieve the right composition is noted. Later there is also the pattern of design which is noted and stored. After all this necessary data is stored the machine opts for doing it by itself to achieve the liking of the chef and not get penalized for any wrong doing. Once all these things are achieved, the machine also starts to design the day's menu with the chef's consent. So, the secondary level of the routine activity is also achieved. Now is the real test of AI. We see several waiters feeding the orders from different table numbers at the same instant. The AI cross combines the orders correctly and makes them ready for delivery. Not just this but it also decides by itself that which culinary piece (crockery piece) will be highly appreciated by the

guest depending on his/her past preferences. This technology can be flawlessly used during the dinner parties hosted by the VIPs for their cross country guests.

Hence, AI leaves a distinguishing mark in the fields of culinary art too.

They say, 'A man's heart can be linked well by kind offering of food.' Half of the battle is won here by the AI. So it becomes very easy for the nation to win the remaining half battle and become a superpower soon.

We all have played with a small (tennis) ball in our childhood. So much so that sometimes our neighbors used to tell and convince us that over usage of them will make them blast on your face. Gone are the days from past when technology was not used in the tennis ball. By this I mean the tennis ball technology used in military surveillance (again corresponds to the AI technology).

We have seen that the technology is advanced to such a level in today's world that it can gather your GPS (Global Positioning System) point, face recognition of the people drawing close to it, the current temperature, humidity & altitude. So this technology from the yesteryears is used for data collection by the tennis ball in military surveillance. Along with this they have an additional quality of swimming and flying too. Suppose, the enemy approaches too close to this surveillance ball; then it can still perform all the above activities and plus it can be used as a gaming ball. Suddenly if this ball is pitched into a lake or a small non turbulent water body then it can still continue performing all its operations and can change its tract in water (swim and change course) to avoid any turbulence. Similarly, if the enemy starts tampering with this ball then suddenly it can take off to fly and avoid any untoward incidence. It can swim and dive too, to avoid any untoward contact with the enemy. This way the mother nation (owner military) gets all the information and plan its future moves accordingly. Hence the tennis ball comes in very handy.

Now let us extrapolate this information to our daily use cars and buses. All the functions will remain the same; just that the 'enemy' here is the untoward accident. So it is a combination of a pilot's black box + GPS + emergency oxygen activation device + SOS messaging system. All this is achieved in the sweet shape of a tennis ball. So you become a technology geek but with the burka of a game changer! All these

technologies are first designed for military use and then for the normal human use. The whole intention behind it is to deliver the best possible and the most user friendly AI to the common man.

No country can become a superpower without good food to eat. We can see a recent experiment done by a farmer in Japan. He planted cucumbers and during the harvest period he fed in the photos of different categories of cucumbers, viz small, very small, large, extra-large, medium etc. The corresponding times the machine chose to detect the size of the cucumber and categorize it rightly. Research is on now about letting the device decide which type of cucumber size is the best during the harvest season and also which client will fetch us the extra amount of money when this category is sold.

This same technology can be used for exports and imports too. For example a product A is sized in the same above manner and the price for this product is decided from \$120 - \$150 per piece. Then first the machine will search for the right probable client (in this case the buying country). Then it will see the most efficient period of production depending on the past data. This means that the same product can be manufactured in different numbers in different months. For eg - January = 200 pieces, February = 275 pieces, March = 100 pieces, April = 125 pieces,

May = 160 pieces, The machine will thus plot a graph based on the productivity of the month. Later it can analyze for us as to which month is the best in productivity. Hence forth the machine can also decide by itself to which country the product is cheaper and affordable to ship. This decision includes the real time knowledge of the maritime facts, foreign policies of the mother country and the shipping country, the geography and many more. What better way to process this routine data by a machine than by a human! Hence we see that this artificial intelligence technology can be very wisely used in exporting and importing of products. Now, this will have an appreciable effect on the economy of the nation too. This in turn will help her achieve the title of being a superpower.

We have seen the usage of AI in the fields of medicine, culinary, knowledge (library), surveillance, GPS, agriculture, import-export business and many more. Many of these experiments are first executed in military with the view that to become a superpower by a nation; the common man needs to find it user friendly. And what better experimentation has done under the supervision of those who are very remotely related to the field of AI. So let us accept this fact that Artificial Intelligence is very important for nations to become superpower.

Politics in the Age of Social Media in India

Santosh Kumar*

Ever since the social media has evolved in the world, its growth both at the horizontal and vertical level has been quite remarkable. In India, the digital revolution has been a boon for the rise of social media. Every walk of life is affected by this new development in the field of mass communication. Politics is not an exception in this regard. The 2014 General Elections were some of major events where social networking sites were used massively for the political communication purposes. Ever since the information revolution has affected the world, India has not been away from this process. New media, in India has been very popular especially among the youths. Every political party irrespective of ideology wants to reach the youths through social media. This has increased the potential of social media for political communication. The researcher aims to explore the role of social media in the Indian political spectrum.

Keywords- social media, digital revolution, political communication, youths

Introduction

Even in the primitive ages, man would communicate through various ways. This particular ability of expression positioned him at the top of creatures in the world. With the advancement of human civilization, the ways and means of communication changed. In ancient India, the bark of trees, tamrapatras etc. were used to communicate the messages to the people. Ashoka inscribed the messages for the officials of the state. These inscriptions are still available and establish the significance of communication in those days. The invention of telephone, wireless, transistor, television proved to be revolutionary. But the advent of satellite communication was a miracle in the field of information and communication. From Early Birds onwards, the world has witnessed significant changes in the process and reach of communication. The arrival of internet and digitization of information has impacted comprehensively. A number of changes have taken place in the spectrum of communication in the world. One of them is social media.

Social media is an outcome of digital revolution in the world. The internet expanded by leaps and bounds in the world. In fact the current concept of globalization would have been incomplete in the

absence of information revolution. This has affected every walk of life including politics. The Arab Spring is the most significant development in the recent past where the social media was used as the mainstay of communication process when the mainstream media was banned by the respective governments. In India, the social media have become an important platform for debate and discussion. The 2014 General Elections were another important landmark where the social media played an important role in the mobilization of youths. Besides, the

The politicians often communicate through twitter and facebook to influence the voters and also to create a public opinion towards an ideology. When the voters' turn out in the 2014 General Elections was recorded highest ever, the political commentators were arguing that the youth had come out to vote and they were primarily impressed by the contents in the social media. Thus social media played an important role in these elections. The BJP is the first party to use the social media for the political campaign. The BJP leader, Narendra Modi is known to have used the potential of social media for the political purposes. Narendra Modi is one of the most discussed persons in the cyber media. There are more than three million followers of Modi on Twitter. He is also active on Facebook, writes his own blog and maintains a website as well. There are millions of likes for him and other millions of people talk about him on Facebook. When Modi was the Chief Minister of Gujarat, he had felt the pulse of social media. He since then has been active in this platform. Besides himself, he started from

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that very time onward to persuade other leaders of BJP both regional and national to be active on social media. The social media has provided better opportunity to interact with voters directly specially the young voters. (Chopra, 2014:92) Besides, the BJP, the AAP and Congress are other parties who joined this race of using social media for the same purpose. The AAP rose quickly in comparison to other political parties. The use of social media by AAP was one of the major reasons behind the rise of AAP.

