CHAPTER 1
AN INTRODUCTION TO SOCIAL MEDIA

1.1 PROLOGUE

Social media is a term that has been common for quite a while. The Oxford dictionary characterizes the term as "sites and applications that empower clients to make and offer content or to take an interest in social system administration". Social media is an attentive piece of the new age society. The best way to define social media will be to separate it from newspapers and the audio-visual medium of television or radio. It is a group of online communication channels devoted to information, connection, substance, and coordinated effort. Sites and applications committed to discussions, micro-blogging, social system administration, social bookmarking, social ‘curation’ and wikis are among the distinctive social media. Social media has been advancing rapidly, offering new and significant approaches to individuals around the globe. Presently, social media is developing into an indispensable part of our daily lives. The social system administration is presently a genuine worldwide sensation. 

(Social Media: Back to the roots and back to the future)

There are sites which don't offer all the data one requires, yet they connect with you while providing you that data. This communication might be straightforward. Like urge you to comment or provide you an occasion to cast your vote on an article, or it could be recommending to you motion pictures on the basis of evaluations by other individuals. The mainstream or conventional media takes you on a one way road wherein one can go through a newspaper or can view a report on TV. However, it restricts the capacity to share your introspection on the matter with others. Therefore, social media is a two-way road of communication. Social media indicates collaboration among individuals where they edify, make or trade data and plans as virtual groups. Andreas Kaplan and Michael Haenlein describe social media as "a crowd of web-built apps that create an ideology based on the foundation of mechanics of Web 2.0, and allowing the formation and trade in client created substance." In addition, social media relies on versatile and online advances to make exceedingly intelligent stages by which people and groups can offer, talk about, and modify substance produced by the clients. There are various contrasts between social media
from conventional/modern media, including quality, achievement, recurrence, ease of use, immediacy, and enduringness. There are great many impacts that climb out from using the web. As suggested by a research conducted by Nielsen, web clients keep on investing opportunities on social media locations than another kind of website. Meanwhile, the cumulous time devoted to social media in the U.S. has gone up by 121 percent. The benefits of participating in social media for the substance donors are many. Here is a pool of various definitions, expressed by the dynamic members of social media. (Jue, Arthur L., Jackie Alcalde Marr, Mary Ellen Kassotakis (2010): Social media at work: How networking tools propel organizational performance)

Operational Definition of Informed Citizen

Informed Citizens: Being informed means many things to many people. In the present study, it is about the level a youth reaches in the use of internet.

Levels -- Use -- Ranks

1. Web Use – The most basic use.
2. Media Consumption – Whether web is used for MC?
3. Social Media Awareness – Is user aware of SM?
4. Social Activism Awareness – Is user aware of SA?
5. Following Issues – Is user following issues in SA?
6. Raising Issues – Is user raising issue in SA?
7. Wikipedia participative model – Is user participating in governing policy formulation?

Operational Definition of Youth

Boys and girls in the age group of (18-35) years
Both Working and Non-Working
Students as well as Entrepreneurs
Housewives / Single / Married

To begin, the social media is a go-to reference made by the general population as a large number of donors characterizes social media as "media for social communication, utilizing exceedingly open and adaptable correspondence systems. Social media is the utilization of online and versatile innovations to transform correspondence into intuitive dialogue." (Benkler, Yochai (2006): The Wealth of Networks)
"Social media comprises different client driven (inbound advertising) channels (e.g., Facebook, Twitter, sites, Youtube). These channels speak for a stark distinction from the publicist driven (outbound promoting) push model. As the main holder of the client relationship in the firm, the advertising division is in charge of dealing with these social media channels. Albeit, some may contend that the client relationship is "everyone's" obligation in the firm, the all-encompassing obligation rests with the promoting division as the champion for the client." - Cheryl Burgess – Blue Focua Marketing.

"Social media is the most apparent, captivating and intuitive manifestation of advertising. It joins the genuine coarseness of continuous substance with the magnificence of bona fide distributed correspondence.”

"Social media has three signs: First, Evolution, Second, Revolution and then Contribution. In the first place, it is an advancement of how we impart, supplanting email as a rule. It's an upheaval: For the first we have free entry, momentary, worldwide correspondence. We are living in an energizing time. And third, social media is recognized because of the capacity of everyone to impart and help as a distributer." (Mark W. Schaefer – Schaefer Marketing Solutions. Creator of The Tao of Twitter)

"Social media is correspondence channels or apparatuses used to store, total, impart, talk about or convey data inside online groups. The focus is on cooperation and connections, not the all-important dollar." (Angie Schottmuller – Interactive Artisan)

"Social Media is essentially an alternate shaft to be shot in an organization's advertising quiver. The primary objective of the greater part of the bolts utilized together is to produce income.

"Social media stages make it simpler to impart information–usually on the web. However, a release board at a supermarket or in a school dormitory qualifies as well." - Jim Sterne, Metrics Marketing Optimization Summit and creator of Social Media Metrics: How to Measure and Optimize Your Marketing.
"Most truly, social media would be any item or apparatus that unites individuals in dialogue or collaboration—individually, in print, or on the web. As something of shared utilization, social media now mean a particular class, innovation, instrument, and online locales that include social connections, investment, and client created substance" - Liz Strauss –Sobcon.

“The new Wild, Wild West of Marketing is Social Media, with brands, organizations, and associations full of people wanting to make news, companions and associations and manufactured groups in the virtual space. As plenty of stages extending from Facebook, Twitter, LinkedIn and Youtube to an unfathomable assortment of recently developing and quickly waning administrations, in the same way as Foursquare and Myspace, social media is about impacting individuals and accomplishing P2p (individual to-individual) correspondence that impacts mindfulness, acknowledgement and conduct. Compelling strategies and apparatuses of correspondence, social systems can and ought to assume a vital part in the process of brand-building, upkeep and security system" - Deborah Weinstein – Strategic Objectives. (Jue, Arthur L., Jackie Alcalde Marr, Mary Ellen Kassotakis (2010). Social Media at Work: How Networking Tools Propel Organizational Performance)

1.2 HISTORY AND ORIGIN OF SOCIAL MEDIA

Beginning

As reported by lives of India we are socio digital, mobile in India growth and trends. Social system administration began in 1978 with the Bulletin Board System (orBBS.) This was facilitated on computers requiring clients to dial in through the modem of the host machine, trading data over telephone lines with different clients. This initial structure allowed clients to log in and collaborate with one another.

Afterwards, the transcripts of online schedules were conveyed utilizing the notice board Usenet. Usenet was made by Jim Ellis and Tom Truscott. It allowed clients to post news articles or other posts which were alluded to as "news". The contrast between Usenet and different BBS and gatherings was that it didn't have a committed head or focal server.

The primary adaptation of texting occurred in 1988 with Internet Relay Chat (IRC). IRC was Unix-based, restricting access to generally individuals. It was utilized for connection and record imparting, and for the most part staying in contact with each other.
The Birth of Social Networking

The main social system administration website on the web was Geocites, propelling its site in 1994. Its aim was to permit clients to make their own particular sites, isolating them into "urban communities" focused around the site's substance. Nineteen years before had come Theglobe.com, offering clients the capability to collaborate with individuals having the same diversions and distribute their particular substance.

Two years later, in 1997, AOL Instant Messenger and Sixdegrees.com came into existence. This was the year texting got to be prevalent and web clients could make a profile and foster friendship.

After 2000

Friendster was once the pioneer of social system administration. During the first few months, the social system administration site registered three million clients. Friendster served as the starting point for the broadly prevalent Myspace, which cloned Friendster and was dispatched after only ten days of coding.

In the accompanying season, other social system administration sites like Classmates.com, Linkedin and Tribe.net began to pop up, together with the most prevalent social system administration site in web history.

Facebook.com aimed at associate U.S. school understudies, beginning with Harvard College. In its first month, over 50% of the 19,500 understudies joined it. In the wake of picking up prominence, Facebook opened its enlistment to non-school understudies. And after four years in 2008, Facebook outdid Myspace as the leading social system administration site.

Social system administration has made tons of progress since 1978, and we will witness its advancement for a considerable length of time to come, perpetually changing the way individuals interface with each other. (Gentle, Anne (2012) (Conversation and Community: The Social Web for Documentation)
Indian Social Media

In a study led by the Masdar Institute of Science and Technology in Abu Dhabi, it was discovered that generally an individual is only 12 hours away from an alternative utilizing social system administration destination. Here are some interesting facts about the social media in India:

- India has over 12.5 crore internet users
- The average usage of internet is 26 minutes a day
- Currently, 87.1 billion (Is it correct, or is it ‘million’?) users are accessing the internet on their cell phones and strategies are in place to further push the numbers.
- Top social media system administration destinations are Facebook, Linkedin, Twitter, Orkut, Bharatstudent.com, Zedge.net, Ibibo.com, hi5.com, Shtyle.fm, Indyarocks, Fropper.com and Myspace.com.

