CHAPTER – II

REVIEW OF LITERATURE

2.1. Introduction

The new media gained momentum with the birth of the Internet in 1984. New media in the last decade have grown leaps and bounds with the intervention of the digitally networked electronic communication gadgets. This development has called for multidisciplinary research on the new media. The new media studies are essential and inevitable in the present scenario. There is a scattered empirical findings on the impact of new media on school going children in Karnataka state particularly Mysore city. Following are the research work undertaken on allied and new media studies mentioned in this chapter with relevant headings.

2.2 Socio-Economic Influence on Adolescents

Spranger (1928:423) was a great German philosopher and psychologist. He published an influential monograph on personality psychology and its connection to ethics. The work was translated by Labels Former into English under the title-Types of Man. The original scholar also published a widely successful developmental treatise on the phase of youth. He conceptualized a psychological performance as part of a meaningful life totality that requires knowledge and understanding of the psychological-mental whole. The study also primarily dealt with adolescence which is a bi-product of the socio-economic status of the individuals. The scholar stated that demographic features have a definite bearing on the state of adolescence.

MacIver (1937:287) carried out an introductory analysis on the adolescence and observed that the socio-economic status of adolescents played a crucial role in the development of human personality. The scholar sought answers to the perennial theoretical problems of social, political, and moral philosophy that seem to defy ultimate solution. The scholar also attempted to demonstrate by precept that sociological insights can be practicably applied to such pressing problems as labor relations, economic reconstruction, internationalism and peace, intergroup conflicts, religion, academic freedom, social work, juvenile delinquency, and effective utilization of manpower resources.
Woody (1949:484) assessed the attitudes of adolescence with reference to female adolescents who were defined as having anti pregnancy attitudes. The study reported that anti-pregnancy respondents did not differ from pro pre-pregnancy respondents in terms of their contraceptive consistency. However, having a positive attitude toward contraception was associated with increased likelihood of inconsistent and consistent contraceptive use compared with nonuse.

Bell (1956:39) analyzed the processes involved in the identity style, human values, cross-lagged relations and intrinsic vs. extrinsic and openness to change vs. conservation in a 3-wave adolescent sample. The study revealed that the informational and diffuse-avoidant style predicted decreases in conservation goals, and the normative style predicted increases in conservation and extrinsic goals. As for content effects, conservation goals increased the normative style, and extrinsic goals decreased the informational and increased the diffuse avoidant style, according to the study.

Ogburn and Nimcoff (1960:349) examined the social stratification and authored a book on Sociology which contains an authentic portion on the relationship between socio-economic status and state of adolescence. The scholars pointed out that the newly emerging countries — Brazil, Russia, India and China enhanced economy in these countries and largely improved people's life. The study revealed that adolescents can be protected and promoted only through sound national economy and secured society in modern times.

Griffiths (1961:152) evaluated the relationship between socio-economic status and informal group activities of male adolescents and reported that the indicators of income, occupation, and education had significant association with the state of adolescence. The scholar suggested that both formal and informal education is required to enable the parents to promote sound personality of the adolescents.

Mussen et.al (1963:327) explored the relationship between child development and personality and observed that parental health affected children’s development of personality traits and problem behavior. The scholars indicated that maternal health shocks in early childhood had significant impacts on children’s emotional symptoms, hyperactivity and neuroticism. The study further revealed that
paternal health seemed to be less relevant for the development of these non-cognitive characteristics.

Reddy (1968:383) studied the impact of socio-economic status on the adjustment of adolescents and amplified that adjustment was a very important factor, for better academic achievement and for effective educational procedure. The study revealed that a number of physical and psychological changes occurred in all dimensions of development of adolescents.

Mathur (1970:301) conducted a study on the causes of frustration in adolescents and noted those adolescents who differ greatly in their tolerance of frustration and conflicts and in the type of adjustment without under stress and strain were likely to adjust well with the environment. The study revealed that further inquiry into affective family, home, school, social relations so as to cause least frustration in the adolescence.

Rajguru (1971:374) assessed the insecurity among adolescents which caused juvenile delinquency and stated that the security – insecurity scores of adolescent boys and girls belonging to nuclear and joint families and different ordinal positions were different. The study revealed that girls showed more insecure feelings than the boys; adolescents of nuclear families were more insecure than those of joint families; the first born adolescents showed more insecurity in comparison to last born; the middle born adolescents showed more insecurity than the last born.

Srimathi (1971:426) analyzed the emotional intelligence and adjustment of 9th Standard students’ in context to their gender and area. The study revealed that boys gained an upper hand over girls in the emotional intelligence and adjustment. The scholar suggested that adequate counseling was required for parents, teachers and students to facilitate better adjustment among the adolescents in modern times.

Agarwal (1974:05) examined the adjustment problems of adolescent boys as perceived by parents, teachers and pupils. The study revealed that adolescent boys had hidden their fragility in bravado, aggression or silence. The scholar suggested that parents should be guided properly to enrich the process of adjustment among the adolescents in modern times.
Reddy (1977:384) evaluated the parental education status and adjustment of adolescents and noted that parental religion, income, and education did not have any significant influence on adjustment variables, but there was change in parental attitude among different religious groups. The study revealed that the locality of parents influenced only on the dimensions of social adjustment and parental attitude.

Saini (1977:401) explored the academic adjustment as a function of economic and educational level of parents and noted that the adolescents representing sound educational and economic status adjusted themselves very well with the environment rather than their counterparts who represented the marginalized sections of society. The scholar suggested that the adjustment must be effective to enable the adolescents to enjoy equal opportunity and access in modern society.

Shukla and Mishra (1980:419) studied the socio-economic status in relation to adjustment problems of adolescents and noted that adolescents had experienced adjustment problem on account of lower social and economic status. The scholars concluded that the period of adolescence was more intense for under-privileged adolescents. The scholars suggested that educational institutions and health care institutions should take special interest in the betterment of the status of backward adolescents.

Verma (1980:457) carried out a study on the relationship between the socio-economic status and development of aggression in children and reported that adolescents who represented well to do sections of society were highly aggressive when compared to the adolescents of poor sections of society. The scholar also stated that the findings of research on aggressive behavior in children will contribute to the development of a serious commitment to the implementation and refinement of programs that address the issues identified in the study.

Richman et.al (1984:391) conducted a study on the relationship between self-esteem and mal-adaptive behavior in high school students and reported that the specific maladaptive behaviors were associated with self-esteem varied as a function of gender and social class. The scholars also discussed the implications for the
possible causal relationship between self-esteem and maladaptive behaviors as they relate to gender and social class.

Leelavathi (1987:254) assessed the factors influencing the self-perceived adjustment pattern of adolescent students of Karnataka and observed that for both boys and girls, changes in perceptions of teachers’ support reliably predicted changes in both self-esteem and depression. The study revealed certain gender differences for the initial levels of both perceptions of teacher support and general self-esteem. This study underscores the role of teacher support in facilitating students’ adjustment to high school and highlights the importance of using idiographic methodologies in the study of developmental processes.

Jain (1993:201) analyzed the relationship between socio-economic status and emotional competence of adolescents and noted that high socio-economic status of the adolescents enhanced their sportsmanship. The study revealed that there was significant sex difference in sports performance, males achieved better than females. The scholar also reported significant correlation of socio-economic status, anxiety and sex with sports performance.

Patil (1993:361) examined the problems of female adolescent students from rural and urban areas and pointed out that the normal age for beginning puberty had decreased, which has important clinical, educational and social implications. The scholar suggested that the health care provider should be aware of the broad range of potential sexual behaviors involving adolescents, as well as the teen's acceptance of such behaviors, often dictated by age, gender, culture and education.

Bawa (1994:36) evaluated the involvement of adolescents with ID in social and recreational activities and reported that students most commonly participated in activities with family members. Fewer adolescents were involved in activities with peers, with the majority of peer activities being organized, such as sports. The most common reasons for reported students not being involved in activities with peers were their disability and lack of available supports.

Dunn et.al (1994:122) explored the state of childhood and adolescence and stated that the behavior of the other sibling in the preschool period related to both older and younger siblings' behavior at the last time point. The study revealed that
life events were associated with increased warmth between the children. The scholars suggested that better social and economic status of adolescents would enhance their capacity for adjustment and development.

Field et.al (1995:131) studied the adolescents’ intimacy with parents and friends and amplified that demographic features had a bearing on parent-adolescent relationship. The study revealed that students with same-sex friends and greater interest in school reported greater intimacy with their mothers. The scholars also noted that students with higher self-esteem, lower depression, and lower risk-taking scores reported greater intimacy with their mothers and fathers.

Razick and Zakariah (1995:382) carried out a study on the interests of adolescents with reference to demographic features and enumerated that sex related problems had contributed greatly to the creation of gender crisis by providing unequal opportunities for males and females. The scholars suggested that better civic amenities, infrastructural facilities and economic opportunities would improve the status of adolescents.

Sharma (1995:414) conducted a study on the socio-economic status and human values and delineated that adolescents were responsible for their studies and development on the basis of their socio-economic status. The scholar noted that age, sex and social class factors had significant relationship with the adjustment pattern of adolescents.

Pramanick (1996:372) assessed the socio-economic status and personality of adolescents and observed that socio-economic status defined the personality of adolescents and other people. The study revealed that throughout history philosophers, politicians, physicians, jurists, and psychologists have developed theories to explain how and why the differences among people occur. The scholar suggested that assessment of personality is essential to understanding the individual and the ability to make generalizations about adolescents and other people.

Sharma and Nanda (1997:413) analyzed the relationship between socio-economic status and aggressive behavior of urban and rural adolescent boys and noted that parents played a significant role in molding the personality of adolescents.
on the basis of proper training and motivation. The study also dealt with different kinds of attachment relationships that can be put into different categories.

Maclean et.al. (1999:289) examined the impact of parental death or divorce on the adolescents and pointed out three paths to adolescents’ separation from their families—running away, being kicked out, and being removed from the home. The study revealed that adolescents removed from their family had the most problematic family background and the runaways had the least. The scholars suggest that the traumatic experience of homelessness may supersede the differential background factors, resulting in equally high rates of distress and victimization.

Conger et.al (1999:93) evaluated the pathways of economic influence on adolescent adjustment and reported gender differences which were found in these processes, the overall pattern of results suggests that girls and boys are both at risk for internalizing problems when families experience economic pressure. The scholars also suggested certain preventive interventions with financially stressed families in rural areas.

Weiser (2000:472) carried out a study on the gender differences in Internet use patterns and Internet application preferences on the basis of a two sample comparison and enumerated the existence of several gender differences in preferences for specific Internet applications. The study revealed that men had used the Internet for entertainment and leisure purposes while women had used it mainly for inter-personal communication and educational purposes.

Sonia and Bovi (2001:279) explored the children and their changing media environment in Europe and stated that the age and the gender of the child had crucial impact on the interests and media preferences. The study further revealed that the socio-economic status of the family and the geographical location of the home had little interest in media preferences.

Singh et.al (2001:421) studied the impact of socio-economic status on the sexual and reproductive behavior of teenagers in making a smooth transition from school and college into the labor force probably make a difference in teenagers' motivation to delay pregnancy and childbearing and in their ability to plan for the
future. The study suggested that pro-active policies and programmes of the
government would improve the standard of living of people including adolescents.

Lo, Ven-hwei and Wel (2002:282) studied the role of gender in the third
person effect in the context of Internet pornography and amplified that female
respondents tended to perceive greater negative effects of Internet pornography and
were also in favour of strict restrictions. The study also revealed that gender had a
decisive role in the assessment of the effects of Internet pornography in the study
area.

Patel and Dydanus (2002:359) carried out a study on the issue of homeless
adolescents and enumerated that adolescents who left home more frequently were
victimized more often and used addictive substances. The study suggested that
certain treatment programmes and implications for policy makers and other
stakeholders of human development in modern society.

Yadav and Yadav (2002:488) conducted a study on the influence of socio-
economic status on high school students and delineated that in most countries the
intra-class correlations and the effects of academic location declined only
marginally. This was especially the case in countries with large between-school
differences such as the tracked systems of continental Europe. The study lends some
support to the official rational for tracking and other forms of educational
differentiation, that the allocation of students to different school types and academic
locations within schools is largely based on student ability.

Larsen et.al (2003:253) assessed the relationship of ethnicity, socio-
economic status and obesity of American adolescents and observed that the family
income and parental education had a limited effect on the disparities in overweight
prevalence. The study revealed that disparity was lessened at the highest SES for
white, Hispanic, and Asian females. The scholars suggested that adequate efforts
were required to reduce overweight disparities between ethnic groups must look
beyond income and education and focus on other factors, such as environmental,
contextual, biological, and socio-cultural factors.

Chen et.al (2004:83) analyzed the relationship between the socio-economic
status and health status of adolescents and noted that lower SES was associated with
greater threat interpretations during ambiguous situations and with greater diastolic blood pressure and heart rate reactivity. The study suggested that the larger social environment helps explain how adolescents approach new social situations, which in turn has implications for adolescent physical health.

Sharma and Vaid (2005:415) examined the role of parents in the social development of adolescents and pointed out that most of the adolescents of both the group were emotionally unstable and had attained moderate self-actualization. Data was also analyzed through coefficient of correlation and it was found that parental approval does not correlate highly with emotional maturity or self-actualization.

Morris and Meinrath (2009:323) studied the new media use patterns in India and delineated that there was a fundamental lack of qualitative or quantitative empirical research on native American Internet use, adoption, and access. The study revealed that the media use patterns varied according to the demographic features of the users. The scholars suggested that socio-economic status of people should be enhanced by the state in order to improve the living conditions and new media habits of the people.

Schwittay (2011:406) explored the new media practices in India and stated that the technology usage in turn is shaped by the socioeconomic location of the user, especially in regards to gender and caste. The study revealed that the potential of new media technologies to subvert such social stratifications and associated norms has inspired much public debate, which is often carried out on the Internet, giving rise to an online public sphere.

Gasser et.al (2012:145) explored the youth and digital media from credibility to information quality and stated that the intersection of digital media, youth, and information quality—primarily works from library and information science, sociology, education, and selected ethnographic studies—reveals patterns in youth’s information-seeking behavior. The study also highlighted the importance of contextual and demographic factors both for search and evaluation.