The last assembly elections were visible comprehensively on social media. Every political Party especially the BJP and SP were quite visible on youtube, facebook and twitter. The BSP follows a different communication strategy that's why this party is least visible in the social media. The BSP still believes in the traditional pattern to maintain connectivity with the voters. Opinion leaders play an important role in the mobilization of voters. Gradually the BSP activists have started to appear on the social media front. Congress is not as visible on social media in the capacity as it should have been, being the national party. As far as the BJP is concerned, the party has a large number of professional in its IT cell. These professionals prepare the messages and spread them on social media in the wide range of Facebook, Twitter Youtube etc.

The IT revolution in the later decades of previous century was the beginning of evolution of social media. Globalization, liberalization and privatization changed the world environment. This innovation of social media brought boon and bane both to the human civilization. On one side the social media resulted into the birth of networked society on the other it also became the tool for destruction. Plenty of studies have been carried out on the impacts of social media in different walks of life. Social media has affected politics significantly

Social Media has emerged as the one of the most modern means of communication. It is two way communication process which involves actively all the participants. The 21st century has witnessed a new concept in the field of mass communication called the networked society. The social media has emerged as a significant platform of communication. This has enhanced the process of political and social mobilization all over the world. Right from exposing the corrupt governments; social media is also exposing the hidden agendas of foreign policy of any country. Julian Assange had

exposed the secret cables of the USA in which the dual face of the American embassies was exposed by hacking thousands of cables. Even the United States had to come on the back foot being defensive. Subsequently the open debates and discussions started to happen in the social media. In this way social media has emerged as an ideal platform for debates and discussions. This has motivated the open discussions of social media on various issues right from monitoring the governments to look into the corporate interests. (Tabrez 2013:29) The social media well experimented its potential in the USA. Former President Barrack Obama used social media extensively. It has changed the dimension of mass communication in the USA. In the USA the press has always been playing a momentous role. How politicians go about trying to create favorable news is fairly well understood: On the one hand, they attempt to take actions and create events that promote their campaign agenda and that are so compelling that reporters will feel obligated to report them as news; and, on the other hand, they attempt to avoid situations, such as news conferences, that make it difficult for them to control what gets reported." (Zaller, 1999)

This miracle of communication would not have been possible had the developments in the field of information and communication technologies not taken place. The availability of broadband, hardware and software are some of the aspects. The growth of social media has been stupendous. The number of social media users has increased manifold from millions to billion. These include the people from all walks of life. These are businessmen, politicians, The emergence of social media has opened new dimensions of communication. The age old concentration of media ownership which was criticized as a major obstruction in the freedom of speech and expression has been eroded up to a large extent due to the emergence of social media. The social media has changed the patterns of business communication, international communication; inter cultural communication and many more due to its suitability and participatory approach. The most significant characteristic of social media is that it directly reaches the recipients and gives him also an opportunity to participate actively. It was not possible for the common masses to be actively participants in the mainstream media. He was merely a passive recipient of the messages.

The human is different creature from others in the sense that he or she can communicate in many ways.

The entire history of human civilization is of great extent is the history of communication as well. Thousands of years ago when he did not have any idea of systematic communication, he would communicate. The wall of caves in Indonesia and the Bhimbetka caves in Madhya Pradesh in India are the best examples of human interest and capacity of expression. It is said that the people of Indus valley civilization were in close communication with the people of other parts of the world. The popular websites are facilitating the communication process across the world without boundaries. This new media is penetrating in India as well by leaps and bounds. The seeds of digital revolution were sown in the latter half of eighties in particular. These subsequently transformed into huge trees of information technology. As a result, India emerged as the IT Super Power. This web based media has become very important for all kinds of discourse- be it social, economic, political and cultural.

Objective of the Study-

Following are the objectives of the study-

- To find out the role of social media in the Indian political perspective.
- To explore the suitability of social media as a platform for the expression of youth
- To Identify the importance of social media in the mobilization of voters in the electoral politics of India

Meaning of Social Media- Social media is also referred as the new media. It is such a kind of system as to provide the platform where the people share their views in text, pictures, video and audio. It is defined as a structure where the digital communities exchange various kinds of information among each other. It is a participatory communication system where the process of communication is cyclical. In general the communication takes place through a process which includes sender channel and receiver. In Aristotle's Model of communication, there are three components in the communication process i.e. the sender-messages- receiver. In the model of Aristotle, the main emphasis has been given to the communicator. While he does not give importance to the receiver. But social media is different in this respect. It is different in the sense that sender and receiver both keep on sending the messages to each other. Both the communicator and the receiver are

equally important in the entire process of communication "Social Media has been defined as " group of internet based applications which facilitate the formation and exchange of user generated content.(Ghose et al, 2013: 14)

Background- Social media has been an important platform not only for the communication purposes but also for generating awareness. In 2011, the Arab Spring started from Tunisia and very soon it expanded in different other parts of the Middle East. When the local Governments put severe control on the mainstream media, the social media facilitated the communication among the revolutionaries. This is how the social media facilitated radical changes in the decades old regimes in the world. The Tahrique Square in Cairo witnessed the thousands of youths agitating against the decades old Mubarak Regime. Soon one after another, the regimes in the Middle East changed drastically. The supporters of political reforms were mobilized by the social media. Another example is of India. The Anna Hazare movement got momentum when the youth in particular came in the streets due to being mobilized through social media. Recently in Iran the social media helped a lot to mobilize against the Government against the price rise. Both Obama and Trump used social media extensively to reach the youth which became a determining factor in the victory of the Presidential elections in the USA. In the Doklam stand off both India and China exchanged hot words on social media. This was social media where the youth of both countries were seen expressing concerns over the stand off. Prime Minister Modi and his team keep on updating the youth in particularly on social media about various plans and schemes of Government. Right from foreign policy to economic planning the social media discourse is providing the government with essential inputs.

Social Media and Youth in India- In the last General Elections held in 2014, the voters' turn out was historical. It was 66.4 percent. It is hard to believe that the voters turn out of this level would have been possible without the role of social media in India. The people on net can not be ignored. Their role is indeed significant. (Chopra, 2014:178)The analysts reached the conclusion that this was the youth who came out to vote. Many political parties tried their level best to attract these young voters of India. The BJP in particular tried to persuade them through social media. It is a fact that India is the youngest country in the world therefore the

participation of youth in the electoral politics is essential for the success of the world's largest democracy. For this purpose, the social media is an important platform for interaction with the youths in particular. According to a report published on the BBC website, approximately fifty crore voters are expected to be active on social media by the 2019 General Elections.

Social Media and Electoral Politics- As far as the relationship between social media and politics is concerned, they both seem to be two sides of the same coin. The recent past is filled with numerous examples where social media was used for cultivating political crops. The 2011 Arab Spring is the most talked development in the community of academicians and researchers all over the world. The anti- Mubarak sentiments took less time to come into existence in the streets of Egypt in 2011. The minorities and others who opposed Mubarak regime stood together against the dictatorship. Initially, the revolutionaries started to use social media platform to mobilize the masses through blogs etc. Later on they appeared in the facebook and twitter to communicate.

