APPENDICES

Appendix A: Questionnaire

Appendix B: Manuscript of publications
  a. Research Article
  b. Research Paper

Appendix C: Curriculum Vitae of Research Scholar
APPENDIX A: QUESTIONNAIRE

Section A

Demographics

1. Name
2. Age
3. Gender
4. Permanent Address
5. Present Address
6. Education
   a. illiterate
   b. Primary
   c. upto class 8
   d. 8-12
   e. College going
   f. Graduate
   g. Post graduate
   h. Any other, please specify
7. Occupation
8. Organisation
9. Designation
10. Marital status:
    a. Single
    b. Married
    c. Divorced
    d. Widow/ Widower
    e. In a live-in relationship
11. Family Income (Rs per month)
    a. Below Rs 5000
    b. Rs 5000- Rs 10000
    c. Rs 10000- Rs 20000
    d. Rs 20000- Rs 30000
    e. Rs 30000- Rs 40000
    f. Rs 40000- Rs 50000
Appendices

247

g. Rs 50000- Rs 100000
h. Above Rs 100000
I. Prefer not to disclose

Section B
Media Consumption/ Media Habits

1a. Do You surf Internet?
A. Yes
B. No

1b. What media do you use for your various personal needs information need?
   a. Press (Newspaper/ Magazine)
   b. TV
   c. Radio
   d. Internet / e. Mobile Internet
   e. Mobile SMS/ MMS
   f. Outdoor
   g. Any other, Please specify

2. If Internet, then what equipment do you to surf internet?
   a. Desktop
   b. Laptop
   c. Smartphone- mobile
   d. Regular phone, mobile
   e. Any other, please specify

3. What type of sites do you visit?
   a. Entertainment related
   b. News related
   c. Social media
   d. Searching
   e. Gaming
   f. Shopping sites
   g. Self help sites
   h. Job/career opportunities
j. Matrimonial
k. Education related
l. Any other, please specify

4. Can you specify the sites you visited last month, for each type of the site you visit tick above:-
   a. Entertainment
   b. News sites
   c. Social Media
   d. Searching
   e. Shopping sites
   f. Gaming
   g. Self help sites
   h. Job/carrier opportunities
   j. Education related
   k. Matrimonial dating
   l. Any other, please specify

4. Do you have an account on?
   a. Facebook
   b. Twitter
   c. Google Plus
   d. Tumblr

5. Which browser do you use frequently?
   a. Mozilla
   b. Internet Explorer
   c. Google Chrome
   d. Any other, please specify

6. While browsing internet do you mainly do?
   a. Surf sites
   b. upload pictures on Fb and other social media sites
   c. watch video and download as well
   d. Read articles
   e. write blogs
7. If you use smart phone, which kind of Apps do you use?

<table>
<thead>
<tr>
<th>Apps</th>
<th>0-2</th>
<th>2-4</th>
<th>4-6</th>
<th>6-8</th>
<th>8-10</th>
<th>Above 10</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Apps</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chatting Apps</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weather mapping Apps</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gaming Apps</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any other, please specify</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION C:
SOCIAL MEDIA HABITS

1. How much time do you devote to social media sites per week?
   a. 0-2 hours
   b. 2-4 hours
   c. 4-8 hours
   d. 8-16 hours
   e. 16-32 hours
   f. Above 32 hours

2. Where do you use internet for social media?
   a. Office
   b. Home
   c. Educational Institute
   d. Cyber cafe
   e. Friends/ relatives place
   f. Any other, please specify

3. What is your purpose of using social media:-
   a. Work related
   b. Socialising
   c. Chatting with friends
   d. Social Activism
   e. Any other, please specify

6. In below given social media sites, tick the one you are an active user?
   a. Facebook
   b. Twitter
   c. Google Plus
   d. Tumblr

7. How many friends do you have on social media sites?
   a. 0-50
   b. 50-100
   c. 100-200
d. 200-300  
e. 300-400  
f. 400-500  
g. 500-700  
h. 700-1000  
i. Above 1000

8. How many news sites do you follow social media sites?
   a. 0-2
   b. 2-4
   c. 4-6
   d. 6-8
   e. 8-10
   f. Above 10

9. Do you have a twitter account?
   a. Yes
   b. No

10. How many followers do you have on twitter?
    a. 0-50
    b. 50-100
    c. 100-200
    d. 200-300
    e. 300-400
    f. Above 500

