CHAPTER- III

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this study, two States of East India are selected, i.e; West Bengal and Odisha. From each of the States three districts are selected for the study, samples are collected from different sections of the society, and then it is analyzed. The geographical and demographical profiles of the sampling area, research method, data collection method, sample, limitation of the adopted method and rationale of the adopted method are discussed in this chapter.

3.2 GEOGRAPHICAL PROFILE OF THE SAMPLING AREA

3.2.1 West Bengal

From West Bengal, three districts are chosen as the sampling area. Kolkata, North 24 Parganas and Howrah. The geographical profiles of three districts are discussed below.

Kolkata

Kolkata (coordinates: 22°23’ 0” N, 88° 20’ 0” E) is the capital of the state of West Bengal and popularly known as the cultural capital of India. The population density is 24,306/Km². The Kolkata municipal corporation has an area of 185 square kilometers, which is actually Kolkata district, but the city Kolkata is spread over other districts too. Spreading roughly north south along the east bank of the Hoogly River, Kolkata sits within the lower Ganges Delta of eastern India. The Kolkata is the main commercial and financial hub of East and North-East India and home to the Calcutta Stock Exchange.

North 24 Parganas

North 24 Parganas district is a district in southern West Bengal in Eastern India. North 24 Parganas extends from 22°11’6” N to 23°15’2” N and from 88°20’ E to 89°5’ E. The total land area is 4094Sq.Km. The population density is 2445/Km. It is
bordered to Nadia by north, to Bangladesh (Khulna Division) by north and east, to South 24 Parganas and Kolkata by south and to Kolkata, Howrah and Hoogly by west. Barasat is the district headquarters of North 24 Parganas. North 24 Parganas is West Bengal’s most populated district. It is also the second-most populated district in the country, after Thane district of Maharashtra.

**Howrah**

Howrah district is a district of the West Bengal state in eastern India. It has thousands of years of rich heritage in the form of the great Bengali kingdom of Bhurshut. The district is named after its headquarters, the city of Howrah. The Howrah district lies between 22°48’ N and 22°12’ N and between 88°23’ E and 87°50’ E. The total land area is 1467 sq.km. The population density is 3300/Km². The district is bounded by the Hooghly river and the North 24 Parganas and South 24 Parganas districts on the east, on the north by the Hooghly district (Arambagh and Shrirampur sub-divisions), and on the south by Midnapore-east district (Tamluk sub-division). On the west Howrah district is bordered by the Ghatatal sub-division of Midnapore-West district, and partly by the Arambagh sub-division of Hooghly district to the north-west, and the Tamluk sub-division of Midnapore-east district to the south-west. Boundaries of the district are naturally determined by Rupnarayan River on west and south-west, and by Bhagirathi-Hooghly river on east and south-east side. On north side, the boundary is an artificial one except for Bally- canal on northeast and Damodar River on north-west.

3.2.2. Odisha

From Odisha, three districts are chosen as the sampling area – Khorhda, Cuttack and Puri. The geographical profiles of three districts are discussed below.

**Khurdha**

The district of Khurdha includes the city of Bhubaneswar which is the capital of Odisha. The total Area is 2813 sq.km and population density is 800/km². The district Khurdha came into existence on 1st April 1993, by dividing it off its earlier Puri district. The geographic a location of Khurdha district stands at 190 55’ to 200 25’ N and 840 55’ to 860 to 5’ E. Its weather and climate is much influenced for the short distance from the Bay of Bengal and presences of a huge water body like the Chilika
Lake. It is situated in the East and Southeastern coastal plain. Khurdha is divided into two district sub-regions one is Deltaic Alluvium sub-region which comprises of 3 blocks Baliana, Balipatna and Chilika whereas Banpur, Begunia, Bhubaneswar, Bolagarh, Jatni, Khurdha and Tangi belong to Lateritic sub-region.

**Cuttack**

Cuttack district is one of the oldest districts of Odisha. It is an important city and district headquarters. Cuttack, which lends its name to the district, is known as the business capital of Odisha. Cuttack district is geographically located at \( 20^\circ 03' \) to \( 20^\circ 40' N \) and \( 84^\circ 58 \) to \( 86^\circ 20' E \). Cuttack city is flanked by Mahanadi River on the north and Kathajodi River on the south. It covers a geographical area of 3932 sq.kms. The population density of the district is 666 per Sq. Km. Cuttack is also known as the Millennium City due to its history of 1000 years and the Silver City due to its famous silver filigree works. It is also considered as the judicial capital of Odisha as the Odisha High Court is located here. It is also the commercial capital of Odisha which hosts a large number of trading and business houses in and around the city. The city is spread across an area of 192.5 kms.