Social Media and Digital Divide- There has been hue and cry of social media but at the same time, digital divide is an important factor which can't be ignored. Since digital gap in India is still very broad. As a result, the major portion of India's population is far and away from this digital revolution. These are rural areas primarily which are most affected by the traditional patterns of political communication. Most of the populations in the country still live in rural areas. Digital divide exclude the major portion of the masses from being part of social media. At a time, when even the basic amenities have not been made available to the rural Indians, emphasis on social media is not enough as most of the voters who live in these areas decide play decisive role

The Issue of Abusive Contents- On one side, the social media has been boon for political discourse, on the other its bane as well. The abusive contents which posted are a matter of serious concern for the governments. An article published in The Hindu newspaper on June 9, 2014 talks about the abusive contents used in the social media. The paper writes that social media has been used to spread religious and ethnic hatred. The communal hatred have resulted into the outbreak of violence from time to time in deferent parts of the country. The social media has also emerged as facilitator for anti

national and antihuman elements who exploit the potential of social media for the destructive purposes. Besides, there are concerns on the fake contents which are available on social media.

Conclusion

In this way it is proved that social media has emerged strongly in India as well. Since India is the largest democracy, its success is always doubtful if the young remains excluded from the politics. In the last many years the young population of India specially, the college and university students have been attracted to politics. It is due to the presence of social media. Now it is easy for the political parties as well to maintain the access to these young voters with one click. On the other side the Election Commission of India launches advertising campaigns to attract the young in the electoral politics. The Commission keeps on launching the advertising campaign to persuade the young voters. Over the past two and half decades, the penetration of mass media and social media has changed the communication pattern. The mainstream media which has been highly centralized in the country as well as in the world is an old story. The social media has facilitated the process of both decentralization and democratization of communication and information. Political parties aim to reach these young voters equipped with modern electronic gadgets. Even the social media is filled with the contents aimed to have been designed for the youth. The politics in social media specially the electoral politics aim to persuade these young voters to frame a positive opinion towards a particular ideology. Thus it is true that social media has introduced revolutionary changes in the electoral politics of India. It's a boon provided it is not misused for destructive purposes

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Site Quality Factors influencing Customer Repurchase Intention in Online Shopping

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Purpose: The advent of electronic commerce has created multiple options for customers. Hence, most important concern is to identify site quality factors which induces customers to purchase from one particular e-retailer. This paper tries to determine the influence that site quality has on repurchase behaviour of Internet customers.

Design/methodology/approach: The objective of the research is to study the preferences of customers while shopping online. The major dimensions were identified through literature review, data collected from active shoppers, who transacted online in last six months, with the help of a structured questionnaire developed for this purpose. Data is analysed using SPSS software.

Findings: It has been found that privacy, usefulness, ease of use, reliability, perceived value, trust and firm's reputation are the most important factors affecting customer repurchase intention while shopping from a particular online store.

Practical implications: This Study can help marketers to categorize different sites and set their preferences for online shopping for Indian customers. These findings will be helpful in knowing the purchase and repurchase behaviour of online Indian consumers. It can be also helpful in designing a strategy for the marketers to attract more customers towards internet buying.

Research limitations: The survey was conducted on people from different parts of the country Cities for data collection are selected on judgmental basis.

Key Words: Online shopping, Consumer behaviour, Online store experience, Customer experience

Introduction

With the advent of internet, the rise of opportunities of online purchases can be seen positively and clearly seen in the changing phenomenon in the E-Business society. Internet has provided a value plurality segment firms, pioneering the businesses, and markets a platform to compete in a full-fledged way. E-market mechanism or online market has spread like fire in jungle. E-markets has provided speed and pace in people's life. It has made purchases easy, cheaper, and much faster. It has saved people's time and transport money. Online shopping was very common outside India, but with the changes happening in our environment, and with the traffic jammed roads, it is very difficult for consumers to move out from the home for the purchases. This has led to the strategic growth of demographic consumer for Internet shopping. Internet shopping has made things easier for people in a way that they can see, and even compare products, online, on their phones and laptops.

People are more driven towards the online shopping trend. The rapid evolution of e-commerce in recent years has made available to us sufficiently large samples of experienced e-shoppers i.e. individuals who often make purchases on the internet (Gefen, Karahanna, & Straub, 2003). Any online market can only prosper when people repurchase from it. If this does not happen, the chances of the market to prosper are scarce. In contrast to the majority of research into e-commerce acceptance, the socioeconomic characteristics of the individual (age, gender and income) have scarcely any significance in the explanation of the behaviour of e-shoppers, once these have acquired experience with the channel (Hernández, Jimenez, & Martín, 2011). In order to see the drive for the repurchase behaviour, it is necessary to see the parameters on site quality that lead to customer satisfaction.

Review of Literature:

Toward the end of 1994, MONEY magazine published a story about the sharp rise in consumers shopping from home. That year, some 98 million consumers made \$60 billion worth of purchases from home, nearly all of it through phone orders prompted by mail catalogues and TV shopping

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channels. Another home-shopping option had suddenly arrived on the scene that year, too—an “online shopping service [that] requires a PC or Macintosh that’s equipped with a modem.” (Tuttle, 2014). Online shopping is considered as an alternative option for retail than the ways it has always been done. This platform was recognized by many retailers as a new way to market and gained a lot of eyes. Online market has turned many potential customers to target customers for firms and companies and businesses. It has not only helped in the sales but also helped firms build and maintain relationship with its customers. Merchants tend to establish online storefronts as an online retailing method when the product brand names and reputation are well established and widely known among consumers (Chua et al., 2006). Purchasing via the internet is one of the most rapidly growing forms of shopping (Grunert & Ramus, 2005). Purchase, satisfaction and then repurchase is important for any online market to flourish.

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer’s expectation. Satisfaction reflects a person’s judgments of a product’s perceived performance in relationship to expectations. Is the performance falls short of expectation; the customer is dissatisfied and disappointed. If it matches expectations, the customer is satisfied. If it exceeds them, the customer is delighted (Kopalle & Lehmann, 2001). In principle, the internet can be used to facilitate purchase transactions among all kinds of actors: among consumers, among businesses, between businesses and consumers (Grunert & Ramus, 2005). Internet being a medium spread worldwide has connected people and markets globally. Because of the same reason, internet removes or at least reduces the hurdles in effective communication. These hurdles are geographic hurdles. For example, different time zones and location, etcetera. With the reduction of the hurdles, the communication on the internet between the markets and the consumers becomes easy, flowy, and smooth.

Owing to cultural, economic, societal and political factors, e-commerce development will not be identical across countries (Yu, 2006). But in many places, even after so many stories of success of firms after venturing in the online market, it is still new for the people in many parts. Many local businesses have ventured in the online retailing but have not expanded much. Possibly the chances are that the

local businesses and firms don’t have the proper knowledge of the segmentation of their target audience. With a good understanding of their target customers, online retailers and entrepreneurs may be able to develop more effective and targeted online retail operations that meet the requirements and expectations of their online shopping customers (Chua, Khatibi, & Ismail, 2006).