<table>
<thead>
<tr>
<th>People</th>
<th>Groups</th>
<th>Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politicians</td>
<td>Modi, Kejriwal, Vasundhara</td>
<td></td>
</tr>
<tr>
<td>Bollywood related</td>
<td>Amitabh, SRK, Rajnikanth</td>
<td></td>
</tr>
<tr>
<td>News man</td>
<td>Bdutt, …. , ….</td>
<td></td>
</tr>
<tr>
<td>Authors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cricketers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any other, please</td>
<td></td>
<td></td>
</tr>
<tr>
<td>specify</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
12. What kind of retweets you prefer to do?
   a. News - 150
   b. Quotes - 130
   c. Cricket - 70
   d. Sensational News - 90
   e. Any Social issue - 80
   f. Any other, please specify

13. Do You write blogs?
   a. Yes  80
   b. No   160

14. What kind of blogs you prefer to read/write?
   a. Entertainment
   b. Personal
   c. Satire
   d. Social
   e. Sports
   f. Political
   g. Educational
   e. Any other, please specify

15. What medium of interaction/expression do you choose on social media?
   a. English
   b. Hindi
   c. Regional Languages

16. Have you studied about social media in your college or higher education level?
   a. Yes
   b. No

17. Should there be a chapter or a book based on the Social Media in higher education or college level?
   a. Yes
   b. No
Section D
Social Activism Probing

1. In what capacity do you act as a part of your social activism
   a. Raising issues
   b. Follow issues
   c. Both

2. How do you become aware of the issue which deserves social media attention:
   a. Through traditional media (TV, Print, Radio)
   b. Through social media sites
   c. News online sites
   d. Personal source
   e. Any other, please specify

3. How do you generally raise issue through social media sites:-
   a. By writing blogs
   b. Through tweets
   c. Through Facebook and other updates
   d. Online petitions
   e. Online video uploads
   f. Any other, please specify

4. Behaviour issues
   a. Which issue you raised or followed last? Delhi Gang Rape Case
   b. On which did you raise that issue
   c. How many followers did you get?
   d. What was the result?

5. Have you ever signed an online petition?
   a. Yes 80
   b. No 100
6. How many online petitions have you signed?

<table>
<thead>
<tr>
<th>No of petitions</th>
<th>No of respondents who signed</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. 0-2</td>
<td>55</td>
</tr>
<tr>
<td>b. 2-4</td>
<td>15</td>
</tr>
<tr>
<td>c. 4-6</td>
<td>6</td>
</tr>
<tr>
<td>d. 6-8</td>
<td>4</td>
</tr>
<tr>
<td>e. 8-10</td>
<td>none</td>
</tr>
<tr>
<td>f. Above 10</td>
<td>none</td>
</tr>
</tbody>
</table>

7. What kind of petitions have you signed?

a. Social issues related
b. Political issues related
c. International issues
d. National issue
e. Local issues
f. Religion related

8. Have you ever filed an online petition?

a. Yes
b. No
c. Any other, please specify

9. What kind of petition did you file?

a. International issues
b. National issue
c. Local issues
d. Social issues
e. City issues
f. Religion related
g. Any other, please specify

10. How many supporters did you find for your issue?

a. Less than 50
b. 50-100
c. 100-200
d. 200-300

e. 300-400

f. 400-500
g. 500-1000
h. Above 1000

11. What was the result of your petition?
   a. Victory
   b. In progress
   c. Failure
   d. Any other, please specify

12. Do you connect to unknown on social media for social activism?
   a. Yes 120
   b. No 60

13. Are you committed to any groups or have affiliation or leaning to any organisation while you do social activism?
   a. Political
   b. Religious
   c. Self help groups (NGO etc)

D. NO GROUPS
   d. If any other please specify

Section E- For those who are not into social activism (non-virtually only)

1. Have you ever participated in any sort of activism?
   a. Yes
   b. No
   c. Any other. Please specify

2. What kind of activism did you participate?
   a.
   b.
   c.
3. **What was the result?**
   a. Positive
   b. Negative
   c. Any other, please specify

4. **Have you arranged a gathering or rose any sort of activism?**
   a. Yes
   b. No
   c. Any other, Please specify

5. **What was the outcome?**
   a. Victory
   b. Progress
   c. Any other, Please specify
Social Media and its impact in India

Tabeenah Anjum Qureshi*

Media today has a deep impact on our society. For some it has become a way of life, a dear friend, and for that matter some even consider it as their oxygen, the way of livelihood. Among all the forms of media, social media has an upper hand.