**Puri**

Puri district is a coastal district on the eastern part of Odisha, India. This district derives its name from the heritage city of Puri, one of the four pilgrimage centres of India. It covers an area of 3051 Sq.kms. It is located at \( 19^\circ 28' N \) to \( 26^\circ 35' N \), and \( 84^\circ 29' \) to \( 86^\circ 25' E \). Its altitude is at sea level. The density of population is 431 people per sq.km. Puri is a city and the district headquarters of Puri district. It is situated on the Bay of Bengal, 60 km south of the state capital Bhubaneswar. It is also known as Jagannath puri after the 11th century Jagannath temple located in the city. It is one of the original Chardham pilgrimage sites for Indian Hindus. Puri Beach is a popular beach resort. Sun Temple (Konark) is at distance of around 35 km from Puri. This district comprises 1714 revenue villages. It has one subdivision (Puri Sadar), 11 tehsils and 11 blocks. Puri is the only municipality of the district.
3.3. DEMOGRAPHIC PROFILE OF SAMPLING AREA

3.3.1. West Bengal

As chosen Kolkata, North 24 Parganas and Howrah districts as sampling areas, the demographic profiles of those three districts are given below.

**Kolkata**

A resident of Kolkata is referred to via the demonym Calcuttan or Kolkatan. Bengali, the official state language, is the dominant language in Kolkata. Particularly the white-collar workforce also uses English. Hindi and Urdu are spoken by a sizeable minority. According to 2011 Census Report, total population of Kolkata is 4,496,694. The sex ratio is 908 per 1000. Literacy rate (excluding 0-6 age group), in percentage: 86.31%. Male: 88.34% Female: 88.06%.
(Source: Census Report of 2011, Government of India). Flexible production has been the norm in Kolkata, which has an informal sector that employs more than 40% of the labour force. One unorganized group, roadside hawkers, generated business worth rupees 8,772 crore (US$ 2 billion) in 2005. As of 2001, around 0.81% of the city's workforce was employed in the primary sector (agriculture, forestry, mining, etc.); 15.49% worked in the secondary sector (industrial and manufacturing); and 83.69% worked in the tertiary sector (service industries). As of 2003, the majority of households in slums were engaged in occupations belonging to the informal sector; 36.5% were involved in servicing the urban middle class (as maids, drivers), and 22.2% were casual labourers. About 34% of the available labour force in Kolkata slums was unemployed.

**North 24 Parganas:**

According to 2011 Census Report, total population of North 24 Parganas is 10,009,781. The sex ratio is 955 per 1000. Literacy rate (excluding 0-6 age group), in percentage: 84.06%. Male: 87.61% Female: 87.34%.
(Source: Census Report of 2011, Government of India). Hindu refugees from Bangladesh form 42% of the total population. The average size of agricultural landholdings is 3.2 Bighas. North 24 Parganas is one of the less economically backward districts of west Bengal, but there is chronic poverty in the southern half of the District (the Sundarbans area). Agriculture is the main stay of the people of North 24 Parganas. The regional homogeneity with the sufficient rainfall is conductive to the prosperity of agriculture.
Agriculture supports the economy of North 24 Parganas in a large scale. Since north 24 parganas is in close proximity to metropolitan city Kolkata, the economy of Kolkata supports its economy to a large extent. A bulk of people in North 24 Parganas draws their living from the industrial sectors in the core of Kolkata. Moreover the subsidiary industries are well developed in the pockets of North 24 Parganas. Food processing industries, some subsidiary schemes of the Haldia downstream projects and quite a good number of agro-based industries supports the economy of North 24 Parganas.

**Howrah**

According to 2011 Census Report, total population of Howrah is 4,850,029. The sex ratio is 939 per 1000. Literacy rate (excluding 0-6 age group), in percentage: 83.31. Male: 86.95% Female: 79.43%. (Source: Census Report of 2011, Government of India). Howrah is economically prosperous and in the recent times it is capable to compete with the other economically affluent districts of West Bengal. The economy of Howrah is predominantly industry based. Recently Howrah witnessed many industrial proposals in its score. The district is making economic progress with the mushrooming of both small and large-scale industries. Salkia in Howrah is the hub of the ship making industry in India. These industries support the domestic economy and at the same time account for the large quantity of export while enhancing the overall economy of Howrah. On other hand, though the market of jute is not comfortable, still there are about 20 jute mills here providing an ample scope of employment, supporting the local economy of Howrah largely.