Perceived value is the essential result of marketing activities and is a first order element in relationship marketing (Moliner et al., 2007). Research show that perceived value has a direct and encounter-specific relationship with satisfaction (Hume, 2008). To receive a certain service or product, there are sometimes a few sacrifices and benefits at the consumer’s end. This develops a perception of the consumer in respect to the market they purchased from or the service is availed from. The customers repurchase depends upon the level of value the product or service offered. If the value was high, chances are that the customer would return to the store. Guenzi et al. (2009) found that the quality of the received product or service also determines if the customer is going to return and repurchase from the store or not.

Perceived ease of use in the context of this research refers to the extent to which a consumer believes that online shopping will be free of effort (Chiu et al., 2009). It is all a case of how people view or see the internet, website on it and the connections it makes. It is a user finds a site difficult to use, cannot find a desired product on a business to consumer website, or it is not clear on what a website offers, the user will typically leave the website (Pearson et al., 2007). Website design describes the appeal that the user interface design presents to customer (Lee and Lin, 2005).

Perceived usefulness is defined as the extent to which a consumer believes that online shopping will enhance his or transaction performance (Chiu et al., 2009). Prior research shows that perceived usefulness has a significant effect on customer loyalty intentions (Chiu et al., 2009). Those customers who are satisfied by their shopping experience are likely to come back and shop again.

The online platformed store must also take care of its clients. It is then only a firm creates its reputation. The chance of a purchase or repurchase from the same firm depends on the firm’s reputation. The firm must know how to control, stabilize, and satisfy their customers.

A customer would purchase and then repurchase only if he or she feels that the website he or she is shopping from, is safe and their information is secure. New technologies' growing capacity for information processing, plus its complexity, have made privacy an increasingly important issue (Flavian and Guinaliu, 2006). Prior research on online shopping context indicates that consumers' perception of privacy have a significant and positive effect on their trust in the online vendor (Chiu et al., 2009).

It is also important to have a trustworthy relationship of the customer with the online market he or she is buying from. The customer must feel that the company is keeping its promises, and the communication between them is honest. Indeed, prior research indicates that trust plays a pivotal role in driving customer repurchase intention (Chiu et al., 2009). The website the customer is buying from should be perceived by him or her, as reliable. Improper functioning of the website can lead to the perception of unreliable website for the customer. It is one major driving force for a customer to repurchase from that online store. It has been argued that to attract new customers and to retain the existing customers, the perceived reliability of websites is of pivotal importance (Goode and Harris, 2007).

The website must provide the appropriate information about the product or service it is providing. This is called the functionality of the website. If the customer is not able to locate the information of the product or service it seeks, he or she might just leave the site. If the customer feels that the website is functioning properly and the information is sufficiently provided, he or she might purchase and intend to repurchase from the website.

Previous researches have widely defined customer loyalty to be favourable attitude toward a specific website or IT system and repetitive buying behaviour without intention to switch to another, which can be reflected through customers' repurchase behaviours, and purchase frequency (Shin, Chung, & Lee, 2013). There have been many studies done to see the behaviour of people in the online market in major countries like Malaysia, china, UK, etc. but lack of study in Indian subcontinent in order to get an insight of the behaviour of the people towards the online market and the factors leading to their satisfaction.

Methodology

The information and data for this study is gathered from various primary and secondary data sources. The primary data are derived from survey questionnaire. Survey questionnaires were used to obtain responses from participants. We employed snowballing sampling method to select the participants for this research. This was to ensure that the participants have used the internet to purchase a product or service. Since, we were interested in participants' willingness and ability to repurchase products/services online, it was considered reasonable to collect data from those who have prior experience in buying products or services online in line with the key informant technique (Ndubisi, 2011).

The key informant method was used and only customers with online shopping experience were requested to respond to the questions. Key informants are viewed as appropriate respondents if appropriate selection procedures are used (John & Reve, 1982). The snowball approach used in this study enabled us to achieve this objective and the wider research objective and is a sampling method widely used in internet-based research.

Questionnaire design

The questionnaire for this research is divided into two parts - Sections A and B. Section A of the questionnaire contains questions on the demographic profile such as respondents' age, gender, occupation, education level and monthly income. Section B of the questionnaire solicits responses on the key constructs of the research framework.

Inferential statistics is used to make deductions based on the results and the significance. Descriptive analytical tools such as mean and standard deviation were used to summarize the respondents' feedback. ANOVA and T test were used to test for the differences. SPSS was used for the analysis.

Results and Findings

A total of 129 completed questionnaires were returned, and 31 of this were invalid due to incomplete responses, which results to 98 usable responses. Table 1 shows the break-up of the sample on the basis of gender, educational qualification, occupation, age group, Marital status and income.

Table 1: Sample Profile

Demographic Variables		Frequency	Percent
Gender	Male	46	46.9
	Female	52	53.1
	Total	98	100.0
Educational Qualification	Intermediate (10+2) or Below	18	18.4
	Graduation/Professional	56	57.1
	Post-Graduation or Higher	24	24.5
	Total	98	100
Occupation	Student Secondary	5	5.1
	Student University	65	66.3
	Employed	16	16.3
	Business	6	6.1
	Retired	6	6.1
	Total	98	100
Age group	Below 20	38	38.8
	20 to 30 Years	49	50.0
	31 to 40 Years	6	6.1
	Above 40	5	5.1
	Total	98	100
Marital Status	Single	79	80.6
	Married	19	19.4
	Total	98	100
Income	Below 20000	66	67.3
	20000-50000	19	19.4
	51000-90000	9	9.2
	Above 90000	4	4.1
	Total	98	100

Table 2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Value	98	1.80	5.00	3.7041	.53591
Ease of Use	98	1.50	5.00	3.7908	.83086
Usefulness	98	1.75	5.00	3.8418	.61593
Firm's Reputation	98	1.00	5.00	3.0102	.72147
Trust	98	1.75	5.00	3.6760	.58900
Privacy	98	2.67	5.00	4.1054	.72209
Reliability	98	2.00	5.00	3.7891	.71698

About 53% of the respondents are female and remaining 47% are male. Among these consumers, 57 % are university graduates or professionals, 65 % are university students. Moreover, 50% belong to the age group of 20-30 years.

Table IV presents the mean values, standard deviations and the number of items for each variable. For the independent variables, Privacy yielded the highest mean (4.10), followed by Usefulness (3.84), Ease of Use (3.79), Reliability (3.78), Perceived Value (3.70), Trust (3.67), and lastly firm's reputation (3.01). Since all variables yielded

mean value more than 3, it can conclude that the respondent's perceptions on these variables are mostly favourable.

Variations in the dimensions of customer preferences with respect to gender and marital status is measured using independent sample T-test and proper inferences are drawn from 't' values and significance values obtained thus. Table 3 shows that there is no significant variations in all variables of customer preferences with respect to gender and marital status is found.