Worldwide Usage

There are different details that record social media utilization and viability for people around the world. The latest details are as follows:

- Consumers keep on investing more on social systems than on another class of destinations; about twenty percent of their total term is spent on the web on their personal computers, and thirty percent online through portable devices.
- Fb is the most visited social system in the U.S. by means of PC, versatile applications (78.4 million clients) and portable web (74.3 million guests), and is by far the biggest social website followed at every stage. 51% of individuals in the matured 25–34 group utilized social system administration as a part of the workplace, more than another age bunch.
- Normally, 47% of social media clients participate in social forethought. The machine or the gadget used to access the social media in recent years saw a critical build up in use.
- In 2012, Fb had a remarkable number of 152,226,000 Personal Computer guests and 78,388,000 extraordinary portable application guests. Twitter reported 37,033,000 exceptional PC guests and 22,620,000 one of a kind versatile application guests.
guests. Pinterest reported 27,223,000 remarkable PC guests and 14,316,000 special versatile web guests. Google+ reported 26,201,000 novel PC guests and 9,718,000 extraordinary portable application guests.

234 million individuals aged 13 and more in the U.S. used cell phones in December 2009.

Twitter generated billions of tweets in December 2009, about 40 million a day. Over 25% of U.S. Web online visits happened at one of the top social system administration locales in December 2009, up from 13.8% a year earlier.

Australia has the most noteworthy percentage of social media use on the planet. In use of Facebook, Australia’s position is most elevated, in excess of nine million clients using just about nine hours every month on the site.

Twitter has climbed as the go-to site for client help in 2013, while Email's utilization has diminished by 7%.

As of now, Fb has managed to garner billions (or millions?) of users.

Social media has surpassed smut as the No. 1 movement on the web.

Transferring speed on Youtube is immaculate, in mere 4 minutes 26 seconds one can share hundreds of hours of data.

One out of eight couples wedded in the U.S. a year ago met by means of social media, as indicated by facts released in June 2011.

One in six advanced education understudies are selected by an online educational program.

In November 2011, it was found that Indians invest more on social media than on any other action on the Internet.

1 in 5 separations have been blamed on Facebook.

In a study titled "Mastering the Art of Social Media," the analyst found that online correspondence has turned into a focal part in the correspondence of political performing artists. In the study, Klinger concentrates on Switzerland, where broadband, web utilization, and media writing proficiency are among the most elevated on the planet. (Irny, S.i. furthermore Rose, A.a. (2005) "Planning a Strategic Information Systems Planning Methodology for Malaysian Institutes of
Higher Learning (isp-ipta).

Impact of Social Media in News Purposes

Social media has upset the individual and business propensities which American citizens have not seen since the beginning of TV. Exactly as TV transformed a country of individuals, from hearing the media substance into viewers of the media, the growth of social media has made the country one of media substance inventors. As per 2011 Pew Research information, about 80% of American grown-ups are online and almost 60% of them utilize social system administration destinations. Most of the Americans abstract news, for example, is by means of the Internet than from daily papers or radio. Two to three-fourths of the people say they become aware of news from email or social media destinations upgrades, as indicated by another report distributed by CNN. The study recommends that Facebook and Twitter create great news participation. On Facebook, individuals share news articles, create and post articles, and tweet them on Twitter using 140 characters or less. 75% got information and news sent through email or posts shared on social media. (Anger Fog: Cultural selection, 1999 chapter 9)

Social Media Scepticism

Consider the two suppositions contrary to the thought that social media will have any kind of effect on national legislative issues. The primary factor remains that the devices are not enough. The second factor is to examine the impact on democratization as a result of oppressive governments getting to be better at utilizing these apparatuses to stifle criticism.

Malcolm Gladwell in The NewYorker focuses on illustrations of what has been termed as "slacktivism" wherefrom cool members look for social change through minimal effort exercises, for example by joining Facebook's "Spare Darfur", that are long on guard sticker conclusion and short on any helpful activity. The study is however not vital to the inquiry of social media's energy; the way that scarcely dedicated performing artists can't click their path to a superior world does not imply that submitted performers can't utilize social media adequately. Therefore, those dissents presented members to the risk of viciousness, and at times its genuine utilization. Indeed, the appropriation of these apparatuses as an approach to arrange and record true activity is ubiquitous to the point that it will likely be a piece of all
future political developments.

It goes to show that growth in politics uses devices which succeed, pointing to the fact that the state is empowered enough to respond. It focuses on the second investigate of social media, which is considerably more genuine, as apparatuses for political change. Specifically, that the state is picking up progressively refined method for checking, prohibiting, or co-selecting these instruments. The utilization of social media, the researchers Rebecca Mackinnon of the New America Foundation and EvgenyMorozov from the Open Society Institute have contended is exactly as liable to reinforce tyrant administrations as it is to debilitate them. The government of China has used extensive exertion culminating a few frameworks to control political dangers of social media.

SOCIAL MEDIA AND ITS EIGHT BULLETS

Social media has come up with the new path of transforming the citizens. This segment manages eight key progressions it has mastered. Intriguing with social media is a common movement, so it is vital to comprehend that influencing social media is a great deal more different than working with conventional media. (In a book educating the net generation Diana G. Oblinger and James L Oblinger have defined eight points)

First ever change of social system chiefly

Utilizing TWITTER

As mentioned earlier, Twitter is a microblog administration. Its clients can send and view one another's overhauls. This microblogging site is confined to 140-character “tweet”, therefore whatever one wants to tweet should be well drafted and should have meaning as well. The twitter accounts are known as twitter handles. An individual or a company can register itself on twitter.

Twitter is all about exchanging messages and broadcasting any firsthand information as well as retweeting other people’s tweets. Much the same as Facebook, Twitter is also focused around kinship: clients can choose to pick messages and the tweets are aimed at those who have decided to take the messages. On Facebook, the objective involves making new companions, on Twitter it is likewise further bolstering one's effort to have an extensive gathering of adherents - and not everyone
is essentially familiar with the client. By emulating fascinating string of messages and responding to them, the clients can gather enthusiastic devotees too.

It is proposed to just watch, to see how tweets function. Notwithstanding their short structure, tweets might be utilized to discuss more extensive issues in a captivating way. Also, it is exceedingly fitting to endeavour interfaces on Twitter, and to propose searching for extra data from an extra source, for example, the client blog. Hashtags are one of Twitter's most unmistakable gimmicks. Communicated with the image, Hashtags are Twitter's particular method for indicating pivotal words to take on certain topics or occasions. After one clicks on the Hashtag gone is able to see all types of information or mentions pertaining to that tweet. Along these lines, every message important to a campaign can be perused by any Twitter client.

**Utilizing WIKIS**

The essential thought behind wikis is to get as many individuals as possible taking interest in the generation, survey and upkeep of learning. Wikipedia, an online reference book, is likely the most celebrated illustration; however a wiki might be utilized for different purposes too. A political gathering could create its electing stage or compose a procedural project or any such situations where numerous individuals are required for info.

Beginning with wiki is moderately basic, subsequently there are various free or affordable projects that can be accessed and be easily utilized in web program. The web facilitating is carried out by a distal administration supplier, who also deals with reinforcements, duplicates and other routine support. It's not difficult to begin by taking a gander at wiki administrations like Pbworks and Wikispaces.

At the starting phase, wiki requires a decent framework. In the event that no essential structure is present around which the wiki can be manufactured, any increases, changes and audits of the wiki substance will be inadequate.

A wiki page is made out of various personal wiki pages. It is material, thus, for content, connections, pictures, and other implanted media, for example, for feature and sound files. Since wikis generally have more than one essayist, the composition is truly different to the conventional method for composing.
Utilizing YOUTUBE

Youtube is web's extremely famous feature administration, where individuals can watch features made and transferred by its clients. A decent feature display is a great specialized gadget, and with cutting edge technology, great quality feature recordings could be made effectively and economically.

Features disseminated through Youtube are particularly essential in battle work, on the grounds that the fighting staff can then utilize the feature tidings to the disadvantage of their rivals without TV plugs. A crusade feature should not be excessively lengthy; it is tricky to take a gander at a "talking head" for a few minutes. Therefore, it is better to make several short features instead of a long one; a mixture of filmson open deliberation or meetings instead of only one individual conversing with the Polaroid. Use other visual material separated from the face shots: a feature presentation could be made livelier by including visual supports, for example, pictures, charts, etc

Presently, Youtube requests the users to appreciate the legitimacy of copyright. A while ago when it began, Youtube was stuffed with numerous kinds of copyright features. It is essential that you upload the videos only of you have their copyright.

Utilizing FACEBOOK

Facebook is a social media site which is all about knowing people and later adding them to your circle of Facebook friendlist. To have an account on Facebook one generally needs to have an email id and a mobile number. After registering on Facebook one can update his or her profile.

In the event that Facebook impacts general assessment, the profile ought to be as open as could reasonably be expected. Photographs and features could be added to a profile. No acceptable confinements on what pictures could be utilized for are mentioned there, yet it is polite to include photographs of individuals who have provided their authorization.