Sainy (2014:402) examined the buying behavior of Smart phone among school students in India and observed no significant difference in the gender and buying behavior. The study revealed that the findings would provide vital inputs to
marketers in framing their marketing strategies. The researcher suggested that future studies should focus on the brand equity among the different brands behavior of consumer for Smartphone’s.

2.3 Uses and Gratification Framework

Katz (1959:222) explored the relationship between communication and culture and provided a new dimension to the uses and gratification tradition in the world. The researcher stated that personal utility is a more significant determinant of audience formation than aesthetic or cultural factors. The study revealed that media and content choice is rational and directed towards certain specific goals and satisfaction since audience are quite active.

Katz, Blumler and Gurevitch (1974:221) examined the utilization of mass communication by the individuals and pointed out that individuals derived certain gratification from their media exposure. The researchers provided meaningful perspective on the uses and gratification research in the field of media. They also noted that uses and gratification research sought to understand the relationship between different patterns of media exposure which resulted in specific need gratification.

Rosengren (1974:394) studied the uses and gratification on the basis of systematic approach and put forward the basic assumptions of the uses and gratification approach. The researcher also conducted systematic analyses of interactions among television viewing functions and lifestyle attributes of the audience.

McLeod and Becker (1981:307) evaluated the uses and gratification approach with respect to media contents and reported that uses and gratification research sought to understand the social and psychological origins of the audience. The researchers noted that differential patterns of media exposure brought about need gratification of the audiences.

Rice, Ronald and Williams (1984:387) analyzed the new media contents which revealed the assumptions of how audiences used the new media to gratify their needs. The study revealed that new media brought about the death of distance
and facilitated interactive communication between the source and audiences. The researchers also observed that new media fulfilled the expectations of the audience by providing need based services. The study affirmed the validity of media uses and gratification typologies in respect of new media application in modern society.

Kubey and Larson (1990:244) conducted a study on the use and experience of the new video among children and young adolescents and delineated that the audiences were greatly influenced by the videography. The researchers also noted that videography attracted the young minds on account of creative and colorful contents which were perceived as practically more gratifying by the audiences. The researchers also investigated certain related variables which facilitated the identification of gratification typologies.

Aina (1994:07) explored the computer literacy and Internet use among the library professionals, teachers and students and stated that computer literacy was widely accepted as an essential part of the elementary education of an average citizen in most developed countries and emphasized that the library professionals required the knowledge of computer application. The researcher also observed that Internet use and gratification studies were strengthened on the basis of previous television based studies.

Arnett, Larson and Offer (1995:19) studied the relationship between the adolescents and media services and amplified that adolescents were active media users in modern society. The researchers made systematic efforts to explain (i) the psychological needs that help shape (ii) why people use the media and what motivates people to (iii) engage in media use behaviors to iv) derive gratification to (v) fulfill those intrinsic needs, within the confines of a particular socio cultural environment. The study revealed that the audience who were exposed to the media contents responded to them differently based on the socio-demographic and psychological attributes.

Barlow et. al. (1995:32) carried out a study on the nature and scope of online communication which has attracted the attention of researchers interested in the uses and gratification studies. The study revealed that Internet emerged as a prominent medium of communication which benefitted the mankind across the globe. The
researchers conducted the study in exploring web use, though not from uses and gratification perspective.

Turkle (1995:449) assessed the life on the screen on the basis of an identity in the age of the Internet and observed that the audiences maintained several online communities to overcome the confines of real life. The researcher noted that the interactive dimensions of the Internet set this medium apart from other forms of communication from uses and gratification point of view.

Beaubieu (1996:38) analyzed the relationship between communication and social interaction in an electronic environment and noted that the textual nature of cyber space allowed the audiences to overcome certain identity fixes. The study revealed that the audiences chose to explore certain sides of their personalities and invented virtual life personae different from their real life personality.

Cupitt and Stockbridge (1996:101) examined the relationship between the families and electronic entertainment in Australia and pointed out that electronic media provided useful entertainment to the audiences which benefitted them. The researchers focused the attention on the gratification derived by the audiences through their electronic media exposure.

Cutler (1996:102) evaluated the technologies’ relations and selves with reference to social interaction in an electronic environment and reported that new communication technologies were known for interactive dimension of communication. The researcher explored the interactive dimensions of the Internet and pointed out that Internet fulfilled the informational and entertainment needs of the audiences. The study also threw light on the impact of Internet on social involvement and psychological wellbeing of the audiences.

Katz (1996:223) explored the rights of kids in the digital age and stated that the kids were intelligent enough to understand the power of digital communication which satisfied their personal needs. The researcher also identified the varying digital gratification among the kids across the cultures. The researcher also noted that it is possible to predict media exposure based on the gratification sought from a particular medium.
Turkle (1996:450) studied the parallel lives on the basis of working on identity in virtual space and amplified that Internet had the potential to create a different world which benefitted the audiences. The researcher also noted that the potential of the Internet to bypass the established institutional channels helped to reduce dependence on various monopolistic sources of information and influence.

Lindlof and Schatzer (1998:267) assessed the media ethnography in virtual space and observed that some audiences selected and utilized media programmes purposefully while other audiences were non-selective in regard to media uses and gratification. The researchers also analyzed the distinctions between the media and contents from the point of view of uses and gratification of media.

Perse and Dunn (1998:363) analyzed the utility of home computers and media use and noted that Internet had raised new challenges and concerns in modern society. The researchers also observed that uses and gratification approach well suited to the study of Internet. The study also contributed considerably towards the development of Internet gratification typologies.

Coleman (1999:92) examined the relationship between the new media and democratic politics and pointed out that new media brought about participatory democracy in modern society. The study revealed that the political information environment was remarkably changed on account of the evolution of Internet. The researcher noted that citizens were not aware of the broad range of social issues in view of the limitations of new media environment.

Costigan (1999:96) evaluated the role of Internet in modern society and reported that digital divide was shrinking in terms of sheer numbers. The study moved past the binary classification of users versus non-users and explored the importance of peoples’ abilities in using the medium of Internet. The study highlighted that Internet environment was perceptually different and more demanding than traditional media such as television.

Ruggiero (2000:400) explored the relationship between media services and gratification of audience and authored an authoritative book on uses and gratification theory in the 21st century. The researcher used rigorous methodological
approach and statistical procedures in order to identify gratification typologies and investigate related variables.

Manovic (2001:294) studied the language of new media and amplified the nature, scope and characteristics of new media. The scholar noted that the Internet, websites, computer multimedia, computer games, CD-ROMs, DVD and virtual reality constituted new media. The popular understanding of the new media identifies it as the use of the computers for distribution and exhibition rather than production.

Stone, Singletary and Richmond (2003:431) carried out a study on the communication theories in detail and illustrated the fundamental components, structure and functions of the theory of uses and gratification. The researchers also provided a theoretical perceptive which recognizes that (i) individuals differ along several psychological dimensions which in turn prompt them to make different choices of media and (ii) even individuals exposed to the same media content will respond to it in different ways, depending on their characteristics.

La Rose and Eastin (2004:251) conducted a study on the social cognitive theory of Internet users and gratification and provided a new model of media attendance. The researchers noted significant association between media contents and gratification of users in their study. The researchers have also provided a sound ideological foundation for the scientific understanding of the uses and gratification theory of communication.

Livingstone (2004:276) assessed the media literacy and the challenge of new communication technologies. The scholar raised three central questions currently facing the public, policy-makers and academy. The study revealed that media literacy campaigns should be launched to bridge the digital divide and facilitate greater utilization of new media services across the world.

Livingstone (2008:278) examined the Internet literacy and young people’s negotiation of new online opportunities and observed that learning was replaced by an organized and regimented institutional setting on the basis of new media applications. The scholar suggested that the incursion of the state into the realm of
private life, including the repositioning of children from being the private property of families into a public, civic discourse should be considered seriously.

Kreutzer (2009:241) examined the Internet and online media usage on mobile phones among low-income urban youth in South Africa and reported that media research had largely ignored the phenomenon of mobile phone based media access, and particularly so in South Africa, where increasingly widespread access to more capable phones has provided low-income urban youth with a personal and highly accessible gateway to access online media and other services on the Internet. The scholar suggested that new media use patterns of youth should be disciplined on the basis of expert suggestions and guidelines.

Valcke and Rots (2010:455) analyzed the Internet parenting styles and the impact of Internet use of primary school children and noted that parenting styles significantly affected child Internet usage. The study revealed that the highest child usage level was perceived when parents adopt a permissive parenting style; the lowest level is observed when parents adopt an authoritarian Internet parenting style. The study concluded that the variables Internet parenting style, parent Internet behavior and parent educational background significantly affected the Internet usage of children at home.

Hobbs (2013:183) evaluated the strategic risk taking in informal learning with digital media literacy and reported that when elementary children are encouraged to view the city as a classroom and use digital media to explore and represent their neighborhoods, they can be inspired by the unpredictable events of daily life to ask naïve, critical and sometimes troubling questions. The scholar also called upon the stakeholders of new media management to widen the base of new media literacy and facilitate participatory communication and development in modern world.

Baboo (2013:25) explored the media literacy in the life worlds of Malaysian children and stated that the modern children grew up with new media such as television, video games, mobile phones, computers, Internet, tablets, iPads and iPods. The study also presented the modalities of new media management from human development point of view and suggested that the multimodal competencies, user experiences and meaning-making actions that the children construct should be
taken into account to ensure that media literacy should be more widely acknowledged within home and school settings.

2.4 Uses and Gratification Methodologies

Wilson (1994:483) studied the evolution of information needs and Internet use by using historical research method. The researcher had traced the evolution of information system, resources and services all over the world. The technological progress in the field of information management has been adequately analysed by the researcher. The researcher noted that teachers and students used Internet for the purpose of academic advancement since it emerged as an informal university in modern society. The study was based on survey research method which is widely used in a large number of Internet use and gratification studies.

Kraut et.al. (1998:240) carried out a study on the social and psychological impact of the Internet by following online survey method and enumerated that Internet exposure considerably reduced the social involvement of the users and affected their social well being. The researchers also noted that Internet exposure among the users had significant association with the social life and interaction of the users in modern society.

Perse and Dunn (1998:363) conducted a study on the utility of home computers and media use by using motivation statements derived from Rubins’ scale and delineated that people used computers to satisfy needs such as entertainment, escapism and just passing time. The researchers noted that the users were strongly motivated by certain personal and business factors with reference to Internet exposure and access.

Kargaonkar and Wolin (1999:220) assessed the multivariate analysis of Web use in order to explore Web users’ motivations and concerns. The analysis yielded seven gratifications such as a) social escapism, b) transactional security and privacy, c) information, d) interactive control, e) socialization, f) privacy and g) economic motivation. The researchers also looked into the relationship between the seven motivational factors and three use contexts namely – total time spent on the Internet, time spent on the Internet for business and personal factors and times spent for purchase from the Website.
Couper (2000:97) conducted a review of issues and approaches with reference to Web surveys in modern society and noted that the Web had become a useful means of conducting research. The researcher also noted that the emergence of World Wide Web as a communication medium has made researchers use the Internet for surveying the minds of the people on various subjects.

Ferguson and Perse (2000:130) analyzed the World Wide Web as a functional alternative to television by using a combination of online survey and diary methods and noted that Internet became a better functional alternative to the television in the age of information revolution. The researchers identified that the community of students were motivated by certain factors such as entertainment, pass time, relaxation-escape and social information with respect to Internet exposure. The study also revealed that students were found using WWW mainly for the purpose of entertainment as a source of diversion.

O’Donnell and David (2000:348) examined the influence of Internet on user decisions on the basis of an extensive review of literature. The study also pointed out that information was a critical input in the process of personality development, leadership development and organizational management. The researchers have also suggested certain measures for the adoption of advanced information tools and technologies which enhanced delivery system from the points of view of academic development, economic development and national development in modern society.

Papacharissi and Rubin (2000:353) evaluated the predictors of Internet use on the basis of a face-to-face survey and identified certain motives for Internet use by the students and related socio-psychological predictors. The study revealed that students had perceived Internet as a prominent source of informal education in modern society. The researchers also noted that the respondents enjoyed the benefit of gratification through Internet exposure.

Bowden and Bowden (2001:59) conducted a survey of Internet sources used by students in American society. The study revealed that journals and books were the most important information sources of the respondents. The researchers also observed that college students also depended on Internet for information, education and entertainment purposes. The researchers had suggested that information
resources and services pertaining to school and college levels should be improved in accordance with the changing needs of the beneficiaries in modern society.

Cobanoglu, Bill and Patrick (2001:88) carried out a comparative analysis of mail, fax and Web survey methods and noted that Web had the inbuilt advantages of cost saving on printing and mailing of survey instruments in modern society. The researchers also noted that the Web had become a useful means of conducting research for populations that regularly used the Internet.

Kaye and Johnson (2002:230) explored the uses and gratification of the Web for political information by following online survey method and stated that online sources emerged as prominent means of political information during the 1996 presidential elections in America. The study revealed that online communication was a prominent source of political information since it facilitated two-way communication between the participants and people in modern society.

Rice and Katz (2002:389) assessed the social consequences of Internet use: access, involvement and interaction and observed that three main issues to focus the work: access (in light of the extensive discussions of the digital divide), involvement (in the general community or social capital sense, as well as in the more specific political engagement sense), and social interaction (relative to offline social interaction, and the extent of online social interaction. The scholars called upon the state to check the cyber crime and safeguard the interest of new media users including the school children.

Patel and Melkote (2003:360) analyzed the diffusion of new communication technologies in modern society by following online survey method and noted that Internet exposure was high among the respondents in view of its multi-faceted characteristics and advantages. The researchers also noted that the respondents had positive attitude towards Internet and earned better gratification through regular exposure and utility.

Randle (2003:379) examined the gratification niches of monthly print magazines and World Wide Web among a group of special interest magazine subscribers by following mail and online survey methods. The researcher pointed out that the response rate for the mail survey was higher (36%) as compared to
online survey (31%). The study revealed that the respondents gained useful information from the special interest magazines and enjoyed better gratification.

Bryant (2004:61) evaluated the Internet based resources and services in U.K. by following a case study method. The findings revealed that the high school and pre-university level students sought information from the Internet sources and preferred both print and electronic information resources. The respondents also stated increasing the use of Internet based information resources and services for academic purpose. The study also indicated the importance of outreach work in the field of new media management.