Table 3: T- test- Results

		Marital Status			Gender		
		t	df	Sig. (2-tailed)	t	df	Sig. (2-tailed)
Value	Equal variances assumed	- .868	96	.388	-1.207	96	.230
	Equal variances not assumed	- .948	30.661	.351	-1.195	88.948	.235
Ease of Use	Equal variances assumed	-1.383	96	.170	-1.315	96	.192
	Equal variances not assumed	-1.598	33.466	.119	-1.318	95.287	.191
Usefulness	Equal variances assumed	.204	96	.839	-.565	96	.574
	Equal variances not assumed	.234	33.007	.816	-.560	89.595	.577
Reputation	Equal variances assumed	.598	96	.551	-.973	96	.333
	Equal variances not assumed	.663	31.311	.512	-.981	95.999	.329
Trust	Equal variances assumed	-.935	96	.352	-1.065	96	.290
	Equal variances not assumed	-1.320	50.904	.193	-1.051	86.252	.296
Privacy	Equal variances assumed	.707	96	.481	-.891	96	.375
	Equal variances not assumed	.653	25.125	.519	-.892	94.664	.375
Reliability	Equal variances assumed	-.594	96	.554	-1.217	96	.227
	Equal variances not assumed	-.582	26.706	.565	-1.207	90.306	.231

Variations in the dimensions of variables with respect to age group, profession, income and education are determined using ANOVA and proper inferences are drawn from F values and significance values. It has been found that there is no significant variation in all variables of repurchase intention with respect to age group, profession, income and educational qualification (Table 4).

Table 4: ANOVA- Results

	Age Group		Profession		Income		Education	
	F	Sig.	F	Sig.	F	Sig.	F	Sig.
Value	.499	.684	1.707	.155	1.550	.207	.940	.394
Ease of Use	.717	.544	1.120	.352	.434	.729	.550	.579
Usefulness	.821	.486	1.834	.129	.500	.683	1.771	.176
Reputation	1.142	.336	.877	.481	2.552	.060	1.155	.319
Trust	1.065	.368	.570	.685	.613	.608	.166	.848
Privacy	4.216	.008	1.876	.121	1.090	.357	.687	.506
Reliability	4.737	.004	2.291	.065	.828	.482	.806	.450

Conclusions

The focus of this study is to gain insight into the repurchase behaviour of customer while shopping online. Suitable tests were conducted in order to gauge the variation in the dimensions of customer preferences across demographic characteristics. All variables of repurchase intention are acquired mean value more than three and with less variation which implies that customer give importance to all variables. There are no significant differences in the customer preferences with respect to demographic variables which signifies that for these variables marketers can consider as a single target group in formulating suitable marketing strategies.

Limitations of the Study and future research directions

This study surveyed the respondents of single city of North India only, which represents a different culture and a high concentration of middle class. This study also treats Indians as a single cultural entity. While this could be so at the macro level, however, cultural differences among the Indians could be an important factor at the micro level.

While this study could serve as a foundation for understanding customer repurchase intention in online shopping, it would be necessary to carry out local studies using the scale developed for gauging

the cultural and demographic differences in customers.

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News Consumption Pattern among Youth: A study of College going youth in Lucknow

Nisha Kumari*

The objective of this research study was to analyze the news consumption pattern among the youth. This study explains the media consumption patterns and the various sources used by youth for information and news consumption. With the advent of internet and amalgamation of all forms of media on a single platform has developed a new media. Youth is turning towards the new media due to its handiness and easy accessibility and availability of information. Due to the digitization, the new media has become interactive two-ways communication. The information can be easily processed, stored, retrieved and accessed.

Today's youth is the most complicated target segment in the market because of their exposure to a variety of media, low attention span, unconventional norms & wide interests. Over the past ten years there is a shift from traditional media to the new media. Youth is oriented towards new media especially the social media to extract the news and information. There is decline in the readership of print media among the young people. This research paper also tried to gauge the attitude of youth towards newspaper as well as social media with respect to news consumption. This research is quantitative in nature. The tool used to conduct this research is Google survey forms/questionnaire. Our findings stand true to the hypothesis that the dependency on new media is the major reason that print media is no longer the primary source of information among youth.

Key Words- New Media, News consumption, Print media, internet, Newspaper

Introduction

Media can be defined as package of information that can be disseminated through any medium such as print, electronic, radio, etc. Media is commonly used in plural form which is called 'medium'. Mass Media is broadly divided into traditional media and new media. Under traditional mass media comes newspaper, magazine, book, radio, television so on and so forth. Micro blogs, blogs, social media (Twitter, Facebook, Instagram), online news, wikis, video games, websites and podcast comes under new media. Thus, new media is experimental in nature.

According to the recent press release of Audit Bureau of Circulations, Indian print media publication has shown a tremendous growth of 4.87% over a 10-year period. 2.37 crore copies were added in the last 10 years from 2006-16. Average copies published in 2006 was 3.91 crore and in 2016 it went up to 6.28 crore. It was in the fifteenth century the invention of moveable type printing brought the revolution in print media. Print media then became the most dominant and credible form of mass media. However, there is a noticeable decline in the newspaper readership among college going

students. Youth prefer to read news online. There is a significant shift from traditional mass media to new media.

Media has changed its course over a period and so is the consumption pattern. From broadcasting to convergence of the multimedia. With the advent of internet and amalgamation of all forms of media on a single platform has developed a new media. Youth is turning towards the new media due to its easy availability and accessibility of information. According to Robert Logan, New media refers to "those digital media that are interactive, incorporate two-way communication and involve some form of computing". Further he adds that New media is "very easily processed, stored, transformed, retrieved, hyperlinked and, perhaps most radical of all, easily searched for and accessed."

In contrast to traditional mass media like Newspaper, television and radio were the non-interactive broadcasting media. The news and information was disseminated from a single source to the masses or audiences. Therefore, traditional mass media was considered to be one way of communication. It was least interactive, dull and boring. With the advancement in technology such as computer and mobile phones has changed the face of mass media. On 14th August 1995, Videsh Sanchar Nigam Limited (VSNL) revolutionized India by providing internet service to common

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people. The advent of internet has brought the radical change in media. There are both pros and cons of new media. On one hand new media is easily accessible on the other hand the credibility and authenticity of news and information is compromised. This often leads to chaos and misunderstandings.

Currently the internet that masses are using is web 2.0 which enables them to communicate and share information via social media and blogging. This phase of internet is very dynamic and interactive. Now the internet is in transition phase between web 2.0 and web 3.0. Web 3.0 very soon will enable the artificial intelligence to keep track of all the data and information pertaining to people and their interests.

There has been a tremendous increase in the number of internet users in India especially among the youth. The question is how the internet is changing the habit of news consumption among the college going students. Therefore, this research paper aims to understand the impact of new media on newspaper readership in terms of news consumption.