What is Media?

Before understanding the social media, we need to know the definition of media. Media is a source through which we can exchange, give and take information, any knowledge or interact with anyone. The main forms of media are TV, Radio, Newspaper and Internet. To elaborate, we can say that media is the means of communications through radio, television, newspapers, magazines etc. which reach or influence people widely.

What is Social Media?

Social media is a virtual platform where people give and take information, interact with each other without even knowing the identity of the person. We can say, it is a form of electronic communication (Web sites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content.

Internet plays a vital role as it is the only way to access the social media sites.

Impact of social media

Social media is the media of 21st century and to be precise, it reflects the persona and thoughts of the youth. It is considered the fastest medium to spread any kind of information among the people.

* Research Scholar, Department of Mass Communication, The IIS University, Jaipur
Anybody sitting anywhere, with the help of their gadgets viz. Notebook, mobile phones, tabs, PCs etc, can get access to any kind of information they want or spread, tell or share anything they want regarding anything.

**Social Media Benefits Common Man**

Social media in India has worked as a revolution in bringing a change in the past few years. It has empowered the common man where he/she can express themselves, can lay bare their frustration, entertain themselves or freely talk about their likes and dislikes.

**Impact of Social Media**

Social media in the last few years has changed the way people used to think. Post the Delhi gangrape, people used the social media as a weapon to lash out at the administration, the management and government. Not only that, the social media infused the people who never used to react strongly to bring them out on the streets to protest against criminals and crimes. People empowered with social media raised their concerns over various matters and compelled the careless and corrupt ministers to listen to them and their needs.

**Impact on Politics**

The modern politics is said to rely on the social networking sites heavily. In 2013, we saw many instances, though unfortunate, of this. Many politicians bought with money fake Facebook likes, many uploaded fake videos for the sake of publicity or even to malign the rivals. The politics was of poor quality, but it was enough to denote the important role played by the social media or social media sites, viz Twitter, Facebook, Youtube, etc.

Due to the deep impact of the social media, it is believed, the UPA and its allies, hit by scams, scandals and corruption fell flat in the assembly elections. Parties like the BJP and AAP fared well due to their effective projection on the social media.

It has now become a trend for all political parties to spend a lot of money on the social media to strengthen their base and disseminate their ideas.

Many ministers were caught saying that they would deploy a team to connect with people virtually and would spread
Social Media and its impact in India

ideologies through the social media.

As per the surveys, the Gujarat chief minister and BJP's prime ministerial candidate Narendra Modi, is the most talked about person on the social media. Taking advantage of it, the BJP stood victorious in three assembly elections.

Pros and Cons of Social Networking

The social media in many ways seems to be assisting the mankind as mentioned above, but as the cliche goes, everything comes with a price tag. The social media is not untouched by that fact.

There have been many cases in the past which forced people to commit suicide. Images, videos, info etc once uploaded on social media are said to remain there forever. People misuse social media by uploading many private videos, images in order to take revenge. Many times confidential information had been leaked which created chaos. The worst thing about this medium is that people easily fake their identities by creating fake profiles.

Many stringent laws are there to curb such acts, but people are not always sure how to regulate their thoughts.
Utility of Social Media among young females
(with special reference to Jaipur)

Tabeenah Anjum Qureshi *

Social media

Social media can be explained as an interaction between people or communities where information can be shared and exchanged through a virtual network. This media is classified into two general and primary categories above, has the most elevated and renowned medium which is prevalent and has a great and vast reach among the people.

Social media is the platform which not only consists the quality of storing your valuable data to an extent, but also is the best and the quickest medium to spread the information.

Social media and its impact in present scenario:

In a world which is moving towards digitalization of even the most insignificant thing, and where internet defines the way we form relationships, at personal and professional levels, with our parents, peers, spouse and the society at large; information is the weapon that can make or break structures.

The structure can at times be as big as a regime running a country. While traditional modes of information are fighting a pitched battle with new age sources of information, for a person trying to make his or her voice heard, these are exciting times.

If an edit page of a newspaper cannot accommodate a reader’s view on a certain subject, the reader now has the option of reaching out to the world through the internet, and specifically through the social networking sites. Sometimes, a few words of information or

* Senior Sub Editor, Rajasthan Patrika, Jaipur
Utility of Social Media among young females

opinion on a social site have more power to shake a system than possibly a 1000-word news report.