**3.3.2. Odisha**

The demographic profiles of three districts - Khurdha, Cuttack and Puri, of Odisha are given here:

**Khurdha**

According to 2011 Census Report, total population of Khurdha is 2,251,673. Population density 800/km². The sex ratio is 929 per 1000. Literacy rate (excluding 0-6 age group), in percentage: 86.88. Male: 91.78% Female: 81.61%. Bhubaneswar is an administrative, information technology, educational and tourism city. Bhubaneswar is ranked as the best place to do business in India by World Bank.
Bhubaneswar has emerged as one of the fast-growing, important trading and commercial hub in the state and eastern India. Tourism is a major industry, attracting about 1.5 million tourists in 2011. Bhubaneswar was designed to be a largely residential city with outlying industrial areas.\(^{11}\)

As of 2001, around 2.15\% of the city's workforce was employed in the primary sector (agriculture, forestry, mining, etc.); 2.18\% worked in the secondary sector (industrial and manufacturing); and 95.67\% worked in the tertiary sector (service industries). In 2011, according to a study by Associated Chambers of Commerce and Industry of India, Bhubaneswar had the highest rate of employment growth among 17 tier-II cities in India. Bhubaneswar has been listed among the top ten emerging cities in India by Cushman and Wakefield, taking into consideration factors like demographics, physical, social and real estate infrastructure, current level and scope of economic activities and government support. In 2012, Bhubaneswar was ranked third among Indian cities, in terms of starting and operating a business by the World Bank. Bhubaneswar has been traditionally home to handicrafts industry, including silver filigree work, appliqué work, stone and wood carvings and patta painting, which significantly contributes to the city's economy. The late 2000s saw a surge of investments in the real estate, infrastructure, retail and hospitality sectors; several shopping malls and organized retails have opened outlets in Bhubaneswar. The Department of Industries established four industrial areas in and around Bhubaneswar, in the Rasulgarh, Mancheswar, Chandaka, and Bhagabanpur areas. In the informal sector, 22,000 vendors operate in regulated or unregulated vending zones.\(^{12}\)

**Cuttack**

According to 2011 Census Report, total population of Cuttak is 2,624,670. The sex ratio is 940 per 1000. Literacy rate (excluding 0-6 age group), in percentage: 85.50. Male: 91.11\% Female: 79.55\%.\(^{13}\) Cuttack is widely known as the commercial capital of Odisha. It is believed to have the largest GDP among all cities in Odisha due to its large business houses and wide range of industries ranging from ferrous alloys, steel and agriculture and traditional industries like textiles and handicrafts. There are many trading houses in the city renowned nationally and internationally. The Paradip port which is around 85 km from the city.
Puri

According to 2011 Census Report, Total population of Puri is 1,698,370. The sex ratio is 963 per 1000. Literacy rate (excluding 0-6 age group), in percentage: 84.67. Male: 90.85 Female: 78.28. The government of Odisha started its first centralized kitchen under midday meal scheme to feed 60,000 children in and around Puri in MOU with Akshayapatra foundation. Handicraft and cottage industries of this district are famous the world over, its original source being the temple craft of Lord Jagannath and the Sun Temple at Konark. The rich traditional culture and heritage of the district gives a boost to this industry. The important products of this industry are in applique, stone carving, patta chitra, wood carving, modern patch work, terracotta, bell metal, and sea shell items. There are also a number of small scale industries running in this district.  

3.4. RESEARCH METHOD

For the present research, primary survey based approach has been adopted to examine the basic questions related to pattern communication through SNS. For this purpose, the researcher has chosen two States namely West Bengal and Odisha. Again, to evaluate the spatial influence, three areas have been taken within each State. They are so selected such that the degree of urbanization can be treated as a variable. It is attempted to capture the information of different cross-sections of the society in terms ‘age’, ‘sex’, ‘educational qualification’, ‘profession’ and ‘income of individuals’ as well. In the analysis, these variables are treated as ‘independent variables’. The pattern of communication is proposed to be absorbed in terms of a cluster of variables which includes the medium of access to SNS and time spent and changes in the habit of users in their leisure time. Their responses regarding SNS, such as, adverse effects of SNS, most popular social networking site(s) among the sample, any changes in personal relations, in comparison with their spending time with family and friends, social issues and need of legal restrictions have been analysed.

The investigation is done State wise, sex wise, profession wise and income wise concentration of dependent variables. More specifically, it further proposes to assess
whether the independent variables such as ‘age’, ‘sex,’ ‘educational qualification’, ‘profession’ and ‘income of individual’.