Literature review

The New Media is essentially an amalgamation of most media forms existing anywhere in considering in the world today. It is a roaring example for democratization of publishing as well as distribution. A virtue of the New Media is in its 'archives' content, that can be instantly accessed by the information needy, hence giving the seeker a sense of security. Though it is old information that the seeker avails, it gives a sense to every user that the media is of his/her own time, thus asynchronous nature vanishes. The New Media is highly interactive. New Media has the potential to be a good mediator between the governors and the governed. There are numerous instances of it being a help to better the local self-governance. There are limitations like the espionage, wiki-leaks, etc. But traditional newspapers also favor political biases (paid news) and its credibility is becoming low day by day, while the trust of information on New Media is on the rise. Even government websites are on and rising (Dr. B.K. Ravi, 2011)

There has been tremendous increase in the number of Internet users since 1995, the so-called "Year of Internet". Affordable personal computers, unlimited access and the high speed Internet connection combined with a strong economy in the late 1990s and early 2000s powered the Internet to the phenomenal growth in the United States

(Willnat, 2009). People are now free and have the opportunity to create their own news as well as to get the other side of the story by getting news from the Internet which is seen as free from control (Rosenstiel, 2005). Anyone with a blog can be a reporter, anyone with a cell phone can be a videographer and anyone on Facebook, Twitter or a thousand other platform can be a news editor, or at least a curator. (Rich Brooks 2011).

Mohamed Haneefa K and Shyma Nellikka surveyed the Indian online English newspapers to see what kind of an online presence they have, what common patterns of contents, coverage and design they have and how do they connect with the readers using the various channels available on the Internet (like Facebook, Twitter, etc.).

Andreu Casero in his research paper "Beyond Newspapers: News Consumption among Young People in the Digital Era" laid emphasis on the fact that news consumption is undergoing great changes due to the advance of digitization and in this context, ascertaining the changes in readers' consumption habits is essential for measuring the scope and effects of digital convergence and the outlook for the future. The paper aimed to analyze this transformation in the specific case of young people's relationship with news reporting. This paper projected that young people's news consumption is oriented towards new media, especially social networks, whereas newspaper readership among young people is on a decline. As a consequence, newspapers are no longer the primary source of information in the digital context, which does not mean that the appetite for news among young people has diminished, quite the contrary, interest in information is strong and news consumption scores highly as a civic value. The conclusions of this research suggest that profound changes are emerging in news consumption patterns and the concept of news among young people.

Methodology

Hypothesis: Dependency on new media is the reason that print media is no longer the primary source of information among youth.

Type of study: To conduct this quantitative research, the researcher has conducted a Google survey and used descriptive statistics to describe the basic features of the data in the study. The data is analyzed in terms of percentage and frequencies.

Sample Size: The sample size was 150 out of which

the final respondents who filled the online survey were 126. The universe for this research is youth between the age group of 18 to 25 years. The researcher has used non probability convenient sampling technique. The youth recruited for this study were those who were available to undertake the google survey at the time of the study. They were in the researcher's social network (Facebook, whatsapp, instagram, etc.).

Tool for Data Collection: The primary data is collected through online survey questionnaire using Google forms. The participants were asked to fill in the questionnaire in Appendix 1. The survey questionnaire includes 12 questions both open ended and close ended. To measure the attitude of the youth towards print media and new media, the researcher developed six items to be rated on a five point scale.

Limitations

1. This paper focuses only on newspaper and the new media like social media and news app whereas other medium could have been included like magazines, radio, television etc.
2. The duration of survey and sample size was small.

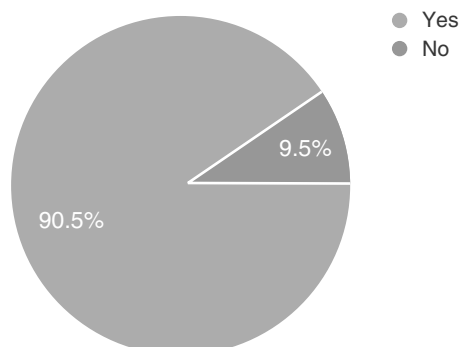
Delimitations

1. The research focuses only on the consumption pattern among youth and measures the attitude of youth towards newspaper and social media with respect to the dissemination of news.
2. Non-probability sampling technique is adopted to conduct this research due to time constraint.

Results & Analysis

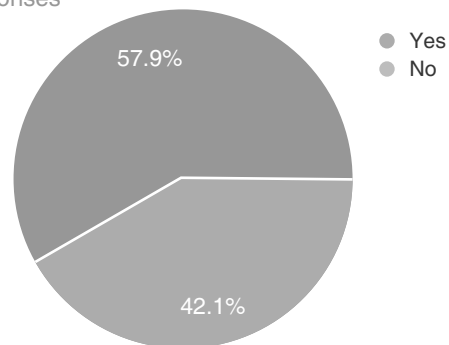
1. Is newspaper available at your home?

126 responses



2. Do you read newspaper daily?

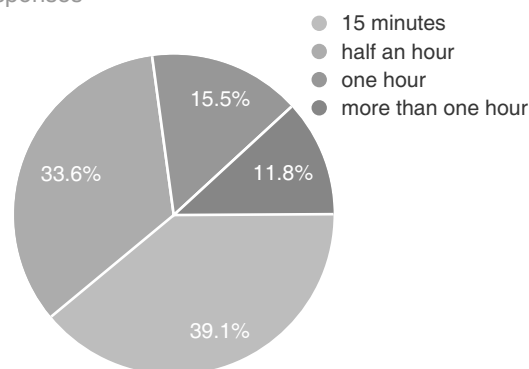
126 responses



Out of 100 %, 90.5% of people have the access to newspaper at their home and only 42.1% person actually reads the newspaper daily.

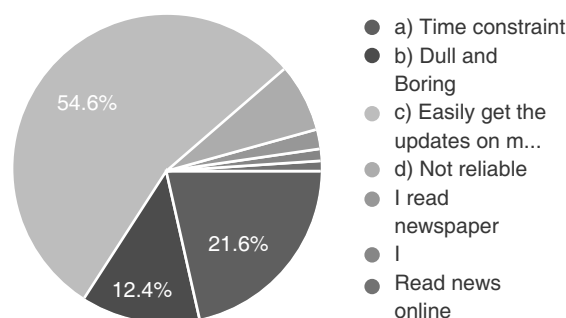
3. If yes, how long it takes to read the news?

110 responses



4. If no, then what is the reason for not reading the newspaper?

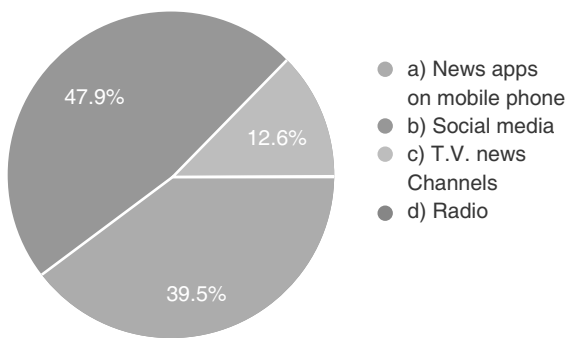
97 responses



Out of 110 people who actually read news daily, 39.1% of them read for only 15 minutes due to the time constraint. 33.6% of them spent half an hour and only 11.8% of them spend more than an hour to properly read the contents of the newspaper. People who said they do read newspaper is because the grey matter in the newspaper appears dull and boring. 54.6 do not read newspaper because they can easily get updates on their mobile phones or they can access from internet.