Choi et.al. (2004:85) explored the motives of Internet users from a cross-cultural perspective point of view in the US, the Netherlands and S.Korea by following online survey method. The study revealed that Internet was prominently used by the respondents since it provided remarkable gratification to the users. The researchers noted that Internet had become an important source of information and education to the mankind in the new millennium.

Doreswamy (2004:117) studied the Internet exposure among high school and college students of Andhra Pradesh, India by following survey research method. The researcher analyzed the various types of information needs of students and found that the respondents were aware of the Internet based information resources and services. The study offered several suggestions for the betterment of Internet based information resources and services in Andhra Pradesh.

Jinqiu (2004:206) carried out a study on the status of Internet in rural China by following online survey method and enumerated that farmers participated actively in the agriculture information network and gained e-commerce based information services. The study revealed that rural farmers in China perceived Internet as a prominent tool of information and used it for entertainment and interpersonal communication in contrast with urban users who used Internet to derive fun prominently.

Mitra (2004:315) conducted a study on the voices of the marginalized on the Internet on the basis of systematic content analysis of certain examples from a website for women of South Asia. The study revealed that women in South Asia
used the Internet as a prominent tool of social communication on account of information literacy and Internet exposure in modern society.

Kaye (2005:228) assessed the uses and users of Weblogs through online survey method and observed that Weblogs fulfilled the informational requirements of the users considerably. The study revealed that the users had different motivations and gained better exposure to current affairs which had an impact on their day-to-day lives. The researcher noted that most of the respondents were satisfied by the Weblogs and contents.

Lee and Tamborini (2005:255) analyzed the influence of collectivism and Internet self efficacy on third person effect and Internet pornography through a survey among under graduate students in communication courses in US and South Korea. The researchers noted that participants perceived the negative effect of Internet pornography which was greater on others than themselves. The study revealed that third person perception predicted support for Internet censorship in modern society.

Eastin, Greenberg and Hofschire (2006:123) explored certain facets of the Internet by following telephone survey method and stated the influence of diverse parenting styles on the Internet access and time spent by the teenagers. The study revealed that parental demographic features, lifestyles and new media exposure had a decisive impact on the Internet exposure of the teenagers. The researchers also noted that the teenagers had gained certain advantages through Internet access.

Levine-Clark (2006:263) conducted a survey of all students, faculty and staff in the city of Denver in order to determine the library users’ degree of awareness of Internet and other e-resources. The study reveals that Internet based services were used by about half of the local community and majority of faculty. The researcher suggested that virtual libraries should race against the time and provide need based information resources and services to the teachers, researchers and students of various educational institutions.

Allen (2007:10) carried out a quantitative study in order to assess the relationship between the students' information literacy and uses and gratification of Internet and observed that many respondents had a limited view of information
literacy in general. The researcher suggested that students and teachers should develop technical skills in order to make use of advanced Internet based information resources and services on round the clock basis in modern society.

Kirk and Guerra (2007:235) carried out an investigation on the prevalence and predictors of Internet bullying and amplified that physical and Internet bullying peaked in middle school and declined in high school students. The study revealed that verbal bullying peaked in middle school and remained relatively high during high school. The males were more likely to report physical bullying than females, but no gender differences were found for Internet and verbal bullying.

Hargittai and Hinnant (2008:175) assessed the digital inequality with reference to differences in young adults’ use of the Internet on the basis of a telephone survey. The researchers collected data from the public and private sources and analyzed the responses of the Internet users representing the community of adults. The study revealed that adults who represented the socially and economically forward sections enjoyed the benefit of greater access to Internet when compared to the backward adults. The study revealed that Internet exposure, access and utility of the young adults were primarily dependent on the demographic characteristics of the users.

Haridakis and Hanson (2009:177) analyzed the relationship between social interaction and co-viewing with YouTube on the basis of an online survey and noted that motives such as social activity, inter-personal interaction, locus of control, sensation seeking and innovativeness were primarily responsible for the use of YouTube by the respondents.

Richardson (2009:390) examined the Internet use by 45-54 years old by using e-mail survey and pointed out that the respondents used the Internet for the socialization and other domestic purposes more frequently than they used it for other purposes. The study revealed that the respondents enjoyed the benefit of access to Internet and gained useful ideas and information which brought about socialization among them.

Roy (2009:396) evaluated the uses and gratification of Internet with reference to India by following a survey method and reported gender based
differences in the use of Internet. The study revealed that a majority of male respondents utilized the Internet information services since they were educationally and economically well placed when compared to their female counterparts in the state of Madhya Pradesh.

Voss and Procter (2009:464) explored the virtual research environment with reference to Internet based information resources and services in modern society and stated that information services evolved in response to the opportunities these new tools opened up and the challenges they raised. The researchers suggested that new scientific methods should be used in order to carry out interdisciplinary nature of research in many domains in order to benefit the students, teachers, researchers and other users in modern society. The study also emphasized the need for the integration of virtual learning environments within library information services.

Dalvi (2010:104) carried out an empirical study on information literacy for effective use of Internet and other e-resources in Mumbai and observed that information literacy played a key role in helping to prepare the students for the rapidly changing complex information environment. The researcher suggested that modern educational institutions should develop information literacy standards and motivate the teachers and students to ensure the efficient use of e-resources in modern society.

Atici and Bati (2010:21) studied the Internet content preferences of high school children in Turkey and amplified that the children had Internet access at home and educational institutions. The study revealed that about 96% of the children of 13-15 age groups were active Internet users and gained academically useful new media contents and services. The scholars suggested that new media literacy programmes should be organized for the benefit of teachers and students in modern times to facilitate greater access and utility of new media.

Kuriyan et.al (2010:249) conducted an extensive review of literature on the use of Internet by the teachers and students in various educational institutions through meaningful utilization of relevant secondary data. The researchers suggested that trust in information and trust in institutions enhanced the credibility of the providers of these services. The study further highlighted the key programmatic areas in which research on this topic could be applied.
Swain (2011:438) carried out a survey on 45 million Internet users in India and noted the integration of Internet use with public spaces in respect of young generation of Internet users. The study revealed the negative effects of using the Internet on social involvement and psychological well being among new Internet users which included a decline in communication with family members, social contacts and human relations in Indian society. The researcher also observed that Internet helped extraverts to get socialized and introverts become self – centered in modern society.

Naik (2012:330) assessed the status of digital corporate libraries in Karnataka on the basis of survey research method and observed that the future agenda must deal with the relationship between digital corporate library and corporate social responsibility. The study suggested that integrated efforts should be put forth by the top management, coordination committee, advisory committee, professionals and other personnel in order to enrich the status of digital corporate libraries in Karnataka State.

Vinter (2012:461) analyzed the new media preferences among the children in the context of peer culture and home interaction. The scholar had carried out the study on a pedagogical perspective and found that parents, teachers, siblings and peers had influenced the new media use patterns of children. The scholar suggested that new media orientation programmes should be organized for the students to enhance the new media access and utility in modern times.

Santander et.al. (2014:404) examined the new media literacy education and pointed out that Internet had a positive impact on all levels, personal, family, professional and social. The study revealed that the influence of the media had not been accompanied by the promotion of media literacy. The scholars suggested that the development of the media skill among citizens, especially young people and children should be ensured in order to exercise a critical and active role in relation to the new media use patterns of students.
2.5 Pioneers of Media Uses and Gratification Typologies

Newhagen and Refaeli (1996:340) evaluated the imperativeness of research on Internet and reported that increasing dependence on Internet by the educated and the young led to scientific evaluation of Internet users and gratification from various perspectives. The researchers noted that Internet had raised new challenges and opportunities and demanded uses and gratification approach from research point of view.

Vincent and Basil (1997:460) carried out a study on the news gratification, media use and current events knowledge of college students and identify five gratification namely – a) habit, b) surveillance, c) escapism, d) pass time and e) entertainment. The researchers also developed a scientific measure to evaluate the uses and gratification of Internet in modern information environment.

Wellman (2002:474) conducted a study on the little boxes, glocalisation and networked individualism and enumerated that Internet emerged as a prominent medium of glocalization in modern society in view of its extraordinary ability for connectivity. The researcher also identified certain motives for using Internet which benefitted the mankind in several ways in modern society.

Chen and Wellman (2003:84) analyzed the digital divides and digital dividends on the basis of comparing the socio-economic, gender, life stage, ethnic and rural urban Internet access in eight countries. The study revealed that new ideas and research trends shaped the scientific evaluation of uses and gratification of Internet in the new millennium.

Eszter (2004:127) examined the digital divide and noted that use of new media was embedded in various social processes and did not evolve in isolation from existing social institutions. The scholar made notable contributions to the new media access, uses and gratifications. The scholar suggested that the future research agenda should move forward to gain a better understanding of how differentiated internet access and use would influence various populations.

Joorabchi et.al (2013:214) examined the relationship between Internet usage and positive youth development in Malaysia with reference to uses and gratification
theory framework and observed significant association between Internet use and attitude of the users towards Internet. The study revealed that the relationship between gratification of Internet usage and dimensions of positive youth development should be examined in detail by the future researchers.

Hirst et.al. (2014:182) evaluated the process of communication from broadcast to narrowcast from the point of view of political economy. The scholars also analyzed the issues of control, ownership and access with the convergence of new hybrid technologies that are changing the way people have and are developing the relationships world over. Canadian government policy and legislation are integrated in the study.

2.6 New Media Access Studies

Gibson (1996:269) explored the access to Internet among the young generation of users and stated that users enjoyed the benefit of access to Internet in order to strategically satisfy their motivations and to gain the desired gratification. The study revealed that college students continued to be the early adopters and heavy users of the Internet in order to seek various gratification personally and otherwise.

Gray (1996:150) studied the global information infrastructure from the point of view of application of Internet in modern organizations including the educational institutions. The study reported that Internet was not handled with care and responsibility in the institutions concerned order to safeguard the interest of various stakeholders including the teachers and students. The study also suggested that standardized tools and techniques should be utilized toward enhancing the academic and professional status of teachers and students.

Hafner and Lyon (1996:163) carried out a study on the evolution of Internet in modern society and noted the predictors of Internet access and use. The study revealed that the users who felt valued in their inter-personal encounters preferred the more instrumental Internet uses such as information seeking. The scholars suggested that adequate orientation programmes should be organized for students, teachers, parents and others on the use of Internet in modern times.
Lipton (1996:269) conducted a study on the social interactions in an electronic environment and delineated that Internet affinity was primarily dependent on the audiences who attached importance to the medium and its contents. The researcher found a positive correlation between demographic features and Internet affinity.

Norberg (1996:343) assessed the Internet affinity among the users and observed that extensive use of Internet led to reduced communication in the household, smaller social circles and increased a sense of depression and loneliness. The study revealed that high exposure to Internet resulted in decline in interaction with family members and a reduction in their circle of friends that corresponded to the amount of time they spent online.

Laursen (1997:254) analyzed the evolution of Internet and noted that the advent and diffusion of new communication technologies minimized the distinctions between people and allowed the users to overcome identity fixes. The study revealed that the users chose to explore certain sides of their personalities on account of Internet exposure.

Straus (1997:432) examined the Internet affinity among the young generation of users and pointed out that Internet offered new possibilities for civic life in the new millennium. The study revealed that students used Internet for homework, educational information and connecting with friends in modern society.

Teo and Lim (1997:442) evaluated the use patterns and perceptions of the Internet with reference to the gender influence and identified gender differences in terms of perceived ease of use, perceived usefulness and perceived enjoyment of Internet. The study revealed that males reported significantly higher mean scores than females with respect to Internet exposure and use.

Drotner (1999:121) explored the Internet access by the young people who are described as new Internet generation and stated that young users were likely to engage in specific Internet behaviours including computer mediated interaction. The researcher noted that early adopters and heavy users of Internet cultivated news sources and gained academically relevant information services.
Livingstone and Bovil (1999:274) studied the Internet exposure among the young people in the new media environment and amplified that young users most frequently consulted Internet portal sites. The study revealed that demographic features had considerable impact on the Internet exposure of the users.

Turrow (1999:451) carried out a study on the relationship between Internet and the parents and children and enumerated that the majority of American parents with computers at home juggled the dream and the nightmare of the Internet. The study revealed that as young generation spent more time on the Internet, many parents were worried about the impact of the Internet on their children. The researcher suggested that parents, teachers and students should be protected against the ill effects of Internet exposure in modern society.

Wallace (1999:465) conducted a study on the psychology of Internet and delineated significant association between certain motivational factors and the types of websites visited by the users. The study revealed that those who were more mobile, economically secure and satisfied with life preferred the more instrumental Internet users such as information seeking.

Wellman and Gulia (1999:478) assessed the new information users community in cyberspace and observed that the emergence of new virtual of environment created more opportunities for participatory learning and development of the students. The study also suggested that young generation of Internet users should be protected from cyber crime and other consequences.

Binter et al. (2000:53) analyzed the various Internet based information resources and services from the point of view of teachers, students and other users in modern society. The researchers primarily dealt with the Internet based information resources and services from the point of view of teachers, students and librarians. The study also suggested that modern libraries should be equipped with latest Internet based information resources and services.

Kubey (2000:243) made a comparative analysis of television exposure and Internet exposure among the users and noted that Internet as a tool of new communication technologies drove the young people including the college students from bringing them together and provided superficial knowledge increase in-depth
knowledge. The researcher suggested that effective checks and balances would go a long way in safeguarding the interest of young users in modern society.

Wilson (2000:482) examined the Internet based information resources and services from the point of view of teachers, students and librarians. The researcher explored the need for rethinking library services for the new age and pointed out that libraries and librarians are required to provide qualitative, quantitative and competitive information services to the end users like students, researchers, teachers and others in order to achieve their goals.

Calvert and Jordan (2001:72) evaluated the Internet exposure among the students who studied from primary to pre-university levels and reported that the girls used the Internet as much as boys in the study area. The researchers also noted that young students used the Internet in different ways. The girls reported that they used the Internet for education, schoolwork, e-mail and chat rooms whereas the boys used the Internet for entertainment and games. The researchers emphasized that the Internet was a primary educational and developmental tool for many parents and teachers.

Gustavo (2001:158) explored the social relationships and Internet use among adolescents in Israel and stated that heavy Internet users were more likely to engage in outdoor activities, including sports, movies, concerts, and parties. The study revealed that frequent Internet users read more books. The researcher cautioned that heavy Internet users suffered from social isolation from friends and other sources.