Facebook is an illusive loop of companions: you can chat with pristine companions and find new ones. To individual clients, perusing their companions' messages and composing remarks or pressing the "Like" catch are the most well-
known methods for communicating in this medium. Discussions made or remarked by clients might be followed in the online group. Facebook can tell clients of new remarks via email. They can contribute to discussions when not logged on to the site. In today’s world almost everyone has their presence on Facebook whether it is an individual, a group or any private or a government company. (Johnson, Steven Berlin (2005). Everything Bad Is Good for You. New York: Riverhead Books)

Social media effect across the globe

Fundamentals of the STEERING MODEL.
Its four segments are:
To gain from others and later perceive the practice
To arrange and begin an operation according to the set POST- model
Track and keep up the substance
Regular check, change and analysis
Gaining through different and RECOGNIZING BEST PRACTICES while getting into the universe of social media for the primarily duration, a great approach to begin arranging is to gain from others. What outcome have they accomplished?
Arranging and initiating gubernation as per the post model
At a point when contemplating making utilization of social media, various things must be questioned: What do individuals need? What desires do they have? What progressions would they say they are ready for? What assets are accessible to them? The duration they are ready to use on social system?

POSITIVE IMPACT OF SOCIAL MEDIA

In today's world, teens unite with each other and with the world through computerized innovation. Truth be told, unlike the past era, children today don't socialize in shopping centres any longer. Rather, they "hang out" on the web.

Social system administration could be unsafe for adolescents when the content is found harmful or when security is in question. But when utilized legitimately, the destinations can have a positive impact on teenagers. Here are nine focuses high schoolers ought to exploit and folks ought to know:

1. It instructs. In view of the "offering" choice, social systems give teenagers an opportunity to send useful features and articles to one another. It likewise connectsthem with their educators, mentors, and scholarly specialists
effortlessly and works together with their companions on school ventures.

2. It hurries correspondence. No requirement for snail speed telegrams to convey the desired information. With one click, one's message reaches the expected destination. If it is a critical moment, social media is very helpful and people can get the consideration of the individual they wish to contact immediately.

3. It fabricates, connects over boundaries. With the help of social media, youngsters can meet new companions from ranges far off. Speaking with people from distinctive societies can help teenagers becomesmarter socially.

4. It fortifies connections. Communicating online is easier and faster. For all intents and purposes, talking with an acquaintance permits high schoolers to take in more about one another, thus, reinforcing the trust between two gatherings. It likewise scaffolds separation. Through social media, young people can stay in touch and reconnect with companions from their past.

(Jue, Arthur L., Jackie Alcalde Marr, Mary Ellen Kassotakis (2010). Social media at work : how networking tools propel organizational performance)

Unfavourable Effects of Social Media

Our day to day lives revolve around engineering and a large number of us can't envision a day without logging on the web or utilizing our cellular telephones. The social system administration has turned into a standard way of life for the general public with sites like Facebook, Twitter, Myspace and a lot of people holding a special and imperative part in our everyday lives. The thought behind the social system administration is to empower us to have better contact with loved ones, promote strongholds, specialists or items and interface with new individuals. Social system administration has indeed helped numerous positive things. However, is it also influencing us contrarily? Here's a rundown of some negative perspectives that accompany dynamic social systems administration conduct.

1. Dependence on Social Media

Despite the fact that no sickness or issue has yet been associated with the social system administration habit, still various practices connected with over the top utilization of social media have of late turned into a matter that needs examination and exploration. That said, a social system administration fiend can said to be somebody
who utilizes social media exorbitantly to a point where it meddles with other day to
day exercises. For example, always checking Facebook notices or "stalking"
individuals' Facebook profiles for days on end. Anyway, if you use three hours a day
perusing arbitrary tweets from outsiders means you're dependent on Twitter? What
about five hours? One can contend that it was simply news-perusing to stay
overhauled, correct? Yet could the endless hours we use on social media be the reason
behind behavioural issue? Is it true that we are making ourselves debilitated through
social system administration without actually being mindful of it?

An exploration group presided by Wilhelm Hoffmann of Chicago University
in 2012 compared Twitter to cigarette and liquor. The group utilized Blackberry's to
gauge the resolve of 205 individuals aged 18 to 85. The results demonstrated that with
every day the 'discretion' tumbled to degraded level. It was inferred that between
social media, cigarettes and liquor, the 'poise disappointment' rate was most
noteworthy with social media. Different specialists have additionally linked
uneasiness, lack of sleep, wretchedness and some mental issues to individuals who
invest an excessive amount of time on the web.

2. **Consistent comparison with others**

Let's be honest, we all take a gander at one another's social system
administration destinations, respecting garments, lifestyles and even connections.
More than regularly longing that our lives were as extraordinary as others’. Anyhow
when it descends to it, individuals for the most part have a tendency to impart just the
sparkling highlights of their lives, forgetting the dull ones deliberately. We typically
don't share or post about exhausting nights spent at home, rough connections or
money related dependability. Inspite of all that no serious thought is given about when
individuals begin contrasting their lives with others and rather wind up sounding
hopeless, which can now and again prompt low respect toward oneself, and misery.

3. **Individual Vs professional presentation**

A fundamental inquiry that regularly appears in our personalities while
impacting individual data on social locales isthe way we adjust our individual and
expert lives online? "Am I agreeable in offering pictures of my weekend outings to
my colleagues? When would it be advisable for me to draw a line?"
The social system scene is tremendous and at times prone to scare the individuals who decide to blend both their social and expert lives on the web. Likewise, social media administration is an essential component to be considered when wandering into any profession. Showing our "fun" sides online is an obligation when an occupation seeker or management can undoubtedly get access to such data. Certainly a large number of us need to build our social system administration by posting everything on these destinations; however, at what expense? It can get very unpredictable to adjust posting individual data on social media locales while gambling to annoy an associate, potential boss, teacher or maybe even your gang.

Also, we may feel that our data is sheltered on the web. However, as a general rule a large number of us is rendered helpless by the data we put out there. Take Facebook for instance; the dates of birth, age, work, school, clubs, relatives, leisure activities and photos on the web. It may appear safe and in all probability that is a great deal of data to post for outsiders to see. This may do us more damage than good and especially expand the danger for fraud. Programmers are continually thinking of better approaches to get access to numerous destinations to accomplish their objectives. Indeed, with upgraded programs, programmers are defeating titan organizations like Java, Facebook, Apple, Twitter, making them powerless and also costing them millions.

4. Becoming "Companions" online

Although social system administration helps us to unite with new individuals, it has also affected how individuals become companions. As opposed to contacts in person, individuals these days are happy to span through a perpetual rundown of measured bits of individual data, or interface through remarks, or even visit with different individuals at the same time. We are exchanging a lot of personal connections with an exceptionally shallow manifestation of cooperation. Numerous individuals who are close companions on Facebook are not able to engage in a personal discussion affably. And then there are individuals who instead of offering their musings and issues to their "genuine" companions, invest unending time over the web.
A False Sense of Connection

As indicated by Cornell University's Steven Strogatz, social media locales can make it more bothersome to recognize the considerable connections we encourage in the current reality and the different easy connections framed through social media. It takes away too much of our time and psychic vitality.

New parts proposed by Bill and Tom:

"Authenticator": The press will accomplish more validation of reported truths and will assemble proof in more transparent ways. In the data age, news shoppers need to know the proof in a report as well as the procedure of uncovering it.

"Sense producer": With redesigned news accessible constantly, even the slightest change in a circumstance can order a feature. This advertises a divided understanding of the world. Writers can transcend "incremental" scope by stringing various reports to deliver more extensive scope that understands the news.

"Investigator": The news media generally have served as a watchdog, an alarm to conceivable government impropriety. Some journalists and news makers will assume this role overwhelmingly, while others will dodge it.

"Witness bearer": The presence of the press at open gatherings is a mainstay of popular governments. It shows that the authorities are doing open business in full view. Governments that are not open may manipulate the news media.

"Empowerer": Writers will provide their readers instruments for looking into any subject. Writers offering stories online can pick up any of the reporting support and connections to related information.

"Smartaggregator": Collating online substance permits news associations to furnish data about the best sites and to offer extraordinary news-sifting administrations.

"Discussion coordinator": News outlets now have the chance to separate themselves by creating truth based examinations of open issues and displaying differences of sentiments.
"Good example" – More experts (writers) will become good examples for readers enlisted by the news media and augment the scope of their base.

Mary Meeker of Kleiner Perkins Caufield & Byers (KPCB) and an Internet expert, in her work on Internet Trends called '2012 KPCB Internet Trends Year-End Update', notes that India has 44 million cell phone users starting 2012, recording a 52% growth. Notwithstanding this, Statcounter, which claims to track in excess of 900 million site visits from Indian IPs every month since June 2012, has said that versatile Internet utilization has surpassed desktop Internet use since May 2012.

In light of this pattern, news associations are putting resources into online engineering to fulfill shoppers who need to harvest the profits that online media offers – the ebb and flow of data, and the capacity to hunt and impart news right away. With a quickly expanding number of columnists for multimedia news-casting, numerous J-schools and universities are presently going online and present components of news, while including social media in their educational program.

The Indian Institute of Journalism & New Media (IIJNM), Bangalore, for instance, has been running a thorough media stream in multimedia news coverage, the first school in India to do so. As media associations scramble to make up for lost time with this inescapable pattern, more reporting universities in India will be compelled to reorient their educational module to incorporate the new media.