The examination of the hypotheses is done with the help of appropriate statistical techniques. This research employs the method of quantitative research in addition to qualitative analysis to make an in-depth understanding of the changing pattern of communication through SNS.

3.5. DATA COLLECTION METHOD

In the study, two types of data are collected.

Primary data

To collect primary data, the analytical survey method is applied with a pre-designed questionnaire, which consists of twenty-six questions arranged in a logical order. The survey method is analytical because more than one variable is being examined to understand the changing scenario and use of communication through SNS by its users. “Both questionnaire and schedule are popularly used methods of data in research surveys” 13 (p. 104). In this research, surveyors collect data through the questionnaire by using the technique of convenient sampling (sometimes known as accidental, grab or opportunity sampling), from various aspects related to the uses of SNS. Information obtained from both secondary and primary data collected are analyzed by using conventional statistical techniques and tools. Considering the volume of data appropriate statistical package (such as SPSS) is used for analysis and observation of impact of different determinants on interpersonal and social relation.

Secondary data

Textbooks, the Internet sites, newspaper articles, brochures and annual reports are considered as secondary data to understand and analyze the theoretical framework.

3.5.1. Advantages and Disadvantages

Survey method

The survey method is a very common method to get an immediate evidence to identify any changing scenario of media environment. “Fortunately, the increased use
of surveys has created changes in the way many of the studies are conducted and reported.”  (p. 167). There are some advantages and disadvantages of survey method as well.

According to Wimmer and Dominick, the advantages of survey method are:

- “Survey method can be used to investigate problems in realistic setting. The behavior and habit of the users of SNS can be examined where they happen rather than in a laboratory or screening room under artificial conditions.
- The cost of surveys is reasonable when one considers the amount of information gathered.
- A large amount of data can be collected with relative ease from a variety of people. Surveys allow researchers to examine many variables (demographic and life style information, attitudes, motives, intentions, and so on) and to use a variety of statistics to analyze the data.
- Surveys are not constrained by geographic boundaries; they can be conducted anywhere.
- Data helpful to survey research already exist. Data archives, government documents, census materials, radio and television rating books, and voter registration lists can be used as primary sources (main sources of data) or as secondary sources (supportive data) of information. With archive data, it is possible to conduct an entire survey study without ever developing a questionnaire or contacting a single respondent”.

Wimmer and Dominick also have indicated the disadvantages of survey method over other research methods. The disadvantages are:

- “The independent variables cannot be manipulated the way they are in laboratory experiments. Without control over independent variables, the researchers cannot be certain whether the relationships between independent variables and dependent variables are casual or noncasual. That is, a survey may establish that A and B are related, but it is impossible to determine solely from the survey results that A causes B. Causality is difficult to establish
because many intervening and extraneous variables are involved. Time series studies can sometimes help correct this problem.

- Inappropriate wording or placement or question within a questionnaire (or schedule) can bias result. The questions must be worded and organized unambiguously to collect the desired information.
- The wrong respondents may be included in survey research.
- Sometimes, survey research is becoming difficult to conduct. Such as, survey through telephone”.

**Use of convenient sampling method**

Wimmer and Dominick have pointed out the usefulness of using convenient sample in research work and some problems as well. According to them:

- “These samples are readily accessible subjects for study.

- In convenient sampling method, available samples can be helpful in collecting exploratory information and useful data and in some instances; the samples are problematic because they contain unknown quantities of error. Researchers need to consider the positive and negative qualities of available samples before using them in a research study.

- Available samples are the subject of heated debate in many fields. Critics argue that regardless of what results they generate, available samples do not represent the population and therefore have no external validity.

- Proponents of using available samples claim that if a phenomenon, characteristic, or trait does in fact exist, then it should exist in any sample. Available samples can be useful in pretesting questionnaires or other preliminary (pilot study) work. They can help eliminate potential problems in research procedure, testing, and methodology before the final research study is attempted”.

99
3.6. SAMPLE:

The study has collected data mainly from urban agglomeration of West Bengal and Odisha, which includes three districts from each States that means six districts (6 districts) in total. Hundred samples from each district are approached. Among 600 respondents only 564 respondents have answered the questionnaire. Kolkata (capital city), North 24 Parganas (closest district of the state capital) and Howrah (twin city) are chosen from West Bengal and Khurdha (state capital lying in this district), Cuttack (previous – capital), Puri (most important spot in the state) are chosen from Odisha. This implies that the areas so selected will help observe incidence of SNS in most effective way because of the high degree of urbanization and availability of SNS compatible environment and infrastructure. Users of SNS whose age is 15 and above, and from different cross- sections of society, like, students, unemployed youth, employees, and housewives have been included in the sample of six hundred respondents. Sample size for each district is hundred.