Pew Research Center Internet project (2001:367) studied the Internet exposure among the older teens who were likely to use the Internet more than younger teens. The study revealed that teenagers were more likely to go online at school whereas younger children log on at home rather than at school. The study also recommended certain measures for the personal and academic growth and development of students in modern society through systematic Internet exposure.

Wellman et.al. (2001:473) carried out a study on the Internet exposure from the points of view of social networks, participation and community commitment. The researchers argued that Internet use provided more opportunity and a new way to communicate with people besides telephone and face-to-face contacts. The
Researchers emphasized that young generation of Internet users should be disciplined by the parents and teachers in order to prevent the abuse of Internet by them.

Ramaiah and Moorthy (2002:375) conducted a study on the access to Internet and other advanced e-resources in libraries from the point of view of teachers, students and librarians. The study reported that the impact of CEP courses organized by different agencies in the field of LIS varied from context to context. The researchers suggested that continuing education programmes should be strengthened on the basis of scientific evaluation and consultation of experts in the field in order to widen the access of Internet and other e-resources and services.

National Center for Education Statistics (2002:334) assessed the Internet access in U.S. public educational institutions and observed that most educational institutions provided computers to students and tried to narrow the digital gap between the Internet haves and have-nots. The researchers pointed out that the Internet access at home could be a variable that predicts the amount of time spent on the Internet.

Porter and Sallot (2003:369) analyzed the utilization of Internet based information resources and services in modern organizations including the schools and colleges. The researchers primarily dealt with the Internet based information resources and services from the point of view of teachers, students and librarians. The researchers suggested that modern educational institutions should be equipped with advanced libraries, information technologies, information providers and allied facilities.

Parvathamma (2003:357) examined the digital divide in India and emphasized the need for correcting the information inequity and injustice experienced by rural poor and backward sections of Indian society. The study focused on the social and economic factors responsible for digital divide in India. The study also focused the need and importance of empowering the teachers and students in various educational institutions through meaningful utilization of Internet based information resources and services.

Balasubramanian (2004:30) evaluated the Internet exposure, information literacy and information seeking behavior of users in Tamil Nadu and reported that
advanced information system and services including the Internet benefitted the teachers, researchers, students and other modern users. The researcher called upon the policy makers and library professionals in public and educational libraries to enhance the Internet based information resources and services in Tamil Nadu and other parts of the country.

Gulati (2004:156) explored the status of application of new communication technologies in Indian libraries and information centers and stated that Internet-based information resources and services were expanded in the modern urban educational institutions. The researcher suggested that Internet based resources and services should be more accessible to the users in the rural and tribal areas.

Livingstone and Bober (2004:273) studied the Internet exposure among the young people in Britain and amplified that parental awareness about the role of Internet in modern society played a major role in the Internet exposure of their children. The researchers observed that heavy Internet users spent less time on social interactions and activities in modern society.

Mansell (2004:296) carried out a study on the relationship between new media and political economy and enumerated that new media including Internet provided the benefit of political interaction in the new millennium. The study revealed that Internet exposure in general and application of social media in particular brought about a remarkable political interaction in the developed countries.

Murillo (2004:325) conducted a study on the relationship between institutions and adoption of Internet and other advanced information tools and technologies in order to empower the digital have notes educationally and facilitate national development by using theories of institutional economics and the resource-based theory of the firm as a framework of analysis. The researcher primarily focused the attention of policy makers on the rules of behavior that have prevailed in Mexican educational and business transactions which affected the adoption of electronic educational and commerce.

Bhatia (2005:50) assessed the Internet exposure, access and gratification of users in modern society and observed that Internet opened the floodgates of
innovations. The researcher observed that application of new media for education and development purposes has become a new way of life in a developing country like India.

Gorman and Reade-Fong (2005:149) analyzed the Internet exposure and utility for sustainable capacity building the study addressed certain questions concerning the barriers to adoption of ICTs and uses and gratification of Internet. The researchers emphasized that NGOs should collaborate with one another in sharing development-related information in modern society in order to facilitate the empowerment of the teachers, students and other sections of society.

Kumar (2005:248) examined the emerging media ecology in India and pointed out that application of new media for multi purposes including education enhanced the status of modern society. The researcher observed that young generation increasingly gained the benefit of access to Internet and allied technologies which facilitated knowledge expansion and academic development of the students, researchers and other intellectuals of the society.

Natu (2005:335) evaluated the Internet exposure among the teenagers and reported that young generation increasingly utilized the Internet based information resources and services and gained information, entertainment and other benefits. The study revealed that Internet had a potential to create a more equal and liberated society.

Parthasarathy (2005:356) explored the digital revolution in modern society and stated that Internet brought about the empowerment of the marginalized sections of the society since other media have become bastions of the powerful. The study revealed that Internet provided a unique forum for the dispossessed to find a voice in the public sphere.

Dewdney and Ride (2006:109) studied the role of Internet in modern society and amplified that schools, colleges and universities gained immensely because of the new resources. The researchers primarily dealt with the Internet based information resources and services from the point of view of teachers, students and librarians. The researchers suggested that professional librarians, and other users should be enabled to make use of Internet based information resources and services.
Islam and Rahman (2006:194) carried out a study on the need and importance of empowering the teachers and students in various educational institutions through meaningful utilization of Internet based information resources and services. The researchers suggested that modern libraries should have state of the art facilities, advanced tools, specialized manpower and tested techniques in order to increase the efficiency of electronic information services in Bangladesh.

Buckingham (2007:66) conducted a study on the Internet exposure among the children and teenagers and delineated that motivations were stronger predictors than demographics from the point of view of Internet users and gratification of the beneficiaries. The study revealed that Internet had the potential to provide a window to the outside world to the children and other users.

Flichy (2007:140) assessed the evolution of new media in modern society and observed that information and communication technologies enabled the people to gain the benefit of exposure to various innovations. The researcher noted that with increasing availability of the Internet many marginal groups produced their presence in the cyberspace.

Hudson (2007:189) analyzed the universal access to the new information infrastructure including the Internet and noted that users experienced both positive and negative dimensions of Internet exposure and uses in modern society. The study revealed that Internet also fostered social relationships regardless of time and space allowing people to join the bandwagon of like minded groups.

Kim (2007:233) examined the intrinsic and extrinsic motivations behind Internet exposure in modern society and pointed out that the young generation representing high socio-economic status used Internet to the maximum extent in order to satisfy their motivations and to gain the desired gratification.

Livingstone and Helsper (2007:272) evaluated the gradation in digital inclusion with respect to children and young people and reported that digital divide still existed in modern society in many developing nations on account of varying social and economic statuses. The study also revealed that men and women mainly depended upon differences in age, social status, economic status and Internet exposure.
McAllister and Taylor (2007:305) explored the Internet exposure among the users in modern society. The researchers primarily dealt with the uses and gratification of Internet based information resources and services from the point of view of users. The researchers suggested that policy makers and information professionals should organize series of orientation programs in order to enhance the information literacy status of the users and fulfill the changing information needs and demands of people in modern society.

Rice and Haythornthwaite (2007:388) studied the Internet access, involvement and interaction in modern society and identified certain factors associated with Internet exposure among the users. The study revealed that social and cultural factors also played a significant role in regard to Internet exposure among the audiences.

Jain et.al. (2008:200) carried out a study on the two mutually reinforcing applications of information and communication technologies including the Internet for socio-economic development of India. The study revealed that educational institutions, development organizations, NGOs and other agencies increasingly utilized the Internet based information resources and services to reach out to the people across the country and enlist their active participation in the processes of education, organization and development.

McKenna et.al (2008:306) conducted a study on the causes and consequences of social interaction on the Internet and delineated that social network sites had become alternative communication sources in modern society. The researchers suggested that application of social media should be undertaken in modern society in order to enlist the active participation of people in the process of development in modern society.

Raman et.al. (2008:376) assessed the role of Internet in the management of banking institutions in Malaysia and observed that Internet service users were sensitized by various organizations in order to enhance their overall status including educational standard in modern society. The researcher has suggested certain measures for the improvement of Internet based information resources and services in Malaysia.
Ribak (2008:386) analyzed the Internet power in the social context and noted that Internet had become a necessity in modern society and bridged the gap between the computer literates and illiterates. The study revealed that Internet-based resources and services attracted the students and youth in large number in modern society. The researcher suggested that new media including the Internet should be judiciously developed and utilized in Indian society.

Vishwanath (2008:462) evaluated the global Internet diffusion on the basis of a cross-national study and reported that Internet had shrunk the world into a single global village. The researcher also noted that new media including Internet had failed to penetrate deep into the rural and remote areas in order to alter the cultural and social patterns of the users including the college students.

Abdullakutty (2009:03) explored the digital divide among college students pursuing higher education in Kerala state and stated that demographic factors were primarily responsible for the digital divide in the study area. The study revealed that a high percentage of students studying for graduate and post-graduate courses did not have a basic knowledge of Internet and were unable to make use of it for the purpose of higher education. The researcher also observed that Internet had the capacity to facilitate active citizen participation in the process of development in modern society.

Carmella (2009:74) studied the social impact of the Internet in modern society and amplified that Internet had emerged as a powerful media of communication which allowed the people all over the world to communicate with the likeminded persons. The study revealed that high Internet exposure among the students and other users brought about considerable decline in social mobility and interaction.

Dala (2009:103) carried out a study on the Internet access in the academic libraries and enumerated that such libraries did not receive adequate funding to support their day-to-day activities. The researcher suggested that mobilization of adequate financial resources would facilitate better information and communication infrastructural development in the academic libraries of schools, colleges and universities. The study also suggested that professional librarians, teachers,
researchers and students should be provided adequate training and orientation in order to ensure optimum utilization of Internet based information services.

Forrester Research (2009:141) conducted a study on the global presence of Internet and delineated that the emergence of online communication brought about remarkable changes in the world. The study revealed that Internet and other new media have raised new challenges and opportunities to the mankind in the new millennium. The researcher suggested that policy makers across the world should bridge the digital divide and facilitate participatory learning and development in order to establish a just society.

Krause (2009:238) assessed the Internet exposure, access and impact on human behavior in modern society and observed that maximum Internet exposure made the users highly self-centered and socially immobile. The researcher suggested that Internet users should be enabled to cultivate pro-social behaviors and learn responsible mannerisms in modern society. The study also reported that healthy Internet exposure would discipline the lives of the teachers, researchers, students and other sections of the society.

Lenhart (2009:258) analyzed the Internet exposure among the adults in modern society and noted that young and educated adults increasingly used the Internet services in modern society. The study also yielded several gratifications for Internet use including privacy and entertainment. The researcher observed that Internet exposure should be scientifically evaluated in order to exercise necessary checks and balances and safeguard the interest of young generation of Internet users.

Naik and Akshatha (2010:331) examined the Internet access and utility in the Indian educational institutions and pointed out that virtual libraries had come into existence in order to cater to the changing needs and demands of teachers, students and librarians. The researchers have suggested that virtual libraries need strategic planning and development of cost-effective information technologies in order to provide high quality Internet services to the teachers, researchers, students and other users.

Nkanu and Okon (2010:342) evaluated the digital divide in Nigerian society and reported that the widening imbalances of access to ICT had resulted in
inequitable access to ICTs and other Internet-related technologies associated with the provision and use of information services in Nigerian libraries. The study also focused the need and importance of empowering the teachers and students in various educational institutions through meaningful utilization of Internet based information resources and services.

Pastula (2010:358) explored the Internet exposure, access and utilization by the beneficiaries of distance educational institutions and stated that emergence of Internet based resources and services brought about the interactive learning in modern society. The study also focused the need and importance of empowering the teachers and students in various educational institutions through meaningful utilization of Internet based information resources and services.

Ramesh (2010:378) studied the Internet exposure, access and utility in modern libraries and amplified that Internet and the Web have grown in leaps and bounds over a period of time and accelerated the problem of information explosion. The study reported that the web has been considered by many as the worlds’ ultimate virtual library. The researcher suggested that modern educational organizations should have a well organized Internet based information resources and services in order to empower the teachers and students in modern society.

Rao and Choudhury (2010:380) carried out a study on the Internet infrastructural facilities and services in modern society and enumerated that Internet infrastructure had played a critical role in the academic system for meeting teaching, learning and research needs. The study revealed that Internet infrastructural facilities were not good enough in the school, college and university libraries. The researchers suggested that development of trained and competent manpower would facilitate standardization of services in the institutions concerned.

Bajaj (2011:27) conducted a study on the presence, role and gratification of Internet in Indian society and delineated that demographic variables played a crucial role from the point of view of Internet exposure among the people in India. The study also revealed that Internet affinity of the users was primarily dependent on socio-demographic variables of the users. The researcher called upon the policy makers to put an end to digital divide and facilitate participatory communication democracy and development in India.
Ohri (2011:350) assessed the rise of the mobile web in modern society and observed that modern users gained the benefit of exposure to media including the Internet based on the demographic factors and gratification sought from the media. The study revealed that Internet exposure among the young generation had become a daily routine in modern society since the Internet use brought about a new phenomenon called ‘habit formation’.

Dhaha et.al. (2013:491) examined the uses and gratification of face book among Somali youth and pointed out that Somali youth were motivated by virtual companionship escape, interpersonal habitual entertainment, self-description of own country, self-expression, information seeking, and passing time gratifications. The scholar suggested that face book could be used as promotion tool for a country like Somalia.

### 2.7 New Media Use Pattern Studies

Coffey and Stipp (1997:89) analyzed the interactions between Internet and television use among the adolescents who were primarily college students. The study revealed that Internet attracted the students in good number especially in the cities and townships rather than rural and remote areas. The researchers suggested that modern communication infrastructural facilities including the Internet should be made available to the young generation in order to make them educationally sound and competitive.

Singh (1997:420) examined the Internet based information resources and services in Assam and pointed out that modern users depended on Internet in order to seek various gratification. The researcher suggested that Internet users should be trained and motivated to make use of Internet based information resources and services in modern society.

Wallace (1997:466) evaluated the Internet uses and gratification and reported that Internet emerged as a prominent source of information and entertainment in modern society. The study revealed that computers and Internet use increased among the professionals, researchers and students at various educational institutions, research organizations, development institutions, corporate houses and so on. The researcher recommended that teachers and students in schools, colleges and
universities should be given proper training and guidance regarding the judicious use of Internet-based resources and services.