There is little uncertainty that the advanced media will change the way we devour news and that the media will move to a more comprehensive model in which open and groups of onlookers likewise have voices. (Kaplan Andreas M., Haenlein Michael (2010). "Users of the world, unite! The challenges and opportunities of social media")

Eventual fate of Social Media

According to Ten digital trends by the Richard Group In the previous decade we have seen numerous changes in the realm of social media and business. Twitter and Facebook have adjusted to the universe of business better than anybody could have envisioned. In 2009, we saw the impact that listening to purchasers had on social media and in 2011, media went from being a straightforward show stage to a modern system of associations and remunerating engagements.
In 2012, we saw social media as a method for joining with potential customers and building brand mindfulness.

Taking a gander at discoveries from different organizations, it appears the Facebook is on the decline. Around 34% of Facebook clients say the time they spend on the site has come down over the previous year with just 3% saying they will invest more on the site in the current year. Facebook need to re-assess this situation to remain as a social system and concentrate on this rather than the different things that they have been doing oflate.

Regardless of decline in Facebook, it appears that generally the social media will rejig. Social media utilization is up 38% over the past year and is likely to reach 50 % before the end of 2013. The expanded social action is generally due to cell phone clients and we know that the portable business is exploding.

Individuals' desires are evolving: Social media is currently more than simply a system administration. It is a method for effectively fabricating a brand. There's an old idiom that all human conduct is objectively steered. We require a reason that must be clear and without this conduct, it won't happen. It applies to the social media and how we are going to act later on. Business will endure on the web.

A great deal of organizations will be weighing in the advantages of investing their time on social media because time is money. As said by a renowned rationalist, human conduct looks for delight and dodges torment. Utilizing social media was simply the delight of interfacing with individuals in another way. Soon, it had trouble with regards to the amount time one could dedicate to social system administration.

(According to Social Movement and Introduction by Dona Tela/Mario)

Looking for the eventual fate of social media, you will need to consider the following:

- Tribes – People by nature are social in spite of depending on mass showcasing. We will be utilizing social media to have discussions and fabricate a group or tribe that has the same investment.
- Relevancy – Something that will be vital to social media is the way that you are communicating.
- Solomo – We are in another period now where being Social, Local and Mobile
are a paramount part of being on social media.

Along these lines, where is the social media going? This, I can't reply. Social media relies on its clients; so truly, the fate of social system administration is down to us!

**Envisioning the future scenario of Social Networking**

Presently we have different social systems--for one billion individuals on the planet (Facebook), for 150 of your most cozy companions (Path) and only for your huge one (Pair), for features (Youtube), for photographs (Instagram), for announcements (Twitter), for experts (Linkedin), for guardians (Pinterest), Google (Google+). There is also a parallel and similar universe of social systems in China (Renren, Weibo, Youku). It appears to be very nearly difficult to envision how the social system without bounds will be unique in relation to the rich differing qualities. *(According to The Evolving Social Media Landscapes by Kristina Jonathan).*

**1.3 INDIAN SCENARIO**

*According to Transforming culture and in the digital age- Stacy Koosel*

Before we discuss the eventual fate of social media in India we have to think about the isolating line that runs the country over and makes two different countries. The uneven advancement of the nation has left a yawning gap between metropolitan urban areas and whatever remains of India and this reflects in the social media use also.

To make the defence stronger, it suffices to say that Orkut may be dead in the metros, yet it is flourishing in residential communities and non-metro urban areas. So when we discuss social media without bounds in India, we have to remember this distinction and the inclinations and priorities of both groups.

**What is the present state?**

It has been regularly said that India is one of the most youthful nations on the planet, maybe the most youthful – half of Indians are under the age of 25 and 65% of us are under 35. It implies that there are more potential social media clients in India than are at any other place on the planet. To comprehend better where we stand, all we need to do is to see the information onthe four top social media sites – Facebook, Linkedin, Twitter, and Google+. 
According to State of Media Social Media Survey Report Neilsen, 2012 As for Facebook use, India is the second largest user in the world, just behind the United States. There are 45,796,460 Facebook clients in India, which is equivalent to 3.90 percent of the aggregate populace and 56.54 per cent of the aggregate online populace.

India has the second largest base of Linkedin clients too. India has an aggregate 13,352,622 clients which is equivalent to 1.14% of aggregate populace, and 16.48% of the online populace. India is additionally the second biggest client for Google+, and as for Twitter 16 million Indians are dynamic.

When talking of the current state of social media in India, we ought likewise talk of two other overwhelming social media destinations: Orkut and ibibo, which have 15.5 million and 5 million clients respectively.

The way of social media utilization in India

The social media use in India is more visual. Individuals offer pictures because they do not require language competence of the individuals for perception. Content based or, say, presumption based social media investment in India is still very low as a result of the absence of English language capability of the larger populace. In any case, it is important that individuals have created a workaround this issue by offering content as pictures. If you have been on Facebook at any point then you must have seen content headed pictures surrounding Facebook.

The imperative of creating social media locales in Hindi, Bengali, Telugu and Tamil can't be accentuated simply by the way that Hindi and Bengali are two of the most spoken languages on the planet and Telugu and Tamil are not far behind. That is why after Facebook and Twitter other social media destinations are likewise creating their stages in Hindi.

What's in Store?

The aggregate entrance of the Internet is just 10.2%, which leaves plenty of space for the Internet to develop and let social media spread its wing. Blending it with demography, we can safely say that in the years to come, a sharp climb in the social media utilization in India would be normal.
What influences the social media use in India?

According to Media Popular Culture edited by Kingley bolten and Jan Olsson. The growing infiltration of modest cell phones and Chinese cellular telephones coupled with diminishing information use rate in India are the prime components that support social media utilization – especially the ascent of "Facebook empowered telephones"—in all of India, big cities to Tier II and III urban centres in India.

Social media channels that require high velocity Internet association are yet to plant their feet outside the metros. However, the spread of portable Internet suggests that soon Youtube and Soundcloud will find their feet in India.

The future looks good for social media in India. However, there are numerous variables that will focus on the genuine use of social media in the years to come. One of the things that is impeding the advancement is the low understanding level of English, which, as we know, is the web language. (L.V. Redman and A.v.h. Mory, The method of Research)

THE REVOLUTION

It's difficult to accept that almost from the outset social media has changed our individual lives so significantly. Associations have at last started to perceive the essentials of building a business stage that can consistently amalgamate the hobbies of representatives and clients. Organizations are expanding through social media instruments, for example, online journals, discussions, viral features, Facebook challenges, and so on that permit clients to see the elements driving corporate substances.

Direct methods and routine promoting models are rusted binds sticking to your association's arms, keeping it from arriving at its actual potential. To reach there, pioneers who are eager to grasp social media must venture up and upgrade old fashioned plans of action to take your association to new levels. (According to the Social Economy: Mc Kinsey and Company)
Here are five key tips to become a genuinely effective social media pioneer:

1. **Create Content People Care About**

Individuals are like felines – genuine. Individuals like felines enough to partner business magnificence with the capacity of your feline to do reverse somersaults – false.

Individuals need to see genuineness from a business, not how great it is with cats. With billions of features, pictures and articles imparted around the social web, as an official you have to make content that individuals really think about.

This is the reason brilliant executives understand that the bona fide engagement of a large number of viewers is specifically dependent on the innovativeness and excitement you put into your substance. This sort of innovativeness could be as basic as delivering a week by week webinar of what you adapted as the week progressed, or a meeting with a worker, or an exchange with a customer. Engagement with, and understanding of, your association gives your organization an identity that reverberates in the standard society.

2. **Practicing Distribution Competence**

Regardless of how astounding your substance is, if nobody ever sees it, it’s useless. Dismal, however genuine. The genuine progress of your social media endeavours is specifically relative to your capability to influence your crowd and push your substance.

As a pioneer, you must distinguish the key social system administration influencers and evangelists in your corner and get them to blog and remark on your substance. This will make an attractive atmosphere around your brand that will draw in throngs of inquisitive clients.

3. **Pushing Social Media Awareness**

Pioneers must be ready to assume the part of a coach to advertise social media reading proficiency in an association. Facilitating workshops and coaching projects for social media mindfulness will help workers better comprehend the significance of web 2.0 and lead to better online battle systems of your association.
Appointing extra positions to help the stream of arranged correspondence, for example, content keepers, system experts, group directors, and so on is an extraordinary activity to adequately outfit the force of social media.

4. **Reconfiguring Your Organizational Infrastructure**

As a pioneer, forming your organization's work process base in a manner that incorporates vertical responsibility and transparency with even systems administration is a key test.

Esteeming the aptitude and criticism of your clients and workers and tending to their worries will make a feeling of aggregate obligation regarding the state of your business.

5. **Staying On Top of the Game**

A solid pioneer must be knowledgeable about all parts of the social media and reliably track the most recent bleeding edge social media instruments in the business sector.

As an official, you are occupied, and likely don't have sufficient energy, to stay up with the latest consistent with the changes in the social circle. However, you have representatives. Also, some of them will have time. Actually, getting a worker to use an hour a week or month on social media exploration could mean the contrast in the middle of achievement and disappointment of your social technique.

Social media is no more about youngsters making status posts about what they had for supper. It has advanced into a quintessential part of each association’s business improvement method. What's more, the best associations are the individuals who see social enter straight from the top. *(Lardi, Kamales; Fuchs, Rainer (2013). Social Media Strategy – A step-by-step guide to building your social business)*

1.4 **LITERATURE REVIEW**

A review of current disposition that is episodic to one’s thesis, also demonstrating how it relates to the investigation, is called literature review. It also tells and shows how the findings might answer some of the questions.
Besides enlightening one’s knowledge related to the topic, literature review helps in gaining and demonstrating skills in two areas:

Informatory: It shows the ability to scan the literature with efficiency, with the help of manual or computerized methods, and identify a set of articles and books which are useful.