Social media can be explained as an interaction between people or communities where information can be shared and exchanged through a virtual network. Experts have defined social media as (*)“a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content”.

In the past three-four years, social media has grown out from being restricted to tweets on fashion trends or commenting on a celebrity’s relationship status to commenting on events of national and global importance.

In a way, it has become one of the most important sources of information for a large number of people, who now don’t always depend on the newspaper or the TV to flash the day’s most happening event. In fact, breaking stories are no longer the fodder of just journalists with informed citizens taking it upon themselves to play the role of alert watchmen-cum-critics of political and social functioning, and who now have a platform to share their side of the story with the world.

Research based on urban undergraduate Females in Jaipur:

This research cum survey is based on a questionnaire random sample size of 80 undergraduate girl students of different Jaipur based colleges falling in the age group of 18-21 years. The respondents mostly hails from the urban backgrounds. Interesting trends were recorded about the social media habits of the youth. Below given are the interesting trends recorded during the assessment of the questionnaire.

TV still remains the key to information

60 % girls said that they prefer TV as a media for collecting information, while 20% look for newspapers and remaining 20% surf internet. However on being asked about their relationship status, 90% of the girls responded that they are single. Only 10% of them admitted to have a relationship.

Entertainment related sites tops the priority list

The city girls are mostly inclined towards entertainment. They
surf news related entertainment, followed by social media, then shopping sites followed by job/career websites.

**Almost all of them are social media friendly**

Most of the girls (98%) have an account on Facebook, but only 60% of them are on Twitter.

**Girls spend their time uploading pictures on Facebook**

On being inquired about what they mainly do while browsing the internet, most of them confessed about uploading pictures on social media sites, chiefly fb followed by surfing other sites. Some of them even said to have been reading articles.

**Most of the girls indulge in downloading chatting Apps**

Out of 80 girls, 40% of them are using smartphones and rest of them are using normal phones. The girls with the smartphones said that the apps they fancy are the chatting apps, viz. Whatsapp, viber, wechat, line etc. They even download gaming apps, news apps followed by weather mapping apps. Most of them spend 2-4 hours a week on the apps.

**Girls devote plenty of time on social media sites**

On being questioned about their admiration for social media sites, 70% girls admitted of devoting 16-32 hours on social media sites, 10% of them pays a whopping 32 hours to social media followed by 20% girls who hardly use it (0-2 hours)

**Home sweet home is what girls prefer for using social media sites**

The questionnaire reveals some interesting facts, such as, girls find home much more safe for using social media sites. Educational institutes also holds quite good priority for accessing the media portals, followed by place of friends or relative’s place. Cyber cafe is something they tend to ignore going.

**Chatting is on the cards**

Surprises didn’t pulp when girls share their love for chatting with their friends. Socialising on social media holds second spot for these undergraduates. Interestingly, social activism, which on social media has got a special platform, manages to find only 3rd priority.
Utility of Social Media among young females

Access to social media in relation to some work scores the least priority among the respondents.

**Most respondents have around 400-500 friends on virtual world**

The thing which substantiates the admiration for social media among girls is that most of them have around 400-500 friends on virtual world. There is a category of girls who even have more than 700 friends on social media, though their count is less than that of former. Only a few respondents have around 300-400 friends, which amounts them a third spot in the category.

**Less active on Twitter compared to Facebook**

The stats above shows that only 60% of the 80 respondents have account on twitter. Due to which, most of the girls among active users have only 50-100 followers. Only few of them have around 100-200 followers on twitter.

**Very few are into blog writing, but many are into reading**

Only 10% girls are into blog writing. However, 70% of the lot read blogs related to entertainment followed by personal blogs.

**Girls tend to ignore friend request from unknown people**

70% of the girls shows no interest to the friend request from unknown person and tend to ignore them. Meanwhile, 30% of them still think that connecting to unknown people doesn't amount to risk or create any trouble for them.

Conclusion: After analyzing the social media habits of 80 respondents (80 undergraduate girls from Jaipur). The most prolific fact which came to the picture is that girls are very much into social media and have plenty of friends in the virtual world, but what interesting is that most of them still in denial mode of adding the unknown person. Also, on flip side, they may know how to chat or interact but they still lack the urge to social activism. However, the research also reveal their hangover for Facebook as far as social media is concerned and twitter and other social networking sites still not on their cards. They are not much into blog writing and their fixation for entertainment comes out apparently. Girls feel comfortable at home for accessing social sites.