Borgman (2000:57) examined the evolution of communication from Guttenberg to the Internet and pointed out that modern educational institutions were not fully and properly equipped with the advanced Internet based resources and services. The researcher highlighted importance of empowering the teachers and students in various educational institutions through meaningful utilization of Internet based information resources and services.

Ferguson and Perse (2000:130) evaluated the role of Internet as a functional alternative to television and reported that young adults considered the Internet as a functional alternative to gathering academically and socially relevant information services. The study revealed that Web surfing did not provide relaxation as much as television because the interactivity of the Internet and the effort to ‘click’ to go to other sites might demand more involvement and attention than flipping channels on television.

Bhat (2001:49) explored the attitude of teachers towards Internet based information resources (EIS and CD-ROM Databases) and stated that the students had moderate exposure to Internet in modern society. The study recommended for the development of latest and best infrastructural facilities and regular orientation to the high school teachers and students on the use of Internet in order to improve the use of information resources.

Park (2001:354) studied the Internet access, uses and gratification in Korea and amplified those Internet resources and services have emerged and a transition to the knowledge -based education and economy had occurred in the study area. The researcher observed that application of ICT would enhance the effectiveness of educational services and organizational functioning in this age of technology revolution. The study also presented certain norms and guidelines for the betterment of the Internet exposure among the young generation of users.

Hillier et.al (2001:181) examined the impact of Internet on young users and observed that the use of the Internet by same sex attracted young people (SSAY). The study revealed that Internet access has considerably increased in Australian homes at
a rapid rate, with more than 75% of young people under the age of 18 years accessing the Net. The scholars suggested that the relationship between sexuality and new media should be examined extensively by the future researchers.

Haddon (2002:160) evaluated the mobile use patterns of youth and reported that young generation was attracted by new media power which made visible difference in their lives. The study revealed that the technology, functionality and symbolism of mobile use should be systematically examined by the future researchers. The scholar suggested that parents, teachers and other stakeholders of social welfare should monitor the new media use pattern of young audience and suggest effective preventive and promotional measures.

Bonfadelli (2002:56) carried out a study on the role of Internet and identified the knowledge gaps between the information have and information have nots in modern society. The study revealed that it is possible to predict Internet exposure based on the gratification sought from the medium. The researcher also observed that habit formation was a major factor associated with the uses and gratification of Internet in modern society.

Bubas and Htinski (2002:65) conducted a study on the predictors of Internet use and delineated the potential dimensions of Internet affinity among the users. The study revealed that digital divide had shrunk in terms of sheer numbers. The study also focused the attention of the researchers on the relationship between the demographic variables and application of new information and communication technologies in modern society.

Hargittai (2002:174) assessed the second level digital divide related differences in people's online skills and observed that access and ability were two disparate issues within the digital divide. The researcher referred to this phenomenon as ‘second level digital divide’ which has brought about by the social and economic inequities.

Jones (2002:213) analyzed the uses and gratification of Internet among the college students in the European context and noted that the users turned to the net since it had certain abilities to fulfill the information requirements of the people on
round the clock basis. The study revealed that Internet environment is perceptually different and more demanding than traditional media such as television.

Mazalin and Moore (2004:304) assessed the Internet use, identity development and social anxiety among young adults and found that the potential for increased social isolation from ‘over involvement’ in online activities or, conversely, the Internet’s possibilities for enhancing social relationships, may be particularly salient during young adulthood and adolescence because of the special importance of the peer group during this developmental phase. The scholars suggested that parents, teachers and behavioral scientists should suggest appropriate methods of Internet use.

Market Analysis and Consumer Research Organization (2004:298) assessed the mobile phone usage among the teenagers and youth in Mumbai and reported that more people under 30 age group used wireless applications for organizing their academic and personal lives better. The study also revealed that most of the contents on the wireless web was youth and entertainment oriented. The study suggested that youth should be protected from certain contents which promoted sexuality.

Ani et.al (2005:17) examined the extent of Internet use in university libraries in Nigeria and pointed out that only six university libraries were fully computerized, nine were partially computerized and seven university libraries had installed local area networks. The researchers suggested that policy makers should develop the Nigerian libraries network and academic libraries network in order to cater to the developmental needs of teachers, students and other users of Internet resources and services.

Hiebert (2005:180) evaluated the Internet access, uses and gratification and reported that Internet had emerged as an informal university to the mankind including the teachers and students at schools, colleges and universities. The researcher called upon the policy makers to facilitate better training and orientation to the users’ community on the application of new communication technologies including the Internet in modern society.

Eunson (2005:128) explored the variables associated with Internet exposure and gratification in the new millennium and stated that Internet and other channels
had become primary sources of information and education to the teachers, researchers, students and other users in modern society. The researchers primarily dealt with the Internet based information resources and services from the point of view of teachers, students and librarians. The researcher suggested that Internet based information resources and services should be popularized among various sections of users included the teachers and students.

Livingstone (2005:277) carried out an investigation on the inequalities and the digital divide in children and young people’s Internet use in United Kingdom and delineated that considerable academic and policy attention had recently addressed the so-called ‘digital divide’ in the UK and elsewhere. The scholar also noted that very little research has addressed children and young people in relation to the digital divide.

Livingstone et.al (2005:281) conducted a study on the Internet literacy among children and young people in United Kingdom and enumerated that the various dimensions of Internet literacy were not adequately examined by the researchers. The study revealed that parental regulation of children’s Internet use should be addressed by the researchers. The scholars suggested that parents and teachers should monitor and guide new media use patterns of young users.

Macgregor (2005:288) studied the relationship between Internet affinity and uses and gratification of Internet and amplified that the nature of information in the twenty-first century presented the informatics community with new and difficult challenges. The researcher also noted that the informatics community created innovative models to accommodate the inherent characteristics of information. The researcher suggested that understanding of the precise nature of Internet offered new perspectives on how the informatics community should view information in the twenty-first century.

Livingstone (2006:265) explored the opportunities and constraints framing children and young people’s Internet use and stated that Internet delivered new opportunities for information, education, communication, entertainment or even, more grandly, ‘empower’ by users in relation to identity, community, participation, creativity, democracy. The study revealed that the stakeholders of youth welfare and
education should critically appraise the emerging balance between opportunities and constraints of Internet usage.

Chakraborty (2006:75) investigated that mobile phone usage patterns among the university students and reported that there were similarities in the perception of mobile phone usage in public settings. The study revealed that the similar patterns were result of the mobile phones being used as a basic voice-based communication device. The scholar suggested that future research could be carried out on the mobile phone use patterns and effects of mobile phone on young people to adopt healthy practices.

Greenfield and Zheng (2006:151) assessed the way how children and adolescents lived in a new, massive and complex virtual universe, even as they carry on their lives in the real world. The study revealed that Internet had made considerable difference in the lives of children and adolescents in modern times. The scholars suggested that communication on the Internet; cognitive development, academic achievement, and the Internet should be examined by the future generation of researchers in detail.

Halewood and Kenny (2007:165) evaluated the role of information and communication technologies in the lives of the young people and reported that new media played an important role in the empowerment of people. The scholars suggested that rigorous analyses of costs and benefits of new media should be worked out by the experts to facilitate optimum use of new media for the development of youth.

Lee and Chae (2007:256) assessed the children’s Internet use in a family context, its influence on family relationships and parental mediation and observed that total time using the Internet was related to perceived declines in family time but not related to family communication. The influence of the Internet on family time and family communication differed by the type of children's online activities. The analysis of the relationship between parental mediation techniques and children's online activities indicated that parents' recommendation of useful Web sites and co-using were positively related to frequency of children's educational online activities. However, parental restrictions on time and Web sites did not alter children's actual Internet usage, according to the study.
Livingstone (2008:278) analyzed the young people’s negotiation of new online opportunities in the age of Internet literacy and noted that learning had been removed from the home, the streets, or the community and had been replaced by an organized and regimented institutional setting where rewards, punishments, and the ideas and skills to be learned were provided by an authority other than the more familiar and personal authority of family and community members. The scholar also noted that high degree of Internet use affected the socialization of young people in the age of network development.

Buckingham (2008:68) examined the relationship between the youth and digital media and reported that documenting how specific youth take up particular forms of media with diverse learning outcomes is critical in modern times. The study revealed that children and youth were at the forefront of experimentation with new media forms and mobilized digital media to push back at existing structures of power and authority. The scholar suggested that understanding the relation between digital media and learning is urgent because of the scale and the speed of the changes that are afoot.

Tulika (2008:445) carried out a study on the relationship between the culture and Internet affinity and enumerated that Internet had considerable impact on the socio-cultural aspects of modern society. The researcher also noted significant association between the Internet exposure and culture of the people in the age of globalization of media. The study also reported that Internet had gained the capacity to change the culture in the present times. The researcher suggested that transnational corporations should not be allowed to use new media including the Internet for the purpose of cultural degeneration.

Buckingham (2008:68) examined the relationship between digital media and learning and pointed out that neither youth nor digital media were monolithic categories; documenting how specific youth take up particular forms of media with diverse learning outcomes is critical to this series as a whole. The study revealed that digital media were highly effective tools of learning for the young generation of students.
Taylor and Francis Group (2008:441) carried out an extensive review of literature on mobile use in the developing world and delineated that mobiles contributed to livelihoods and well-being in resource-constrained settings. The study revealed that past studies provided insight into how mobile use reflects and structures each of these large-scale social processes. The study also stated that new media would contribute to economic development in modern times.

Ravichandran (2009:381) explored the new media use patterns of teenagers and stated that teenagers with their mobile phones were out of control for them. The study revealed that teenagers lost control over the information enabled by their mobile phones. The scholars suggested that the negative impacts outweighing positive purposes with teenager’s mobile phone usage should be examined by the future researchers.

Horgan and Sweeney (2010:387) examined the young students’ use of the Internet for mental health information and support and noted that many websites offered information and support for mental health problems to the young generation. The study revealed that a good number of young people searched for mental health information online, predominantly on depression. The scholars concluded that young people are willing to use the Internet for mental health information and that it represents a viable source of support for this age group.

Vahlberg (2010:454) conducted a study on the media use patterns of youth and amplified that new media had made considerable difference in the lives of the young people. The study revealed that new media produced different set of human values and lifestyles. The scholar suggested that the impact of new media on youth should be evaluated by the researchers to reduce the negative effects.

O’Brien (2010:347) studied the relationship between the youth culture and mobile phone and indicated that youth culture is identified in terms of consumption patterns, lifestyles and other aspects. The study revealed that youth culture was a site of corporate-driven commoditization. The scholar further observed that the mobile phone allowed young people to perform and maintain peer group associations, through which forms of solidarity, identification and differentiation are created.
Shivaprasad et.al. (2010:417) conducted a study on the relationship between the psychological variables and Internet affinity among the users and delineated that engineering college teachers used Internet resources for academic purposes. The study revealed that Internet resources had become the vital part of modern teachers, students and researchers in Indian society. The researchers suggested that professional librarians should be enabled to plan and develop Internet resources in providing modern services to the teachers, students and other users.

Sridevi (2010:424) assessed the attitude of secondary school teachers towards Internet and observed that a minority of the teachers showed favorable attitude towards Internet when compared to government school and rural school teachers. The study also revealed that urban school teachers and science teachers have a highly favorable attitude than arts teachers and rural teachers towards Internet. The researcher suggested that private and public schools should be enabled to develop necessary electronic infrastructural facilities and train the teachers in order to facilitate better Internet in modern society.

Konnur and Kavita Rao (2010:236) analyzed the relationship between information literacy and Internet exposure in Indian educational institutions and noted that information literacy was not integrated with the formal education curriculum in India. The researchers have suggested that a multi-disciplinary approach to information literacy research and instruction would create opportunities for decentralization and utilization of Internet based information resources and services in India.

Center on Media and Human Development School of Communication (2011) assessed the media use among different children in modern times and reported that children had spent considerable amount of time on new media. The study revealed that media habits varied from culture to culture and country to country. The study suggested that young generation should be protected from the ill-effects of new media.

Sridhar (2011:425) examined the nature of the countless netizens who gained the benefit of Internet exposure for various reasons and pointed out several factors associated with Internet exposure. The study revealed that most of the Internet users
in modern society did not possess the technological, social and communicative competencies which enabled them to distinguish between safe and unsafe situations (both online and offline).

Tynes and Williams (2011:452) evaluated the development and validation of the online victimization scale for adolescents and reported that several factors were responsible for the adolescents’ online-offline dating behavior. The study revealed that teenagers were mostly affected adversely by their Internet exposure since they were not skilled, informed and competent actors.

Shields and Kane (2011:416) explored the social and psychological correlates of Internet use among college students and stated that Internet used is related to college students’ face to face relationships with friends and acquaintances. The study revealed that wireless Internet use was associated with face to face Interactions with friends and other associates. Specifically, wireless Internet use at school and hotspots was positively related to time spent with friends and acquaintances in modern society, according to the study.

Loan (2011:283) assessed the media preferences of the net generation college students and reported that there was a strong competition between print and electronic media in attracting students’ time and attention. The scholar noted that the study should assist the media professionals and library/ information managers to adopt the technologies as per the changing preferences of the net generation students.

Ahn (2011:06) examined the uses of social network sites and found that youth spent a considerable portion of their daily life interacting through social media. The study outlines the theoretical frameworks researchers have used to understand adolescents and SNS. It also brought together work from disparate fields that examine the relationship between SNS and social capital, privacy, youth safety, psychological well-being, and educational achievement. These research strands speak to high-profile concerns and controversies that surround youth participation in these online communities, and offer ripe areas for future research.

Bartlett and Miller (2011:34) studied the impact of Internet on youth and amplified that Internet had become the greatest source of information to the young
people. The study revealed that the information resources and services were central to forming the attitudes of people about the world around them. The scholars suggested that young generation should be properly guided about positive use of Internet and other new media in modern times.

Rozukalne (2012:397) examined the young people as a media audience from content to usage processes in Europe and stated that new media attracted the young people and brought about interactive learning on account of the salient technological features. The study revealed that social conditions normally impact the new media usage of young people. The scholar suggested that new media use pattern should be examined to improve the learning conditions and competence of the users.