Critical analysis: It exhibits the capability to apply principles of analysis to indicate impartial and legit studies.

The review of a literature should help:

In organizing and relating directly to the thesis or research questions one is developing.

In synthesizing conclusions into a summary of what is known and what is not known to point out the domains of controversy.

In raising questions that need to be researched further.

Why good literature review is important?

A literature review may comprise a simple summary of key sources, but it generally carries an organizational pattern that combines both summary and synthesis. While summary tells important part of the source in brief, a synthesis is a re-arranging of that knowledge in a way that informs how one is organizing a scrutiny.

The analytical features of the review should:

Highlight where error exists and how a problem has been researched to date.

The main purpose of the review of literature is:

To regard each work in a way that helps to understand the purpose of scrutinizing

To explain the connection of each work which have been examined

To bring forth ways to tell and shed light on any error

To resolve conflicts amongst seemingly contradictory previous works

To acknowledge fields of research to defy fabricated effort

To point out the ways for a second research
I have divided my literature survey broadly into four categories:
1. Books
2. Journals
3. Websites
4. Articles/ Research Papers

**Haelein and Kalpan (2010), analyses six types of social media:**

Collaborative projects, for instance Wikipedia, blogs and microblogs. Twitter content communities, YouTube and social networking sites such as Facebook, virtual game worlds, virtual social worlds and technologies, including blogs, picture-sharing, wall-postings, music-sharing, email, etc. These social media services can be integrated via platforms. Examples of social media sites are Facebook, Twitter, Bebo and MySpace.

**Relevance:** In the field of media research, Kaplan and Haenlein applied a set of theories and social processes and created a scheme of classification for various social media in their Business Horizons article published in 2010.

Research Methodology by Kothari, C.R. (1985) helps a researcher to develop the most appropriate methodology for his/her studies. Also, it highlights the art of using different methods and techniques covering the basics of research, including its meaning, types, methods, tools and techniques, the process of research, data analysis among others.

**Relevance:** It can be served as a complete guide for a research scholar as it helps in understanding the research problem, preparing the blueprint for the research, guides in planning, collecting data, interpretation, analysis and testing the results.

Deltina Hay’s Social Media (2000), this book deals with emergence of social network sites and the role it has played in making the news popular among young folks. The author gives her opinion about the good and bad aspects of social networking and its adverse effects.

Hogan (2002) opines in his book how the youth and the elderly are set afar by means of the technique called social media. The famous author focuses on almost all its aspects which have much to do with publicity. The title of his book is Analyzing
Social Networks via Internet. The different methods of targeting the audience of our choice are mentioned in it.

**Relevance:** His study is helpful for all researchers who plan to set their target in social media. The social media is much talked about nowadays and so are its ways of doings and concluding things.

Prof Manohar R. Wadhwani (2006) in his book *An Introduction to Mass Communication and Mass Media* writes about different aspects of mass communication. This book deals with new techniques and attempts to discover and communicate the kaleidoscopic facets of upcoming social media techniques. It could be understood to mean that it is not a slave of any profession but it is a profession by itself like engineering, medicine, accountancy, marketing and the rest. The book teaches us about the link between journalism and mass communication and social media.

Honeycomb Framework explains about the focus of social media services on some specific or all of seven functional building blocks: Identity, sharing, conversations, presence, reputation, relationships and groups. For understanding the need to engage social media audience, these building blocks are very effective. For instance, the main concern of LinkedIn users are about their identity, relationships and reputation, whereas sharing, conversations, groups and reputation are the primary building blocks for YouTube. Many companies prefer to construct their own social containers, which link the functional building blocks around their brands. These private communities try to engage people around a more limited theme, like engaging the audience around a particular brand, vocation or hobby.

Professional Journalism by Kamath, M.V. (2000) is a book that not only guides a researcher but helps to move. It gives deep insights and lays stress on different aspects.

**Relevance:** The book also deals with the professional aspects of mass communication and New Media. It gives an introduction to the role of social media in mass communication.
Mitch, Joe (2006), in Learn the Pillars of Social Media Success, expresses the opinion that if one has listened to integrated feedback then one is ready to communicate. The two pillars which would guide communication will be permission and content. Permission is the pillar which is very easy and it suggests that timely and relevant information should be shared with the people who have agreed to be the receiver. Then comes the content. According to Joe, the ability to create gripping text, images, audio and video build the story and make people enthusiastic about staying connected.

**Relevance:** He emphasizes that readers ask themselves difficult questions to make the decision about the content. Questions like- (a) Identify the expertise and knowledge I have, and the best way to share it with the customers? (b) What can I create that can empower the consumers to connect to one another in a better way? (c) I am most compelling with the medium – text, images, audio or video?

Bernardo A. Huberman focuses on the different insights of social media and its prospects in our lives. His study has come up in the form of a book named The Laws of the Web: Patterns in the Ecology of Information.

**Relevance:** He justifies the norms one should use on the web as well as the way one should operate them. The copyright rule is about infringement and the media should use it. For any researcher his/her work is very important and he/she needs to be aware of the laws of the web.

Maria Azua (2008) examines the types by which social media innovates, ignites and later wins the change through mass collaboration. In her research book, The Social Factor: Innovate, Ignite, and Win Through Mass Collaboration and Social Networking, she clearly suggests that mass mobilizing could be done on the space called social networking. For any researcher his/her work is important because it not only tells us about the benefits of this media, but shows how adversely things can get affected.

**Relevance:** The negative aspects of social media are equally highlighted. It creates problems for some people who like to follow it.

**Relevance:** The author mentions both good and bad qualities of the social networking. She further says how it dominates our behaviour and thinking. Being all about the new media, the book presents useful techniques through which we can make our product reach the targeted audience.

Paul McFedries (2011) evaluates social networking in his book, Twitter Tips, Tricks, and Tweets. Talking about the twitter world he shows how one could easily get popular and make one’s cause popular too while using social media.

Web users have rated Twitter as the number one site. The author mentions the techniques through which one can actually become popular on Twitter.


Social networking, both online and offline, is an important tool. This tool can sure help one to search jobs. In the present scenario, almost every employer is turning to social websites to select the candidates for key positions and to find out more information that they require about a potential applicant. Therefore, one should know how to use the social network to his/her advantage.

**Relevance:** The book helps in creating an online personal brand and to find potential openings hidden in the job market and how one can showcase and sell one’s strengths with the help of social media profiles.

In his book, The Tao of Twitter: Changing Your Life and Business, Mark W. Schaefer (2010) reveals the secrets of using Twitter in a more effective way. The book offers strategies, tactics for driving marketing benefits on Twitter account. The author provides hundreds of tips, examples, and easy instructions that can help to induce influence, get new followers as well as to discover measurable new business benefits. According to the European Journal of Social Psychology, building social authority is one of the important key components and with this the implementation of social
media marketing can be done successfully. Social authority develops when an individual or an organization becomes an "expert" in their given field and is in a position to influence that field.

Relevance: Social media becomes effective through the process of building social authority. This is the reason that one of the foundation concepts in social media is that one cannot control the messages completely with the help of social media. Rather, one can start participating in the conversation with the expectation to create considerable impression in that conversation.

Jeffrey Gitomer (2008) is the author of a best-selling book, Social BOOM!! He is an Amazon author and an eager salesman. Jeffery shares with us the knowledge he has regarding making a social business work. According to him, the path to success is via creating value that others will view as vital to fulfilling their needs.

Ashutosh (2012), The Indian television journalist, who later joined politics wrote the book ANNA: 13 DAYS THAT AWAKENED INDIA on the India Against Corruption movement which had created a storm in Indian political and social circles. The author who watched the movement very closely claims that the book has been written in anger. The movement which claimed to be the biggest one in post-independent India showed how social activist Anna Hazares’ Team Anna, led by the right to information (RTI) fame activist Arvind Kejriwal, used social media to call upon the Indian youth to get associated with the anti-corruption fight. The book also pointed out how the Congress leader Rahul Gandhi, son of Sonia and Rajiv Gandhi, missed an opportunity to lead from the front and could not handle the uprising against the United Progressive Alliance (UPA) government.

Co-authors Haryal, Vijayendra and Pillai, Anandan, one IITian and IIM alumnus and the other a researcher have mentioned in their book Social Media Simplified how social media is taking the world in its stride. The two refer to case studies showing how Indians have succeeded by using social media. The book points out that a lot has been explored but still there is a lot to be uncovered. Anandan had published 18 case studies and three research papers on social media and its uses before co-authoring Social Media Simplified. The writers have also mentioned the Do's and Don'ts on social media platforms like Facebook and Twitter for individual
users as well as organizations.

JAIN, Sorav, the young writers’ first book SOCIAL MEDIA FOR BUSINESS-STORIES OF INDIAN BRANDS offers detailed information on how people can use the social media for their business. He chose to self-publish the book to reach the readers.