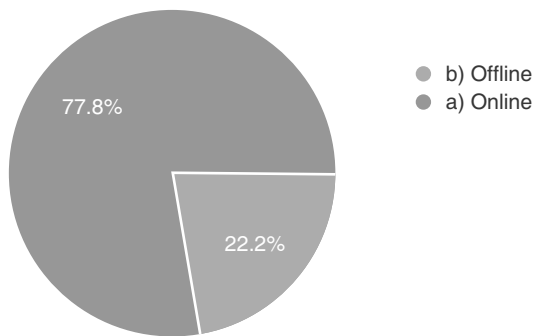
5. If not print media, then from where do you obtain news related information?

119 responses



6. What medium do you prefer to read news?

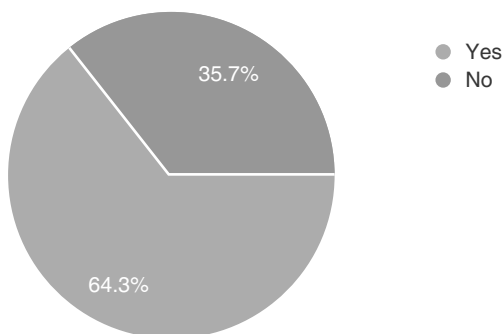
126 responses



Out of 126 people 77.8% prefer to read news online and 47.9 preferred to extract news and information from social media.

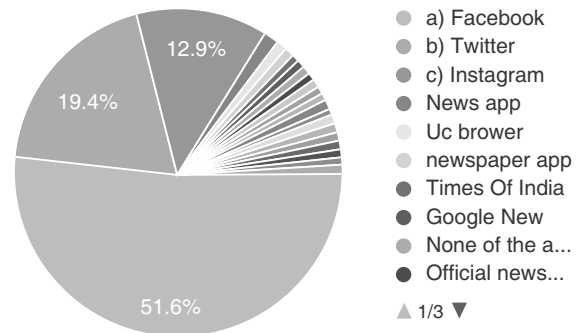
7. Do you use news app?

126 responses



8. On which social media you rely on for news and information?

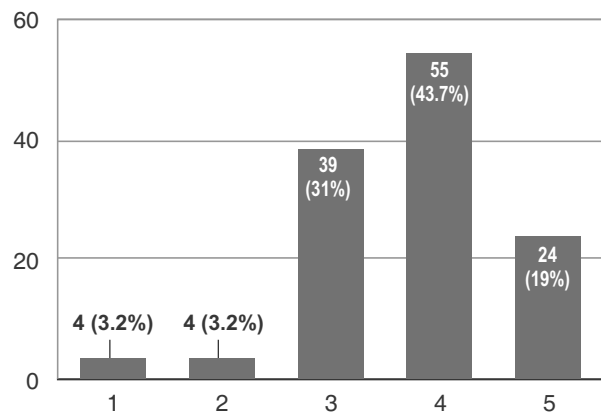
124 responses



Out of 126 people 64.3 % preferred to use news app to fetch the news and information. 51.6% rely on Facebook for news and information. 19.4% get the updates from Twitter.

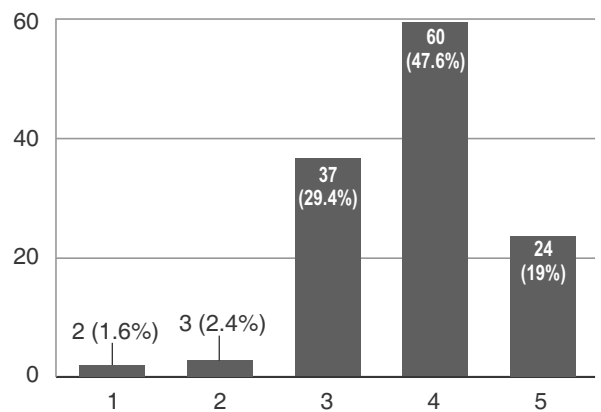
9. Rate the newspaper on its reliability.

126 responses



10. Rate the newspaper on its readability.

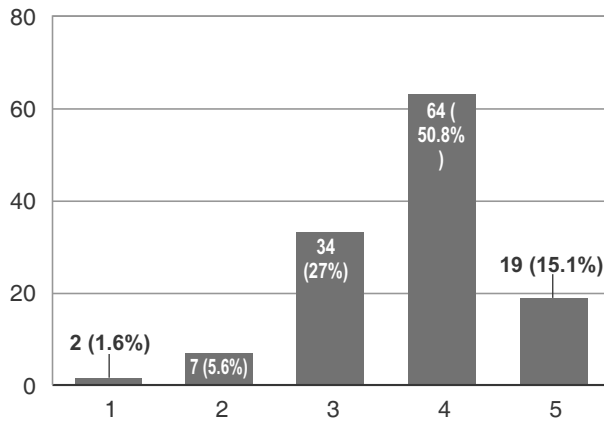
126 responses



Only 43.7% of people out of 126 said that newspaper is reliable and 47.6% said newspaper is easy to read.

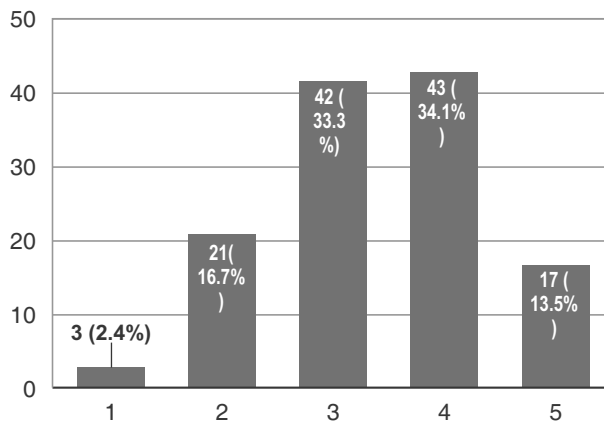
11. Rate the newspaper on its credibility.

126 responses



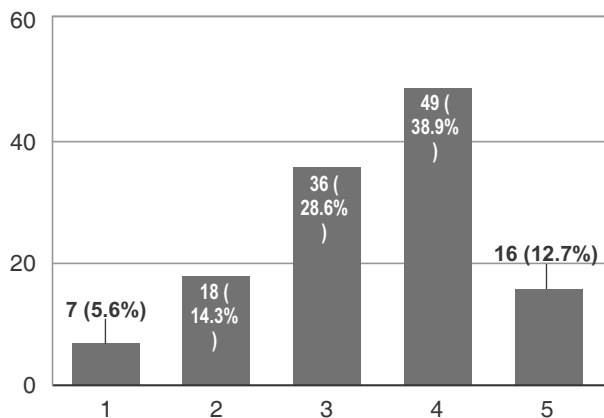
12. Rate the newspaper on its quality and appearance.