Findahl (2012:132) explored the new media uses and opportunities and observed that the new media had become a prominent source of education and entertainment to the young generation in modern society. The study revealed that the results could be used to interpret the current scenario, but also comprise comparative data for specialist studies in selected areas, and could be used in comparisons with similar surveys in other countries within the World Internet Project.

Wilson (2012:481) studied the relationship between Internet exposure and social and cultural variables and amplified that the Internet users were attracted by western culture and experienced displacement of existing media and patterns of behavior. The study also revealed that the cultural options available in an online environment was dominated by the mass-market productions and changed the perceptions of users about the culture and society. The researcher also noted that more Internet users gained greater access to cultural objects.

Baboo et.al (2013:25) evaluated the relationship between new media and young people in Malaysia and reported that new media technologies formed an important part of young people’s lives. The study revealed that it is important for stakeholders to understand the needs of young people and the ways new media is appropriated in their growing lives. The scholars built upon new media studies in developing a framework for studying young people’s patterns of engagement with the new media in contemporary media landscape in Malaysia.
Beniwal and Sharma (2013:43) studied the explosive growth of mobile technology and its potential impact on youth and education and observed that there had been a drastic change in the pattern the people interacted and communicated with each other with the help of new media. The study revealed that the impact of mobile devices on education had become an important subject from research point of view.

Halder and Jaishankar (2013:164) analyzed the use and misuse of Internet by rural youth in India and noted that students were not fully aware of the privacy issues, including copyright infringement and plagiarism issues with regard to on-line materials. The study revealed that fear of media exposure and presumption of harassment of the victims themselves were biggest reasons for these students which restrain them from thinking of reporting crimes to the police. The scholars suggested that students should be educated about new media use patterns and their effects.

Azizi and Yeshodhara (2013:24) evaluated the level of Internet competency among bachelor degree science students and noted significant differences among bachelor degree science students of different types of colleges in the level of total IC and in the components of Communication and Collaboration, General Webpage Using, Computer general knowledge, Computer General ability, Information Management and Information Search

Joorabchi et.al. (2013:214) assessed the relationship between Internet usage and positive youth development in Malaysia and found that Internet is the fastest way to gain knowledge in modern times. The study revealed that students had cultivated a positive attitude towards Internet. The scholars suggested that Internet usage pattern should be regulated by the authorities concerned to safeguard the interest of students.

Arpit and Anand (2013:20) carried out a study on the usage pattern of Smartphone among students and reported that consumer’s usage behaviors such as using Smartphone for email, web browsing, gaming, and document reading were examined by the researchers. The scholars also presented fundamental information regarding the trends in the Smartphone market and usage behaviors in India. Such information are useful for academics for the development of future works in the
field, whereas for Smartphone manufacturers, application developers and other stakeholders, they are able to plan their direction in the Indian Smartphone market.

Jena (2014:202) examined the Smartphone usage among the students and stated that Smartphone attracted the young generation. The scholar looked into the usage, perceived effect and implications of Smartphone on the academic performance of the post-graduate business management students in India. The scholar suggested that the effects of Smartphone should be examined by the researchers to enhance its utility and relevance in contemporary society.

Shivarudrappa (2014:418) studied the new media usage among students in Karnataka state and reported that new media had greater impact on the old media in the urban towns unlike the semi-urban and rural areas which are just experiencing the Internet. The study arrived at the conclusion that “no newly introduced mode of communication or combination of new modes wholly replace or supplant the new ones.” The scholar suggested that future researchers should examine the effects of new media on the personal and academic progress of the students.

Raman and Pramod (2014:377) assessed the mobile usage among the youngsters and predicted certain factors that might influence mobile addiction. The study revealed that many youngsters used this device as a communication and entertainment tool. In the present day addiction to information technology, with specific reference to mobile phone, is of high concern. The scholars suggested that future researchers should examine which influence the usage of mobile phone.

Azizi (2014:23) examined the relationship between Internet competency and academic achievement of science students and noted that component of information search significantly and negatively correlated with AA of science students in bachelor level with different combination of subjects (PMCs, PCM, and CBZ). Further results showed that in total there was no significant positive relationship between IC and AA of Science Students in Bachelor Level.

Nagaraju and Roja (2014:329) analyzed the Web searching behavior of Ayurvedic medical students and identified the different aspects of web searching behavior of Ayurvedic medical students in terms of experience with web, frequency of use, purpose of use, search technique, favorite search engine, problems encounter
in using web and the level of satisfaction etc. The scholars pointed out that majority of the respondents searched required information through their mobile phone and the favorite search engine is Google.

Jisha and Jebakumar (2014:207) evaluated the usage of Whatsapp which is a trend setter in mobile communication among youth and reported that people use it for the exchange of emotional intimate content and also to co-ordinate their everyday life. The study revealed that the groups that youth create with friends and colleagues help them to share their ideas, thoughts and emotions. The youth in India made a gradual shift from all social networking sites to WhatsApp in a short span of time. The scholars suggested that the effects of Whatsapp should be examined to protect the interest of the youth and other users.

Kumar and Samuel (2014:246) explored the college students’ mobile phone usage and stated that the attractive features of the mobiles had netted the adolescents to explore it up to the maximum. The continuous usage by the adolescents to an extent made them addicted to it. This addictive behavior is also been referred to as the non-drug addiction of the 21st century. The scholars suggested that new media use patterns of the college students should be disciplined on the basis of suitable regulatory mechanisms.

### 2.8. New Media Uses and Gratifications Studies

Varalakshmi (1993:456) carried out a study on the uses and gratification of Internet among teachers and students of high schools and colleges and enumerated that the teachers and students preferred the use of Internet based information resources and services which emerged as prominent source of information and guidance. The researcher suggested that the educational institutions should have a well equipped virtual library which would benefit the teachers and students in modern society.

Kuhlemeier and Hemker (1994:245) examined the impact of computer use at home on students’ Internet skills from behavior research and therapy points of view. The study revealed that students in pre-university education, third-graders and non-minority students appeared to have better Internet skills and a more
advantageous home computer use than students in pre-vocational education, first-graders and minority students, respectively. The scholars also noted that the Internet skills of girls were hardly less developed than those of boys. Home access to e-mail and the extent to which students use the home computer for surfing, e-mailing, chatting and text processing were found to be substantially related to Internet and computer skills.

Bell (1997:39) conducted a study on the practical utility of Internet based information resources and services and delineated that teachers and students found new opportunities in the Internet. The researchers primarily dealt with the Internet based information resources and services from the point of view of teachers, students and librarians. The researcher suggested that the service providers and users in modern educational institutions should be provided practically relevant orientation in order to ensure optimum utilization of new technologies and opportunities for the expansion of knowledge.

Kim (1997:234) assessed the Internet exposure and utility among the young generation of users and observed that young users had spent their time on various activities which benefited them academically and otherwise. The study revealed that youngsters who had high Internet exposure spent more time with other media, more time on some kind of physical activities, and were more socially involved. The Internet provided a place for communication and social relationships for users. The researcher suggested that students should be encouraged to make use of Internet for academic purposes in a judicious manner.

Kraut et.al. (1998:240) examined the impact of Internet on social involvement and psychological well-being of the users and pointed out that greater use of the Internet was associated with declines in participants’ communication with family members in the household, declines in the size of their social circle, and increases in their depression and loneliness. These findings have implications for research, for public policy, and for the design of technology.

Eighmey and McCord (1998:125) analyzed the uses and gratification of sites on the World Wide Web and noted three motivations such as personal relevance, information, involvement and entertainment. The researchers also found evidence of
Internet users’ developing parasocial relationships with websites that projected strong personalities in the society.

Flaherty Pearce and Rubin (1998:134) examined the uses and gratification of Internet on the basis of advanced research methodologies and instruments in order to detect the Internet gratification. The researchers observed that Internet exposure was not an effective functional alternative from the point of view of users. The researchers also considered uses and gratification approach as an ideal method of examining the role of Internet in modern society.

Kaye (1998:226) evaluated the uses and gratification of the World Wide Web and reported that young generation of students in colleges and universities increasingly utilized the Internet based information resources and services for their personal and academic purposes. The researcher suggested that policy makers, administrators and professionals should put forth integrated efforts for systematic utilization of web based resources for the academic and professional progress of teachers and students in the new millennium.

Izenberg and Lieberman (1998:196) explored the relationship between Internet exposure of students and uses and gratification of Internet among the students and stated that Internet-based information resources and services provided academically useful and relevant support to the teachers and students in modern society. The researchers suggested that modern information users including the students and teachers should be enabled to utilize the Internet-based services for their personal and academic purposes.

Kraut et al. (1998:240) studied the social impact of Internet in terms of social involvement and psychological well-being. They argued that despite the fact that the Internet was used as a communication tool and had far more social aspects than television, heavy Internet use reduced social involvement in terms of face-to-face contacts with close friends and family. The researchers concluded that Internet use was associated with the decline of social involvement as measured by communication within the family, size of local social network, and psychological well-being.
Bakos (1998:29) carried out the emerging role of electronic marketplaces on the Internet and enumerated that Internet emerged as the prominent means of online communication between the service providers and customers including the teachers, researchers and students in various educational institutions. The researcher suggested that application of online advertising technologies and strategies would bridge the communication gap and facilitate interactive communication between the suppliers and consumers in modern society.

Angleman (2000:16) conducted a study on the uses and gratification of Internet on the basis of a systematic factor analysis and delineated that Internet affinity was primarily based on media use patterns, uses and gratification. The study revealed that the users primarily depended on Internet since the motives functioned in concert with one another to produce certain patterns of Internet gratification.

Ebersole (2000:124) assessed the uses and gratification of Web among students and observed that about 36 items reflected the motives for information seeking through Internet. The study yielded different motives in America, Netherland and South Korea. The study highlighted the fact that such differences across cultures prevailed because of the demographic features of the respondents.

Hanjun (2000:170) analyzed the uses and gratification of Internet from the point of view of users’ motivations for using the Internet and noted that several Internet motives including self-expression and self-improvement had considerably motivated the students. The study revealed that it was possible to predict Internet exposure among the students and other users based on the gratification sought from the Internet.

Kiesler et.al. (2000:232) examined the negative dimensions of Internet exposure and affinity and pointed out that Internet had caused people to become socially isolated since they wrongly perceived that Internet was a substitute for social activities. The study revealed that maximum Internet use had led to reduced social interaction among the users.

Norris (2000:346) evaluated the uses and gratification of Internet and noted that digital divide still existed in modern society on account of social and economic
inequities. The study revealed that the potential of Internet to bypass established institutional channels helped to reduce dependence on various monopolistic sources of information and influence.

Slade (2000:422) explored the uses and gratification of Internet and stated that maximum Internet exposure adversely affected social involvement and psychological wellbeing of the users. The researcher observed that Internet use reduced the time available for family and friends. The scholar suggested that young generation of users should be motivated and guided properly to ensure constructive utilization of new media for development purpose.

Teo and Lim (2000:443) studied the gender differences in Internet use and task preferences and amplified that the gender variable also considerably defined the uses and gratification of Internet. The researchers identified gender differences in terms of perceived ease of use, perceived usefulness and perceived enjoyment of Internet. The study revealed that males reported significantly higher mean scores than females.

Flanagin and Metzger (2000:135) conducted a study on the perceptions of Internet information credibility and delineated that the credibility of the Internet as a medium is questionable. The study revealed that the information services which were available on the Internet were unchecked and that anyone could be an author on the Internet in the absence of suitable checks and balances. The researchers also noted that information from the Internet was perceived as credible as the other media including, radio and television although the newspaper was perceived the most credible medium.

Kayany and Yelsma (2000:225) assessed the displacement effects of Internet and other online media in the socio-technical contexts of households and observed that Internet exposure among the students brought about the time displacement for other activities such as studies, sports, recreation and so on. The researchers suggested that students, parents and teachers should be guided properly about the healthy and constructive exposure to Internet in modern society.

Oravec (2000:351) analyzed the uses and gratification of Internet in modern society and noted that the Internet not only offered a new way to communicate with
people but also enabled them to connect with a virtual community where people have shared interests. The study revealed that the notion of ‘neighbor’ was changed from only the individuals who lived nearby to include those whom people meet and maintain relationship on line. The researcher pointed out that the role of computers as a prosthetic device catapults one into cyber spatial interaction.

Pew Research Center (2000:366) examined the role of Internet in the cultivation of relationships with family and friends and pointed out that the Internet veterans performed more things, used the Internet more frequently and longer. The study also reported that Internet use patterns seemed to change over time from fun, to information seeking, to more important things like job searching, to more difficult things like online banking and shopping.

Castells (2001:76) evaluated the uses and gratification of Internet and reported that the textual nature of cyberspace allowed the users to overcome ‘identity fixes’ such as gender, looks and disabilities. The study revealed that users maintained several online communities to overcome the confines of real life in cyberspace and envisioned cyberspace as a utopian universe for achieving equality.

Subrahmanyam et.al. (2001:433) analyzed the impact of computer use on children's and adolescents' development and noted that in recent years, electronic games, home computers, and the Internet had assumed an important place in the lives of young people. The study revealed that Internet had a great effect on young people. The scholars concluded with recommendations for future study in order to better understand the growing impact of computers on our youth.

Charney and Greeberg (2001:82) explored the uses and gratification of the Internet and stated that the interactive dimensions of the Internet set this medium apart from other forms of communication. The study revealed that educational, social, economic, political and cultural environments also changed with the increasing influence of Internet exposure among the users in modern society.

DiMaggio et.al (2001:113) studied the uses and gratification of Internet and mobile phones and amplified that these new tools and technologies had become necessary tools of educating the people including the students on all aspects of human life. The researchers also pointed out that Internet had affected the people
socially and culturally in view of its inherent qualities. The researchers suggested that the nature and scope of social networking sites should be studied extensively in future in India and other developing nations.

Flanagin and Metzger (2001:136) carried out a study on the Internet use in the contemporary media environment and enumerated that net-based technologies have provided answers to many problems of the people. The study revealed that no other media had incorporated more cultures, belief systems, communication methods and global considerations than the Internet.

LaRose, Eastin and Gregg (2001:252) conducted a study on the Internet paradox in the light of social cognitive explanations of Internet use and depression in modern society. The researchers delineated that students and adolescents were the active Internet users since they found it as an alternative to a companion in modern society. The study suggested that Internet exposure among the students should be scientifically evaluated in order to prevent the harmful effects and facilitated healthy personality development of students in modern society.