**Relevance:** Jain claims that it would be like wearing blinkers to dismiss social media as a socializing individual-oriented platform. He says that Indian brands will soon realize that social media can be a hotspot to reach and connect the audience on an individual and personal level.

The book takes you on a ride through illustrations and thoughts and with the aid of examples and models, which are proven. Without much effort, the author explains and illustrates the social media philosophies and provides an overview of the defiance and opportunities which provide a chance to Indian brands so that they can turn the authentic execution of branding into social media.

The author Kabani, Shama (2013) president of The Marketing Zen Group (MarketingZen.com) teaches ‘zen’ in her book The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue tells readers how to use the social media tools to find their own marketing nirvana.

She further explains that whether one uses social media or not, they are already chatting online about their companies. One can connect directly to his or her customers and can find new ones instantly with comfort and efficiency by becoming a part of the conversation in a more significant way.

**Relevance:** The author has words of caution too that social media marketing is nothing like traditional marketing and if one treats it that way, it will only lead to failure and disappointments.

Singh, Nikita (2011), the Indian teenage author who has many best sellers to her credit, writes in her easily understandable book Love@Facebook that social media is not only providing new avenues to businessmen as far as marketing is concerned and adding fuel to the political and social movements across the globe but is also
making youth fall in love. And Facebook being the most sought after social platform is the choice of the author where her protagonist falls in love. Here, a girl Vatsala Rathore, bored of watching television, logged in to Fb and met an upcoming VJ Ronit Oberoi. They start chatting occasionally, which creates the main plot of Singh’s book.

Journal Review

El-Nawawy Mohammed and Khamis, Shahar (2012), the two writers in their study called Political Activism 2.0: Comparing the Role of Social Media in Egypt’s “Facebook Revolution” and Iran’s “Twitter Uprising”, found that social media like Facebook and Twitter, played an important role in the political uprising that have been taking place in the Middle East. They also believe that social media can contribute to such revolution, but only under certain circumstances and with some complex network of events and people in order for social media to be effective in political change.

Lindsey, Richard A. (2013), an American Air Force commander, gives his prospective on the Arab Spring that had stormed the Middle East as well as the whole world in his article What the Arab Spring Tells Us About the Future of Social Media in Revolutionary Movements. The commander with his experiences writes that the Arab Spring ushered in a new age in revolutionary movements, as it was the first such movements to incorporate social media in achieving the goals which were earlier not possible. Insurgencies require development through phases to be successful, and by design social media offers major benefits to insurgencies while initiating any strategy. Its facilitation of recruitment, mobilization of informational warfare with enriched content like YouTube, is the most valuable form of social media to the insurgency. Such contents do help insurgents in generating international support necessary to execute their plan with success.

Jones, Jonny (2011) in his write up Social Media and Social Movements mentions that debates about the role of the Internet in political mobilization became increasingly polarized in the wake of the online element of Barak Obama’s presidential election campaign in 2008 and the “Twitter rebellion” in Iran in 2009. Interestingly, the proponents of new technologies were labeled as cyber utopians.
Relevance: He also points out the role Wikileaks played in such social media inspired movements. The Wikileaks affair highlighted some of the problems ruling classes may face given the rise of the Internet. Wikileaks is an organization dedicated to the release of classified documents.

The study by Costanza-Chock, Sasha (2012) Mic Check! Media Cultures and the Occupy Movement investigates the social media practices in the Occupy movement and develops the concept of social media movement cultures. It examines the set of tools and skills as well as social practices and norms that the movement participants deploy to create, circulate and amplify movement across all available social media platforms. How scholars and activists have hotly debated the relationship between social media and social movement activities during the global cycle of protest. The article highlights three key areas of social movement media cultures and explores through the lens of America’s Occupy movement:

Lim, Merlyna (2012) in her work writes on one of the most important social media inspired movements in the world, the one which took place in Egypt. She says in her article Clicks, Cabs, and Coffee Houses: Social Media and Oppositional Movements in Egypt, 2004–2011, that it enriches our understanding of the relationship between social media and political change during the Egyptian uprising of early 2011. The events in Tahrir Square must be placed in a larger context of social media use and recent history of digital activism. For many years, the most successful social movements in Egypt, including Kefaya, and the April 6th Youth were those using social media to expand networks of disaffected Egyptians and globalize the resources and reach of opposition leaders.

The works of the duo Sokol, Dominika and Sisler, Vit (2011)- Socializing on the Internet: Case Study of Internet Use Among University Students in the United Arab Emirates, analyze socializing on the Internet and attitudes towards it as a medium of social interaction among university students in the United Arab Emirates (UAE). It stems from a larger research project conducted at seven different institutes of higher education in the Emirate of Abu Dhabi in 2009. The questionnaires were anonymous. The writers have also taken help of a survey that included both male and female students, in fact more females, to understand the internet use among the UAE students.
Anderson, Jon W. (2013), in his article- Online and Offline Continuities, Community and Agency on the Internet—has gone to the areas which were about to come to the notice of psychologists and sociologists as the lives of people are certainly being affected for being on and offline on internet. He writes how the internet spawns communities and entering the offline life is a recurring problem while searching for ‘impacts’ of its successive iterations in the Middle East. And particularly in assessing equivocal findings which most recently were about social media in the Arab Spring. But the problem was not ontological and methodological; it lies in viewing the internet through a media lens on communication as message-passing and ‘influence’ while identifying the outcome.

Mohanty, RanjaniIyer (2012) in India Journal: Writing India’s Anti-Corruption Movement stresses that despite being similar movements, much more was written about Occupy Wall Street than the Anna Hazare-led India Against Corruption movement. She mentions the similarities of the end results of both the movements: “Both offered platforms to express anger and discontent; neither produced any significant results.”

“Later, the media spotlight shifted and so did the public attention. But the problems exist in both India and the US. In the U.S., Wall Street has rebounded and its high flyers are raking in fat bonuses like earlier, while the rest of the country still struggles. Here in India, corruption has not lessened and the Lokpal bill is yet to pass,” she adds.

Kumar, Rajesh and Thapa, Devam (2014), two communication students of Doon University in their piece- Social Media as a Catalyst for Civil Society Movements in India: A study in Dehradun City-examine how in India online availability of information has created several new ways of communication and interaction through Internet relay chats, messaging email, video and voice chat, blogging and discussion groups. Social media, specially the networking sites, have enabled communication across the world. And to anyone who shares similar activities and interest of social, political and geographical across boundaries. Thapa and Kumar also point out that of late, there has been intensive discourse and debate about the perceptible impact of social media on opinion building and also on freedom of expression. They add that some civil society movements are also said to be accelerated by social media.
1.5 RESEARCH METHODOLOGY: A PRESENTATION

Research Methodology is different from Research Design in the sense that it is particularly concerned with the selection of sample from the universe, research approach whether observation or interview, contact methods and sets of statistics tests etc.

Importance of RESEARCH

The major importance of RM lies in the fact that it provides sound foundation to a research project on the basis of a well proved foundation; one can easily adopt the most trusted methods for his/her research. (Kothari C.R.; (2004); Research Methodology; Methods and Techniques)

Research as a relatable point discourse suggests a mission for data. Once can describe research as an investigative and deliberate journey for relevant information on a specific subject. A research study basically involves generation of systematic information out of unconnected scattered pool of raw data. Research provides a scientific base for this planned exploration which clearly distinguishes real information from assumptions and hypothesis.

RM has contributed to advancement in the field of science and social science, including mass communication. It answers our curiosity to know things which are not in our sphere of knowledge. Research eliminates danger of providing myth or superstition as an explanation for unexplained phenomenon. The knowledge gathered through research cannot be doubted because it serves a purpose, whether practical or theoretical. Therefore, we can say that research is a boon for the present generation in helping them find concrete answers for unresolved problems of today’s world.

Research Problem

The first step to start a research process is to take utmost care to define the problem and issues involved in research. Issues and research can be of infinite variety but they can be broadly classified into two categories:
1. What is the nature of the phenomenon?
2. To study the relationship or interconnectivity between two or multiple variables.
Hence, the researcher needs to select and filter the issues with proper due diligence. Most of the problems are basically complex issues fused together. A researcher must identify those issues and sub-issues and distinctly define them. Once all issues are made clear and transparent, a researcher must select issues for his/her research.

Before proceeding with research, the researcher can take assistance from his colleagues or his friends who are experts in the field to filter out further impurities in the complex variables the researcher is dealing in. In order to define his problem more accurately he should search for already published materials to understand the complexity and blind spots.

In fact, the researcher ideally should undertake complete information audit to formulate his research problem. The complete audit might include a complete research of secondary data which is accessible to throw adequate light on the problem. In nutshell, it should eliminate all anomalies.

In conclusion, one can say that the step of defining a problem is a multi-stage process. Through regular and one after another filtration, a problem is refined and redundant variables are successively discarded. Then whatever variables are involved should be assigned most unambiguous operational definition which clearly differentiates one concept from the other.

**Research problem in the present study**

Web has exposed the Indian youth to the new world of immense possibilities and action. Web has fully developed the lives of people, especially the youth who are immersing themselves in the exciting world of web in order to satisfy their informational, entertainment and other diverse needs. Therefore, a systematic enquiry is needed to understand web behavior of youth. Web behavior can range from simple information gathering, use of sophisticated smart gadgets to hyper active virtual social activism, which can shake the roots of established systems.