126 responses



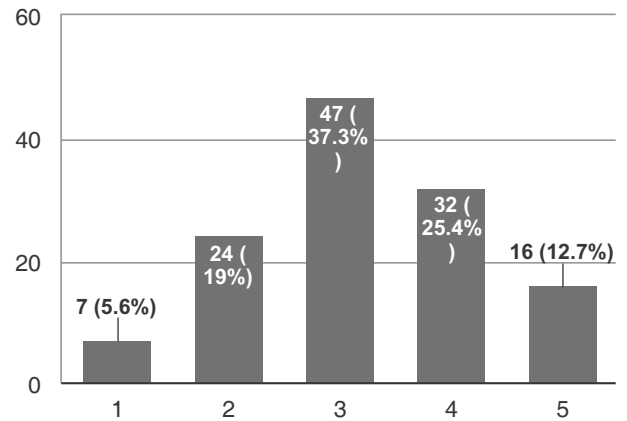
13. Rate the New Media (social media and Internet on its reliability)

126 responses



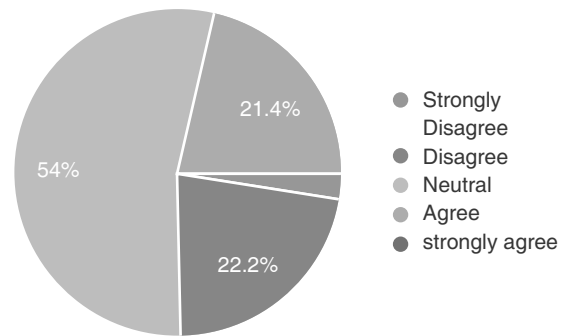
14. Rate social media on its credibility of news and information.

126 responses



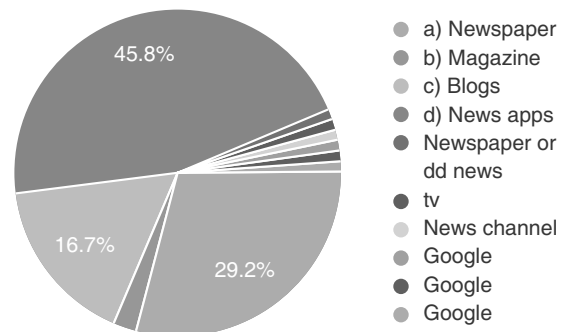
15. Do you believe that the news and information disseminated through social media is authentic?

126 responses



16. If strongly disagree/disagree then how do you cross check the news and information?

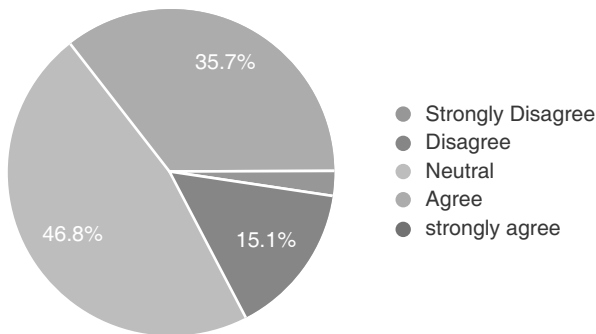
96 responses



54% of people are not sure about the authenticity of the news and information on the social media and to cross check the information 45.8% simply google and 29.2% refers to newspaper.

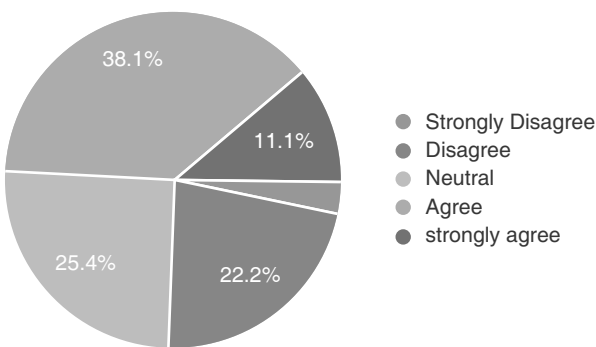
17. Do you believe that the news is biased and highly opinionated in newspaper?

126 responses



17. Do you believe that print media will become obsolete in few decades?

126 responses



46.8% are not sure whether the news and information disseminated through newspaper are biased and opinionated whereas 35.7% agreed that news are generally biased.

38.1% agreed that yes print media will become obsolete in few decades whereas 11.1% strongly

agreed to this. 22.2% disagreed because newspaper is still the most credible source of information.

Conclusion

Although print media publication in India has shown tremendous growth of 4.87% over the past 10 years. But our findings suggest that there is significant decline in the readership of print media among youth. Out of total youth surveyed, 90.5% of them have access to newspaper at their home or place but only 42.1% actually reads the newspaper daily. The amount of time reading news in newspaper has significantly reduced. The internet users and news app subscribers has increased tremendously due to its easy access to news and information. The influence of internet is huge among the young people and its impact on news consumption is even more. 77.8% of youth prefers to read news online on social media like Facebook, twitter and blogs due to time constraint apart from news apps. 51.6% fetch news and information from Facebook. Another major finding of our research is 38.1% of people agreed that yes print media will become obsolete in few decades and 11.1% strongly agreed to this. The reasons quoted by them are that newspapers are not much reliable, it's dull, boring and the news or information is generally biased and opinionated. Another reason is that newspaper is non-interactive mass media. With the advent of internet, the youth can get news update on their phone very easily. Therefore, our findings stand true to the hypothesis that the dependency on new media is the reason for decline in consumption of print media as the primary source of information among youth. The impact of new media has changed the habit of reading newspapers among youth.

Appendix 1 Survey Questionnaire

	Questions	Option
1	Is newspaper available at your home?	Yes No
2	Do you read newspaper daily?	Yes No
3	If yes, how long it takes to read the news?	15 minutes half an hour one hour more than one hour
4	If no, then what is the reason for not reading the newspaper?	a) Time constraint b) Dull and Boring c) Easily get the updates on mobile and internet d) Not reliable e) Others, if any?
5	If not print media, then from where do you obtain news related information?	a) News apps on mobile phone b) Social media c) T.V news Channels d) Radio e) Others, if any?
6	What medium do you prefer to read news?	a) Online b) offline
7	Do you use news app?	Yes No
8	On which social media you rely on for news and information?	a) Facebook b) Twitter c) Instagram d) Others, if any?
9	Rate the newspaper on its reliability.	Rate the scale from 1-5 1 being not reliable and 5 being very reliable.
10	Rate the newspaper on its readability.	1 being difficulty in reading and 5 being easy to read.
11	Rate the newspaper on its credibility.	1 being least credible and 5 being highly credible source.
12	Rate the newspaper on its quality and appearance.	1 being poor and 5 being excellent
13	Rate the New Media (social media and Internet) on its reliability.	1 being not reliable and 5 being highly reliable.
14	Rate the New Media (social media and Internet) on its credibility.	1 being least credible and 5 being highly credible.
15	Do you believe that the news and information disseminated through social media is authentic?	Strongly Disagree Disagree Neutral Agree strongly agree

	Questions	Option
16	If strongly disagree/disagree then how do you cross check the news and information?	a) Newspaper b) Magazine c) Blogs d) News apps e) Others, if any?
17	Do you believe that the news is biased and highly opinionated in the newspaper?	Strongly Disagree Disagree Neutral Agree strongly agree
18	Do you believe that print media will become obsolete in few decades?	Strongly Disagree Disagree Neutral Agree strongly agree

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