Leung (2001:262) assessed he gratification, chronic loneliness and Internet use and observed that chronically lonely people reported less active use of the Internet since certain pre-dispositions would not lead to active media use. The study analyzed the context of the new media technologies of Internet and revealed that audiences were non-selective in the media fare they attended.

Loges and Jung (2001:284) analyzed the digital divide in the new millennium and noted that Internet provided the benefit of connectivity to the mankind. The study revealed a positive correlation between Internet exposure and academic progress of the respondents. The researchers noted that Internet provided a functional alternative to various communications media in modern society.

Mesch (2001:308) examined the social relationships and Internet use among adolescents in Israel and pointed out that most of the young Internet users in the modern educational institutions were misled by the unhealthy Internet exposure in modern society. The researcher suggested that parents, teachers, students and activists should be educated on a regular basis regarding the healthy Internet habits of adolescents who studied in the high schools and junior colleges.
Moody (2001:320) evaluated the relationship between Internet use and loneliness and reported that high Internet users suffered from loneliness in modern society. The study revealed that young children and adolescents were isolated from the studies, sports and other healthy activities on account of heavy Internet exposure in modern society. The researcher suggested suitable measures for the protection of the interest of young generation of users of Internet.

Shah et.al. (2001:409) explored the patterns of Internet use and the production of social capital and argued that not only how much people used the Internet but also how they used it should be examined in the study of impact of new media on people’s civic life. The study found that the types of the Internet use were important predictors. Although overall Internet use was positively associated with civic engagement, when type of Internet use was considered, the relationship between Internet use and civic engagement was not significant.

Norris (2001:345) studied the digital divide on the basis of cross-national differences and amplified the role of new media in civic engagement. The scholar also examined the political economy of new media management and pointed out that intervention of state was crucial for the development of new media literacy and management of new media for the development of the people.

DiMaggio and Hargittai (2001:114) carried out a study on the digital divide and noted that digital divide existed on multiple dimensions – technological access, autonomy, social support, skill, types of uses and gratifications. The scholars called upon the stakeholders of development to eradicate the digital inequality in order to facilitate participatory communication and development in modern society.

Wellman (2001:474) conducted a study on the role of computer networks as social networks and observed that computer networks were inherently social networks and the Internet could have a positive impact on community ties in modern society. The study revealed that the Internet exposure might increase the social relationships with friends and family who lived near or far.

Bentivegna (2002:44) assessed the relationship between politics and the new media and observed that the political information environment considerably changed with the application of Internet by the users for the purpose of political
communication. The study revealed that the citizens’ narrow range of information exposure driven by the new media environment affected political decision making and participation in modern society.

Delgado - Gomez (2002:108) analyzed the relationship between the adolescents and uses and gratification of Internet in modern libraries. The researchers primarily dealt with the Internet based information resources and services from the point of view of teachers, students and librarians. The researcher recommended that modern educational institutions should have well equipped virtual library in order to cater to the educational needs and demands of teachers and students.

Gross et.al. (2002:153) examined the uses and gratification of Internet among the college students who passed through the critical stage of adolescence. The researchers pointed out that young adolescents who studied in the high schools and colleges were greatly attracted by the power of Internet which is known for opportunities and threats in modern society. The researchers suggested that college students should be given adequate orientation in order to facilitate optimum utilization of Internet for constructive purposes.

Chan and Fang (2002:80) studied the role of Internet in the lives of young peoplein Hong Kong and noted that a majority of respondents aged 15 to 24 spent one to three hours per day in the internet. The study revealed that young people used Internet for listening to music and for fun. The internet was the preferred media choice for information-driven activities. Magazines retained importance for entertainment and shopping activities while the television retained importance for news and current affairs. Most of the respondents found useful web sites through search engines, according to the study.

Kraut et.al. (2002:239) evaluated the Internet paradox and noted that Internet use had positive impact on the social involvement of students and other users. The study reported that face-to-face interactions with family had increased with Internet use. The researchers also pointed out that the amount of experience with the Internet could be an important variable when studying the impact of the Internet on people’s social and psychological well-being.
Lin (2002:266) explored the perceived gratification of online media services among potential users and stated that new generation of Internet users had perceived that the medium was potential enough to liberate them. The study revealed that Internet had democratic promise and potential from the point of view of participatory democracy in modern society.

Aoki and Downes (2003:18) examined the young people’s use of and attitudes toward cell phones and pointed out that cell phones had become a pervasive new communication technology, especially among college students. The scholars studied the college students cell phone usage from a behavioral and psychological perspective and reported that young generation used modern devices for a variety of purposes: to help them feel safe, for financial benefits, to manage time efficiently, to keep in touch with friends and family members, et al. The scholars suggested that young users should be guided properly about their new media habits and effects.

Mitchell et.al. (2003:314) examined the relationship between the young people and Internet pornography. The study revealed that most youth had no negative reactions to their unwanted exposure, but one quarter said they were very or extremely upset, suggesting a priority need for more research on and interventions directed toward such negative effects. The scholars suggested that the use of filtering and blocking software should be developed and upgraded to protect the interest of youth.

Johnson and Kaye (2003:210) studied the World Wide Web in 80 ways in order to understand the motives for going online which are linked to Internet activities among politically interested Internet users. The study revealed that the cross cultural study of motives of Internet facilitated systematic examination of the uses and gratification of Internet.

Jones, Scherer and Scheufele (2003:212) carried out a study on the motivations for consumer web use and their implications for e-commerce and enumerated that Internet had the potential to create more liberated economy and expand marketing of goods and services in modern society. The study revealed that developing this electronic highway into homes, institutions and libraries is a necessity for the economic progress and emancipation of people.
Warschauer (2003:469) conducted a study on the role of new media in the process of inclusive development in the new millennium and delineated that most of the people in the developing nations remained digital illiterates and intellectually malnourished. The scholar suggested that new media literacy campaigns and infrastructure development should be undertaken to overcome digital divide and enhance the participatory communication in modern society.

Homero et.al. (2003:186) assessed the digital divide in modern society and observed that Internet had played a major role in providing alternative communication to the mankind. The study revealed that many marginal groups found their presence in cyberspace with the increasing access to Internet based information resources and services.

Kanwal and Anand (2003:219) studied the Internet addiction among the students and observed that dependence on in Internet were found to delay other work to spend time online, lose sleep due to late-night logons, and feel life would be boring without the Internet. The hours spent on the Internet by dependents were greater than those of non-dependents. On the loneliness measure, significant differences were found between the two groups, with the dependents scoring higher than the non-dependents.

Mattelart (2003:302) analyzed the salient features of modern information society and noted that Internet was a total communication medium which brought about the distance of death in all spheres of human life. The study revealed that Internet had enabled more direct forms of citizen participation and fostered reciprocal interaction between citizens and policy makers in the modern world.

Metzger, Flanagan and Zwarun (2003:309) examined the web use preferences and patterns of college students and pointed out that the low cost for senders and receivers was primarily responsible for the increasing use of Internet by the college students. The study revealed that Internet facilitated speedy and efficient sharing of information between the source and users in modern society.

Clay (2003:87) evaluated the uses and gratification of Internet in modern society among the school and college students and reported that Internet far outstripped reading storybooks or playing dress-up as the average American
student’s favorite pastime. Overall, children between the ages of two and 18 spent an average of almost five-and-a-half hours a day at home watching television, playing video games, surfing the Web or using some other form of media, according to the study.

Mitchell et.al (2003:314) examined the exposure of youth to sexual contents in the Internet and pointed out that about twenty five percent of youth had unwanted exposure to sexual pictures on the Internet. The scholars also noted that most youth had no negative reactions to their unwanted exposure, but one quarter said they were very or extremely upset, suggesting a priority need for more research on and interventions directed toward such negative effects.

Stafford, Stafford and Schkade (2004:428) explored the factors which determined the uses and gratification of Internet and stated several motivational factors. The study revealed that Internet exposure benefitted the mankind in several ways personally, educationally and professionally. The researchers reported that users depended on Internet which is a prominent means of globalization of information and communication in modern society.

Clarke (2004:86) studied the challenges in the online media sector in the post dotcom world and amplified that Internet combined within itself the features of a newspaper, radio and television. The study revealed that online communication facilitated the easy transmission of text, pictures and imagery from the sources to the target group in modern society. The researcher noted that application of Internet brought about remarkable change in the contemporary online media sector.

Mansell (2004:296) carried out a study on the political economy of new media and enumerated that a critical and comprehensive analysis of the social and economic dynamics of the production and consumption of new media was necessary. The scholar also called upon the academicians to explore new possibilities of new media management in the new millennium for greater participation of young people.

Kaye (2004:227) conducted a study on the uses and gratification of weblogs and delineated that the co-presence of vertical and horizontal communication added a new dimension to web communication in modern society. The study revealed that
the architecture of cyber communication made regulating behavior difficult. The researcher observed that web media had the potential to create a well informed and more liberated society.

Kaye and Johnson (2004:229) assessed the uses and gratification of World Wide Web from political communication point of view and observed that the increasing application of new media changed the political climate considerably. The study revealed that web media exhibited narrow information search patterns.

Marshall (2004:299) identifies and highlights the emerging cultures of new media in its actual forms in a theoretical approach. He further identifies that, their dynamic relationship with products, networks, hardware, software and practices are constantly changing in sometimes profound and sometimes banal ways.

Campbell (2005:73) analyzed the impact of the mobile phone on young people’s social life and noted that the mobile phone had turned from a technological tool to a social tool. The scholar explored the impact of the mobile phone on youth peer relationships, on family relationships and on the institution of the school. The study revealed that young people used the mobile phone in positive ways to organize and maintain their social networks. The scholar suggested that over reliance on the mobile phone for safety issues should be checked.

Wyn and Cuervo (2005:487) analyzed the role of new information and communication technologies in the lives of young people and noted that new media played an increasingly significant role in the key social and economic determinants of young people’s mental health that have been identified by the Victorian Health Promotion Foundation in its Mental Health Promotion Framework. The study suggested that researchers should provide a framework for understanding the ways in which ICTs impact on their health and wellbeing and to recommend possible initiatives within the Mental Health Promotion Framework.

Diddi and LaRose (2006:112) examined the uses and gratification of Internet with reference to the formation of news habits among college students in an Internet environment and pointed out that the users were guided by certain motivation items. The researchers also noted that Internet had become an intrinsic part of the lives of students who sought and obtained specific gratification.
Jackson et.al. (2006:198) explored the home Internet use influence on the academic performance of low income children and reported that children who used the Internet more had higher scores on standardized tests of reading achievement and higher grade point averages 6 months, 1 year, and 16 months later than did children who used it less. The study revealed that older children used the Internet more than did younger children, but age had no effect on the nature or the academic performance benefits of Internet use. Implications for the digital "use" divide are discussed.

Kumar and Kaur (2006:247) evaluated the Internet use by teachers and students in engineering colleges of Punjab, Haryana and Himachal Pradesh and reported that Internet was widely used by the teachers and students since it was better means of dissemination of information when compared to the conventional documents. The researchers suggested that user friendly mechanisms, feedback collection and up gradation of information resources and services would improve the academic and professional status of the students and teachers of engineering colleges.

Livingstone (2006:265) analyzed the opportunities and constraints framing children and young people’s Internet use and noted that the Internet had reached most homes, workplaces and communities in many societies. The study revealed that the ordinary people were struggling to come to terms with this complex and changing bundle of technologies that, supposedly, might deliver new opportunities for information, education, communication, entertainment or even, more grandly, ‘empower’ them in relation to identity, community, participation, creativity, democracy.

Jenkins (2006:204) explored the media convergence and stated that new media had gained an upper hand over the traditional media all over the world. The scholar also noted that new media offered new opportunities from participatory communication and development points of view. The scholar suggested that digitalization would solve most of the problems of the world.

Powell and Clarke (2006:370) studied the Internet based information seeking behavior of students, teachers and other sections of society and amplified that Internet use for teachers, students and other professionals had emerged as a
prominent source of information and guidance in the new millennium. The researchers adopted general population survey method to collect primary data and examine the advantages of Internet based information in modern society.

Ling (2007:268) carried out a study on the impact of mobile telephone on children and youth and reported that cell phones were used universally to develop human relations and business transactions. The study revealed that mobile telephone had ensured individuals addressable. The scholar pointed out that researchers need to follow legal and ethical issues as they are reflected in the development and maintenance of social cohesion and the process of teen emancipation.

Sulemani and Katsekpor (2007:436) investigated the information seeking behavior of high school teachers and students in Ghana and enumerated that Internet and CD-ROM On-line databases were more relevant resources of information to both high school teachers and students in the present times in the study area. The researchers had recommended for the development of information resources and services through Internet in the library.

Haddon (2008:161) assessed young people’s diverse use of multimedia mobile phones and observed that music players, enhanced texting possibilities, cameras, and location finding devices constituted the simple mobile telephone. The study revealed that multi-media mobile phones had become effective means of participatory communication and facilitated the development of individuals in several ways. The scholar suggested that researchers need to follow ethical and legal issues as they are reflected in the development and maintenance of social cohesion and the process of teen emancipation.

Hanson and Haridakis (2008:171) conducted a study on the uses and gratification of YouTube in modern society and delineated that social network sites had emerged as prominent channels of one-to-one communication in the world. The researchers also analyzed as to whether motives and individual differences predicted viewing videos on YouTube and sharing videos with others. The study revealed that YouTube offered plenty of opportunities for the personalization of communication in the new millennium.
Stald (2008:429) examined the role of mobile communication media in the lives of youth and pointed out that young people had to deal with the sometimes conflicting expectations of parents, school, and friends. The study revealed that new media enabled the youth to develop social networks and offered possibilities for testing oneself in the light of shared values, norms and codes, for negotiating collective and personal identity, and for establishing a sense of belonging. The scholar suggested that young people need to learn how to manage and to develop personal identity and the importance of social networks in modern times.

Smith et.al. (2008:364) evaluated the cyber bullying, its nature and impact on secondary school students and reported that cyber bullying was less frequent than traditional bullying. The study revealed that phone call and text message bullying were most prevalent, with instant messaging bullying in the second study. The scholars suggested that cyber victims should be reduced through effective legal and ethical norms and guidelines.