The present research attempts to address the problem of identification of levels of web behaviour of youth in the Hindi heartland, particularly in the urban area. The research brings out their level of sophistication and preferences for web consumption.
The research would also attempt to find out whether inclusion of internet technology in the curriculum of schools, colleges and universities increases the concentration of web usage by student and is there any need of making social media and social activism a part of the curriculum.

**Research Objectives**

The following objectives and goals are formulated to address the research problem effectively:

- Identification of diverse usage of internet by youth
- Awareness of social media among youth
- Different usage of social media by youth
- Role of social media to make youth informed citizens
- Awareness of virtual social activism
- Involvement of youth in social activism
- To understand the type of people exposed to social activism through internet, particularly social media
- To understand the range of issues arising out of virtual social activism

A Hypothesis is an assumed answer for the problem in research questions. A good deal of deliberation is needed to formulate a hypothesis. It is to avoid wild conjectures about the research problem. One can search relevant past data and experience to build a logically and reason based thinking in formulating hypothesis. One can give many gradations to hypothesis such as reason based hypothesis, also termed as logical hypothesis, and temporary hypothesis which can be further refined based upon exploratory research.

Hypothesis can take the form of conditional statements; for example, if something is already there then something can be assumed about the phenomenon to be researched. Hypothesis can signify for research objectives many presumable statuses which are likely to be present in the research object etc. (*Kothari C.R.; (2004); Research Methodology; Methods and Techniques*)

**The Null Hypothesis**

This type of hypothesis is denoted by the symbol $H_0$. It is basically worded in a straightforward fashion in such a manner that it suggests that there is no
considerable variation in the phenomenon being studied. Whatever variations are recorded and noticed in the research study are not significant enough; so no need to change our findings for the present state of phenomenon or research object.

On the off chance that the invalid hypothesis is not dismissed then we must be mindful so as to say what this implies. The reasoning on this is like a lawful verdict. Only on the grounds that an individual has been proclaimed "not liable", it doesn't imply that he is blameless. In the same way, only in light of the fact that an invalid hypothesis is not dismissed it does not imply that the announcement is genuine.

Case in point, we may need to explore the claim that notwithstanding what tradition has let us know, the mean grown-up body temperature is not the acknowledged estimation of 98.6 degrees Fahrenheit. The invalid hypothesis for a trial to research this is "The mean grown-up body temperature is 98.6 degrees Fahrenheit." If we neglect to reject the invalid hypothesis, then our working hypothesis remains that the normal grown-up has temperature of 98.6 degrees.

In the event that we are contemplating another treatment, the invalid hypothesis is that our treatment won't change our subjects in any serious way.

**The Alternative Hypothesis**

This hypothesis is represented by a symbol of either Ha or by H1. Every Null Hypothesis has its direct opposite which is turned as Alternative Hypothesis. Alternative Hypothesis unlike the Null one and suggests that there is something new in the research object which is missing hitherto. Acceptance of Alternative Hypothesis suggests the acceptance of new things in the existing theory or group of facts.

**Chronological order of ten Hypotheses:**

- **One**
  - **Null**: 90% of youth use Internet as a source of Information.
  - **Alternate**: 90% of youth do not use internet as a source of information.

- **Two**
  - **Null**: 90% of youth who use internet spend time in social media related activities.
  - **Alternate**: 90% of youth who use internet do not spend time in social media related activities.
Three
Null : 90% of youth who use social media are also into virtual social activism.
Alternate : 90% of youth who use social media are not into virtual social activism.

Four
Null : 90% of socially active youth raise issue as their contribution towards virtual social activism.
Alternate : 90% of youth do not raise issue as their contribution towards virtual social activism.

Five
Null : 50% people who are raising and following issues on internet (social media) become aware of it through traditional media.
Alternate : 50% people who are raising and following issues on internet (social media) do not become aware of it through traditional media.

Six
Null : 80 percent of youth active on social media connect to strangers for social activism.
Alternate : 80 percent of youth active on social media do not connect to strangers for social activism.

Seven
Null : 80% access social media only in the English Language.
Alternate : 80% of youth do not access social media sites in the English Language.

Eight
Null : 80% bloggers write about social issues mainly.
Alternate : 80 percent bloggers do not write about social issues mainly.

Nine
Null : 80 percent of people who do social activism also sign online petitions.
Alternate : 80 percent of people who do social activism do not sign online petitions.
Ten
Null : Atleast 80 percent of youth who are virtual activists have affiliations with different social, political and religious groups.
Alternate : 80 percent of virtually active youth do not have affiliations with any social, political or religious groups.

Research Design: Significance of RESEARCH DESIGN

It is very helpful in defining the nature of the entire research project, thereby importing complete research methodology. Depending upon research situation faced by a researcher there are many research designs to opt for, such as descriptive research design, exploratory research design, and experimental research design. The tools of research methodology such as sampling decisions, data collection activities and their statistical analysis will all be governed by the selection of the research design. (Kothari C.R.; (2004); Research Methodology; Methods and Techniques)

There are three research plans:
(1) Research plan for an event of exploratory research studies
(2) Research diagram for unique and investigative research studies, and
(3) Research diagram for speculation testing research studies.

In the present research an exploratory research design has been used.

Exploratory Research:

As the term proposes, exploratory research is useful when an issue has not been clearly described in the not too distant past, or its actual augmentation is so far hazy. It allows the researcher to familiarize him/herself with the issue or the thought to be focused on, and perhaps create theories (importance of speculation) to be attempted. It is the basic research, before all the more persuading research (importance of definitive research) is endeavored. Exploratory research prepares the best research plot, data gathering framework and decision of subjects, and occasionally it even reasons that the issue does not exist!

A substitute fundamental reason in exploratory research is to test thoughts before they are set in focus, constantly an excessive attempt. In thought testing, customers are outfitted either with a formed thought or a model for an alternate, upgraded or repositioned thing, organization or technique.
Exploratory research may be extremely easy, contingent upon helper research; for instance, examining open composition and/or data, or qualitative (importance of qualitative research) approaches, or cool trades with purchasers, specialists, organization or contenders, and more formal techniques through start to finish gatherings, focus social affairs, projective schedules, research attempts or pilot studies.

The eventual outcomes of exploratory research are not ordinarily significant for decision making autonomous from any other person, yet they can give a better understanding of a given situation. Notwithstanding the way that the eventual outcomes of qualitative research can accommodate some proof as to the "why", "how" and "when" something happens, it can't let us know "how customarily" or "what number of". In a manner of speaking, the results cannot, one or the other way, be summed up; are not illustrative of the whole masses being focused on.

Favorable circumstances and disadvantages of an exploratory research

The key benefits of exploratory research design are:

An exploratory research throws adequate light on issues involved in a complex web of problems. By conducting exploratory research, one prepares for more comprehensive research. ER throws light on many issues such as the best way to establish contact with respondent, whether email is better or telephonic or personal face to face contact. Other vital issues can be nature, habit and communication systems of respondents.

**Stretched Understanding:**

The standard focus of exploratory research is to improve a researcher's data of a point. It shouldn't be used to make unmistakable determinations, in light of its deficiency of measurable quality. In any case it can help an operator begin to mull over why and how things happen.

**Thought Testing:**

An ordinary reason for performing exploratory work is to check thoughts before they are put in the business focus, by and large a preposterous endeavor.
Backing Researchers:

It backs monetary researchers to find potential motivations to the signs or reactions passed on by pioneers. Researchers may finish research to create a rundown of possible motivations to the issue. Additionally, all the more extensive studies that follow may then check which credible or possible results are the most conceivable reasons.

Flexibility of Data Sources:

Exploratory studies use helper hotspots, for example conveyed written work. Distinctive holdings utilized as a part of exploratory studies fuse cool talks, formal sorted out gatherings, pilot studies or research tries. These may well join customers, partners, patients or customers.

It can help to find possible methodologies to perform boss' targets: for instance, help boost the targets in a short span. Selecting the right method from the beginning will require a rundown of available strategies before surveying for the best accomplishment. Making a set of sensible technique decisions might first need an exploratory study. Then a more noteworthy further formal study could assess how to achieve the desired objective.

Conclusions:

It could be very profitable in controlling future research frameworks. Better learning of a subject helps and raise the magnitude of a study's revelations. It is important in assessing the best approach to achieve a researcher's objectives.

Helping to cut costs:

Used frameworks cost fundamentally less than formal research like outlines or examinations. Hence, if exploratory work helps researchers address the right request and avoid misunderstandings in the conduct of the greater research, then they defend their utilization.

Vital Planning:

Exploratory diagram in a couple of circumstances can save a respectable measure of time and money.
Disadvantages of Exploratory Research:

Once in a while it attracts criticism in spite of providing the answers and giving directions as to which research method could give the complete answer. Effectively why exploratory studies are rarely legitimate is because the focus may not be typical of the larger number of people or venture.

See more at: http://universalteacher.com/1/good-circumstances-of-exploratory-research-layout/#sthash.ynkkuv1q.dpuf

Examining Plan:

Quality affirmation, survey methodology and testing are concerned with the determination of the subset of individuals to gauge the characteristics of the whole masses. Each recognition measures one or more properties (for instance, weight, range and shade) of recognizable bodies perceived as free inquiries or individuals. In study testing, weights may be associated with the data to adjust for the example plan, particularly stratified assessing. Results from probability theory and accurate speculation are used to guide shine. Prepared to go and helpful research examining is for the most part used for get-together information around masses.