Hanson, Haridakis and Sharma (2008:171) assessed the differing uses of YouTube during the 2008 U.S. Presidential Primary Election on the basis of an enlarged motives scale. The respondents were offered 59 statements and the study revealed that political surveillance was the major gratification obtained by the respondents. The researchers also observed that social networking provided the benefit of interaction with other users personally and politically.

Han et.al. (2009:169) carried out a study on the effect of methylphenidate on Internet video game play in children with attention-deficit/hyperactivity disorder and observed that the changes in the YIAS-K scores between the baseline and 8-week assessments were positively correlated with the changes in total and inattention scores from the Korean DuPaul’s ADHD Rating Scale, as well as omission errors from the Visual Continuous Performance Test. There was also a significant difference in the number of omission errors among non–Internet-addicted, mildly Internet addicted, and severely Internet addicted participants, according to the study.

Neelamalar and Chitra (2009:336) examined the impact of new media on society and reported that a majority of current college students have had access to the Internet and computers for a large percentage of their lives. The study revealed that these digital natives see these technologies as a logical extension of traditional
communication methods, and perceive social networking sites as often a much quicker and more convenient way to interact.

Parke et al. (2009:355) analyzed the social impact of Internet gambling in modern society and noted that students and youth were considerably affected by the Internet gambling. The study also revealed that Internet gambling misled the students and youth in modern society. The researchers recommended that Internet gambling should be checked in order to safeguard the interest of students in the schools and colleges.

Guan and Subrahmanyam (2009:155) evaluated the risks and opportunities of Internet use among the youth and reported that online risks such as addiction, cyber bullying, and sexual solicitation were associated with negative consequences for youth. The scholars stated that it is important to note that not all children are equally susceptible and more research is necessary to identify the youth most at risk as well as to develop effective interventions. The Internet can also provide benefits in the areas of cognitive, social, and physical development, and can also be used to deliver treatment interventions.

Nambiar (2009:332) examined the role of Internet in the age of globalization and pointed out that Internet had served as most effective tool of journalists and other media professionals. The study revealed that Internet provided all round and all time information resources and services to the fraternity of media professionals. The researcher has also suggested that Internet should be judiciously used by the journalists and other media professionals on the basis of suitable orientation.

Anand (2009:15) evaluated the uses and gratification of web media in the new millennium and reported that no other media of communication would compete with Internet from the point of view of global coverage and impact. The study revealed that Internet reduced the role for journalism to mediate the relationship between citizens and politicians.

Batat (2009:35) examined the impact of technology development on youth and pointed out that mobile use was closely bound to the adolescent’s self-concept. The study revealed that the social, the entertainment, the self construction, the consumption skills and the self-creation dimensions linked to teen’s use of the cell
phone devices disappear or appear with the age. The findings of this study illustrate this consumption practices and provides evidence about the symbolic dimension emerging in the use of mobile phone devices among different periods of life.

Guan and Subrahmanyam (2009:155) assessed the Internet usage of youth and observed that online risks such as addiction, cyber bullying, and sexual solicitation were associated with negative consequences for youth. The study revealed that it is important to note that not all children are equally susceptible and more research is necessary to identify the youth most at risk as well as to develop effective interventions. The scholars suggested that parents and teachers should guide the youth about the positive and negative impact of new media.

Dixit et.al. (2010:116) analyzed the mobile phone dependence among medical college students and noted that there was a transformation of the cell phone from a status symbol to a necessity because of the countless perks that a mobile phone provides like personal diary, email dispatcher, calculator, video game player, camera and music player. The scholars suggested that new media use patterns of students should be regulated to minimize the ill-effects.

Pulikotil (2010:373) explored the Internet addiction among the university students and indicated that highest exposure to Internet brought about decrease in the pro social behaviors and cultivation of human relations in the sphere of higher education in the study area. The researcher also noted that students were not given suitable orientation with respect to judicious utilization of Internet based information resources and services for the academic advancement and personality development purposes.

Namsu (2011:333) studied the integration of Internet use with public spaces with respect to college students and amplified that the use of the wireless Internet had brought about the offline socializing in the study area. The study revealed that Internet exposure among the college students was not subjected to any kind of scientific evaluation and moral policing. The researcher suggested that college students should be trained formally with respect to the influence of Internet on their personality and progress.
Kraut et.al. (2011:239) carried out a study on the Internet paradox which is a social technology that reduced social involvement and psychological well-being of the young generation of users. The study enumerated that male students preferred visual stimuli (sex related websites) and female students favored enhancing relationships through communication. The researchers suggested that Internet addiction among the students should be checked in order to find out suitable protective measures and facilitate the academic progress of the community of students.

Wellman et.al. (2011:479) conducted a study on the presence of Internet in everyday life and delineated that most of the users of Internet belonged to the category of adults studying in schools, colleges and universities. The study revealed that the frequency of Internet use was not related to the displacement of individual inconvenience of the users in modern society. The researchers pointed out that the significant relationship between Internet used and quality of relationships with parents and others associates tended to be negative.

Sukanya (2012:435) assessed the socio-cultural impact of Internet on society with reference to Karnataka and observed that Internet had become a prominent medium of communication in Karnataka State. The researcher also noted that Internet has become an effective tool of enhancement of knowledge of the respondents. The researcher has suggested that adequate studies concerning new media consumption and gratification would enable the stakeholders to facilitate meaningful Internet exposure in modern society.

Bakker and Vreese (2011:28) examined the role of traditional media and the Internet in relation to young people’s political participation which has attracted a great deal of scholarly attention. The study revealed that a variety of Internet users were positively related with different forms of political participation, whereas the relationship between most uses of traditional media and participation are weak, albeit positive. The study rejects the predictive power of duration of media use but finds support for the type of media use. Positive relationships between online communication and non informational uses of the Internet vis-à-vis participation are found.
Patterson (2012:362) carried out an investigation on the impact of new media on youth and stated that humankind entered into uncharted territory, that a new virtual reality, a cyberspace of sorts. The study revealed that mobile telephony had great transformative power. The scholar suggested that the new behaviors, attitudes and values should be examined by the future researchers to enhance the power and status of new media in modern times.

Lorenz et.al. (2012:285) analyzed the e-safety strategies and noted that children who used new media had changed significantly in the new millennium in terms of attitudes and behaviors. The study reported that new media had enabled the students to become more personalized, social, open, self-regulated and oriented towards ripping, remixing, sharing, following, reflecting. The scholars suggested that new media research should be carried out adequately to bridge digital divide and promote new media literacy and use patterns.

David (2012:106) evaluated the access and utilization of information services through Internet among high school students in Bengaluru and Chennai cities of Karnataka and Tamil Nadu states respectively. The study revealed that the present new media institutions and services have undoubtedly enabled the teachers, parents and students to improve their perception, attitude, behavior and progress in modern society. The scholar suggested that the new media services have to go a long way in facilitating healthy and constructive development of the students in the age of globalization.

More and Nalawade (2012:321) conducted an investigation an Internet use and health related implications and reported that more Internet use affected the health of Internet users. The study revealed that Internet offered certain advantages and posed series of threats to the mankind. The scholars suggested that young generation of Internet users should be sensitized about the harmful effects.

American Academy of Pediatrics Council on Communications and Media (2013:13) evaluated the impact of media and technology on youth and reported that teenagers spent on average, 8.08 hours a day using various forms of media, not including time spent doing school work or talking or texting on a cell phone. This includes television, commercial or self-recorded video, movies, video games, print,
radio, recorded music, computers, cell phones, and the Internet. The study suggested that consumption of new media services should be checked in the interest of young generation in modern times.

Rudrayya (2013:399) explored the uses and gratification of Internet among college students of Karnataka State and reported that most of the under-graduates students enjoyed the benefit of access to Internet. The study revealed significant association between demographic features and uses and gratification of Internet in the study area. The scholar suggested that the future agenda for educational administrators and other stakeholders of higher educational management in Karnataka State must deal with expansion of new media, decentralization of new media, democratization of new media, localization of new media and application of new media for development in a developing state like Karnataka.

Mahmood and Akbar (2013:290) examined the manifestation of mobile phone assisted personal agency among university students and reported that three constituents of personal agency among youth; contact ability, organizability and derestriction were the prominent factors. The duration of the possession of mobile phone was found significantly correlated with the practice of mobile phone assisted personal agency. The scholars suggested further research is required to explore the impact of mobile phone use on the lives of youth who have not been enrolled in the universities.

Krithika and Vasantha (2013:242) assessed the impact of new media technologies on the young adults and reported that young students were passing through the chaos, disturbance and mental incapacitation due to new media addiction. The researchers suggested that the stakeholders of education and development should intervene and protect the interest of young generation through suitable checks and balances.

Yusuf et.al (2013:491) studied the role of face book in the lives of young people on the basis of uses and gratifications approach and reported that face book could be used as promotion tool for a country. Thus, the study suggests examining that factor in the context of countries that experience chaotic situation.
Diana and Joshma (2013:110) assessed the impact of mobile phone use on various dimensions of students’ life in a selected institution of Mangalore and found that cell phones had become common place in collage class rooms and even in student's life. The study revealed that a wide range of mobile phones had both positive and negative impact on the students’ life in all dimensions.

Hoffmann (2014:184) examined the role of new media and noted that new media had become all pervasive media of communication in the world. The scholar pointed out that the learning process had been enhanced with new, hard to find in traditional teaching, means of visualization of encountered objects. The scholar also noted that the use of the computer enables to widen the scope of exercises which develop manual dexterity and through the introduction of playful elements, makes them more attractive to children.

Muduli (2014:324) examined the addiction to technological gadgets and its impact on health and lifestyles of college students and pointed out that the dependency of people on these technological gadgets and services provided by these had reached at such level that, without these, they can’t think a step forward in the direction of their growth. The study revealed that the degree of dependency has led to addiction of the tech-devices and services. The scholar suggested that the causes and consequences of new media addiction should be evaluated by the researchers.

Sharma et.al. (2014:412) examined the Internet addiction among professional courses students and reported that male respondents were more addicted to the Internet than female. The study revealed that Internet addiction is growing problem among students of professional courses. The scholars felt that it is necessary to develop strategies for prevention of internet addiction as well as therapeutic interventions, which is vital for promoting healthy and safe use of the Internet.

Vidyachathoth et.al. (2014:458) evaluated the Internet addiction among undergraduate medical students in Mangalore and reported a significantly positive correlation between the Internet addiction test scores and the negative affect scores. A positive correlation was also found between the daily duration of internet use and negative affect scores. The study demonstrated a strong correlation between
negative affect and internet addiction, highlighting the role of affect in behavioral addictions. This correlation can be made as a useful tool in screening adolescents for internet addiction.

Modi and Gandhi (2014:292) assessed the impact of Face book addiction on the lifestyle and other recreational activities of the Indian youth. The study revealed that face book activities affected by users and caused anger, frustration, boredom and sadness. The scholars suggested that suitable investigations should be carried out to examine the adverse effects of new media on young users.

Bhise1 et.al. (2014:51) conducted an investigation on mobile addiction among students and stated that introduction of mobile phones changed the definition of communication. The study revealed that mobile addiction had increased considerably in modern times. The study concludes that the percentage of mobile addiction is more than 75% among students. It is independent of Gender but dependent of Education.

Maniar and Modi (2014:292) examined the impact of WhatsApp and the latest device had cut the distance between people. The study revealed that high majority of the Quiz group members were using Mobile data connection for using WhatsApp application. The scholars suggested that WhatsApp application should be improved on the basis of research findings and suggestions.

Abbas et.al (2015:2) carried out a study on the impact of cell phone on the health and education of youth in Southern Punjab region of Pakistan and amplified that high use of mobile phone adversely affected the health of the youth. The study revealed that improper use of cell phone also produced several negative results including accidents and deaths. The scholars suggested that cell phone usage should be improved on the basis of authentic data and suggestions.
2.9 Inferences of Review of Literature

Review of literature on the impact of new media on school going children of Mysore city and across the globe has revealed certain interesting facts which are as follows.

- Most of the studies in India and abroad were conducted on the Internet access and use patterns among various sections of society including the students.

- Majority of the studies are conducted on the new media intervention for different kinds of development in America, Europe and other developed countries of the world.

- Considerable number of studies was also conducted on new media use patterns among the teachers, researchers and students at high school, pre-university and university levels across the globe.

- Majority of the studies had dealt with the information needs and information seeking behaviors of professionals and researchers than college students.

- There are some studies, which have specifically dealt with the new media exposure, access, uses and gratification with a special focus on American and European countries.

- There are very few studies, which dealt with the new media literacy, new media management and new media consumption patterns with special reference to India.

- There are quite a few studies, which have dealt with the new media exposure, uses and impact with respect to India and other developing countries.

- Surprisingly, there are very limited studies carried out by the past researchers on the new media exposure and consumption patterns with special reference to high school students in Karnataka State of Mysore city.
2.10 Summary

Karnataka state is in the forefront from new media management point of view in Indian subcontinent. Bangalore city has emerged as the software capital of India over a period of time. The government of Karnataka is implementing the third phase of ICT project all over the state for the benefit of the state for school going children. The Mysore city continues to remain as the cultural capital of Karnataka state. Mysore city has also achieved commendable progress in the field of education ranging from lower to higher in the country. Most of the public and private schools have computer and smart class facilities in the present times. The students enjoy the benefit of exposure to new media resources and services. Few researchers have assessed the growth, development, role, problems and prospects of new media in India and abroad. However, quite a few studies are distantly related with the main theme of the present study are briefly presented in this chapter. Prominent among them include – Varalakshmi (1993), Wilson (1994), Kim (1997), Bowden et.al. (2001), Bhatt (2001), Gustavo (2001), Mesch (2001), Gross et.al. (2002), Ajayi (2004), Bryant (2004), Doreswamy (2004), Balasubramanian (2004), Kumar and Kaur (2006), Seymour (2007), Allen (2007), Hanson-Baldauf et.al (2009), Sridevi (2010), Sukanya (2012), David (2012), Rudrayya (2013), Modi and Gandhi(2014) and Abbas et.al(2015). The review of literature clearly reveals that there is not even a single study conducted by any researcher in Mysore city on the impact of new media with reference to high school students. Hence, the present investigation assumes profound academic significance.