Testing Method:

Cluster Random Sampling
One-Stage Cluster Sample

Audit the case given in excess; one-stage cluster example happens when the researcher fuses all the auxiliary school understudies from all the subjectively picked clusters as illustration.

Two-Stage Cluster Sample:

From the same sample, two-stage cluster illustration is obtained when the researcher picks different understudies from every cluster by using essential or organized sporadic examining.

Central Focus and Disadvantages of Cluster Sampling:

- This reviewing methodology is poor, quick and straightforward. Instead of examining an entire country when using fundamental unpredictable testing, the researcher can circulate his limited advantages for the few discretionarily
picked clusters or regions when using cluster tests.

- The researcher can moreover construct his example size with this system. Considering that the researcher will simply need to take the illustration from different regions or clusters, he can then select more subjects since they are more accessible.

- From the various probable testing, this system is the smallest illustrative of the masses. The slant of individuals inside a cluster is to have similar qualities and with a cluster test, there is a danger that the researcher can have an overrepresented or underrepresented cluster which can skew the eventual outcomes of the study.

- This is a probability examining framework likely to have high testing mix-up. This happens when the clusters included in the example leave out a high degree of the masses un-sampled.

**Sample Size in the Present Study:**

The sample size in the present study is large.

To give credibility to the study, the small sample based exploratory research idea was rejected. Small sample are defined to be less than 30.

In the study, a questionnaire was distributed to 1000 individuals. Out of them, around 400 responded. Finally, 300 were selected after exercising due diligence.

The respondents are from Jaipur in the age group of 18-35.

**CLUSTER RANDOM SAMPLING HAS BEEN USED.**

Data Collection
Primary Source – Questionnaire
Secondary Source- Relevant Case Studies

**Research Instrument:**

Questionnaire is a widely used data collection tool among researchers. It is not only cost effective but also helps in interviewing respondents with no issues left out. The questionnaire is basically a set of well drafted questions which are compiled by the researcher by taking into consideration the research problem, research objectives, and the hypothesis.
A questionnaire can be administered personally or can be sent through mail as well. Some researchers create web page for the same. A respondent is supposed to go through the instructions therein and answer the questions.

In most monetary and business surveys, the method of gathering data via mailing and getting poll is widely utilized nowadays. The benefits of this method are:

1. The expense is low regardless of the fact that the survey is vast and the range is generally spread wide geologically.
2. The answers are in respondents words and it is free from the inclinations of the questioner.
3. Adequate time is available to the respondent to give well thought out answers.
4. Respondents, otherwise unapproachable can be approached.
5. Results are more real, solid and trustworthy from the extensive samples.

**Drawbacks of this research instrument:**

1. Response rate of the questionnaire is very low. Unsolicited questionnaires are frequently ignored by respondents. Even if they fill it, the questions are answered very hurriedly or not filled properly.
2. The respondents are tutored.
3. Questionnaire control might be lost once it is sent.
4. This method of data gathering stands out as the slowest method of all.
5. Difficult to dissect whether the respondents are genuinely illustrative.

A "Pilot Study" is constantly proposed for testing the survey before utilizing this method. Its significance cannot be overstated. It provides a clue to what is to follow in the actual survey. The report of the pilot survey directed by specialists throws light on the shortcoming (if any) of the survey and also the survey procedure. From the experience thus gained, change might be influenced.

**Fundamental parts of a questionnaire:**

It is a major data collection tool which is vital in any research project. Following precautions should be taken while framing a good questionnaire.
1. **Structured Vs Unstructured**

A questionnaire can contain two types of questions—structured and unstructured. A structured questionnaire is worded in advance before an interview takes place, whereas in the unstructured version only guidelines to ask appropriate questions are determined in advance.

2. **Question Sequence**

In order to make the questionnaire successful and to guarantee quality answers, the researcher ought to give careful consideration to the inquiry succession in setting the questionnaire. Secondary kind of inquiries should by and large be avoided as the opening inquiries in the questionnaire:

(a) No questions which are beyond the memory span of the respondent
(b) No questions which infringe upon privacy of the respondent
(c) No questions which enquire about the economic status and possessions of the respondent

3. **Clarity and Meaning**

Each and every word of a question should have a distinct meaning which should not be beyond the comprehension of respondents.

Normally a good questionnaire should neither be too long or too short. The questions should address all the hypothesis a researcher mentions in his research plan.

**Case Study**

"Case Study" is a piece of research method which frequently develops as a clear choice for understudies and researchers who are looking to embrace any research venture. In a case study, the most difficult viewpoint is to lift the examination from an expressive record of 'what happens' to research that can make a case for being a beneficial, if unassuming, expansion to information.

**Utilization of Case Study in Research**

Case studies as a research method or procedure have generally been seen as needing thoroughness and objectivity when contrasted with other social research methods. This is one of the significant purposes behind being extra watchful when doing spoken research offline. The case studies are generally utilized on the grounds
that they may offer experiences that may not be accomplished with different methodologies. Case studies have regularly been seen as valuable instruments for the preparatory and the exploratory phase of a research venture, as a premise for the advancement of the 'more organized' instruments that are essential in surveys and examinations.

**Restrictions**

Composing the case study report is a tough job as the researcher needs to separate what is to be incorporated and the abundance of proof that won't show up in the report but stays in the case study database. Successful investigation of the results will strengthen the structure.

The assignment of composing a report or thesis will seem less overpowering if the researcher has followed the counsel to all researchers, which is to compose as the research progresses. Drafts of writing survey and methodology segments might be composed in parallel with data gathering.

A key variable in deciding the scope and presentation of the case study report is the target group. Case studies have a scope for potential groups of onlookers, including scholastic partners, policymakers, professional experts, the overall population, research administrators and inspectors, and funders of research.

These distinctive crowds have diverse needs. The story that the case study tells may be most captivating, and they may look for in the case study a premise for activity. For a thesis assessor, dominance of methodology, and an understanding of the way that the research makes a commitment to existing information will be essential. 18

**Data Analysis Technique:**

For this study Binomial scattering was adopted. Tests of significance for credits were used to focus the results.

**Tests of Significance for Attributes:**

This test is specifically designed by qualitative data which is entirely different from quantitative data. For example, height, weight etc are quantitative data or variables whose calculation can be done either on ratio scale or on interval scale. But
qualitative data such as literates versus non-literate cannot be measured like quantitative variables. These quantitative data can also be termed as 'attributes'.

An attribute exhibits two characteristics—presence or absence. For such type of statistical analysis and testing, 'Tests for Significance of Attributes' is recommended. In terms of sampling plan it involves sampling those units of the universe which possess a particular characteristic, for example 'X' and 'Non-X'.

For such type of studies, a research problem can be constructed which is of BINOMIAL TYPE, which will go in the following way.

If an individual or any unit is filtered out in a sample, it should be turned as 'Event' and then processing a property can be termed as 'SUCCESS' and its non-possession as 'Non-Success'.

Success can be denoted by 'p' while non-success will be denoted as 'q'.

Illustration:
Suppose in a sample of ten people one is found to be 'who can read and write' and the rest cannot. So the 'P' would be 1/10 or 0.1 and q would be 9/10.

Hence p+q = 1

There are many varieties for Tests for Significance of Attributes, such as:
1. Tests of number of successes
2. Tests of proportion of successes
3. Tests of difference of proportions

For the present study the first one is selected for significance test.

Test of number of success:
It follows Binomial Distribution and its standard error can be calculated through the formula

\[
S.E = \sqrt{npq}
\]

n = Sample Size
p = probability on chance of success in each test
q = (1-p) ie. Failure probability
Example:

A dice is thrown 342 times, where odd points appear 181 times. Now based upon the above result it can be considered that the dice is 'unbiased'

Hence, standard error of number of odd points = \( S.E = \sqrt{npq} \)

where \( n = 324 \)

\( p = \frac{1}{2} \)

\( q = \frac{1}{2} \)

Hence, we can say that if the dice is fair then odd number are expected to be

\( S.E = \sqrt{324 \times \frac{1}{2} \times \frac{1}{2}} \)

= 9

Difference/ SE = 19/9 = 2.11

Based on the above analysis, it can be concluded that the dice is biased because at 5 % significance level the significance (2.11) is more than 1.96 S.E.
REFERENCES


- Claire Selltiz and others, Research Methods in Social Sciences, 1962, p. 50

- Dona Tela/Mario Social Movement and Introduction.


- Kingley bolten and Jan Olsson: Media Popular Culture edited.

- Kothari C.R.; (2004); Research Methodology; Methods and Techniques; New Age International Publishers; New Delhi; India

- Kristina Jonathan: The Evolving Social Media Landscapes


- Li, Charlene; Bernoff, Josh (2008). Groundswell: Winning in a World

- Mc Kinsey and Company: The Social Economy
- Stacy Koosel: Transforming culture and in the digital age.
- The stage is set FICCI-KPMG Indian Media and Entertainment Industry Report 2014 kpmg.com/in