3.7. LIMITATION OF THE METHOD

The present study is based on a convenient sample survey designed for West Bengal and Odisha. Here the location specificity of the problem cannot be eliminated. Moreover, the size of sample may pose a constraint, particularly in the back of the heterogeneity of the human psychology, culture, values, social crisis and need of development between two States. In addition to that, the result of the study would depend largely upon the sanctity of the response that came from the one to one interviews and the honesty of enumerators. In the study, it is analysis of sort of change in user’s psychology and habit, which is difficult to examine in deeper sense. Finally, the conclusion depends upon the time factors also, lack of time series information may act as a limitation to the study.

3.8. RATIONALE OF THE ADOPTED METHOD

The survey method through questionnaire is very common and popular method to identify any immediate effect or impact on common people or certain community or group. According to Kothari, “Quite often questionnaire is considered as the heart of
Accordingly, SNSs are very new channel of communication, asking questions to its users can give an overall picture of user’s choice, activities and views. Moreover, it appears that SNS is creating impact more or less on its each user. Therefore, convenient sampling can enlighten the usage and feelings of different segments of society. There are several studies, which are undertaken by the researchers abroad, and in India as well who have adopted the survey method to understand the effects of SNS on different segment of society from various angles. Mahat and Mundhe (2014) have also used survey method on sample size of four hundred (400) to give an insight “to the youth connection with social issues and the social networking site” 22 (p. 227) in their study, ‘Impact of Social Networking Sites (SNS) On The Youth’. This study has carried out among the youth of Sangli region of Maharashtra, India. Their findings have shown a positive approach to SNS among the youth. Malhotra Bhol and Mahakud (2014) have made a study, titled as ‘A Qualitative Analysis Of Social Networking Usage’, using “Questionnaire and semi-structured interviews were conducted on a sample of 100 undergraduate college students from University of Delhi who actively interacted on SNSs” 23 (p. 34) to identify the influence of SNS in “societal interactions and psychological well-being.” 24 (p. 34). Khedo, Suntoo, Elaheebocus and Mocktoolah (2013) have conducted a research work on the impact of the Online Socila Networks on the local youth of Mauritius, titled as, ‘Impact Of Online Social Networking On Youth: Case Study Of Mauritius’. They have carried out the study using web based questionnaire and paper based questionnaire where is needed, targeting the teenagers aged between 12 to 18. According to them:

This resulted in a very high response rate among the targeted population and ensured that responses are unique as each student obtains only one questionnaire to fill in  25 (p.3).

Farrugia (2013) has used an online-based survey method through convenient and snowball sampling in the study, ‘Facebook and Relationships: A Study of How Social Media Use is Affecting Long-Term Relationships’ 26. Khouli (2013) has conducted a study on ‘The Most Important Negative Aspects of Using Social Networking Affecting the Family Stability in Abu Dhabi- A Pilot Study’. In the announcement of the methodology, researcher has said:
This research is based on the descriptive and analytical approach. It is based on a survey of 127 families that use the social networks within the UAE as a pilot study through interviews using questionnaires designed to study the negatives and disadvantages of the use of social networks, especially because there is no specific statistically framework for the size of families used for these sites. The members of the survey sample were selected randomly by the frameworks of households within a residential city in the Emirate of Abu Dhabi, which also selected at random.\(^{27}\) (p. 86)

Aghaei, Salehi, Shahrbabak, Abyyari and Vazirifar (2012) addressed the users of Facebook with different features and facilities of Facebook and the user’s satisfaction regarding Facebook in their work ‘ICT’s Impact on Social Networking Websites and Rate of People’s Satisfaction of Facebook in MALAYSIA’. They had made a questionnaire and the used descriptive survey method to collect sample opinion. They collected the data from a sample size of 500 people. The key features, which were tested here, is quite same at the present work, like, age, sex and duration of use.\(^{28}\) Another research was conducted on the youth of Delhi-NCR region by Jain, Gupta & Anand (2012), titled, ‘Impact of Social Networking Sites in the Changing Mindset of Youth on Social Issues’ - A Study of Delhi-NCR Youth. Their methodology was like this:

Total sample size taken is 100 respondents. It was a exploratory study and tools used were tables, graphs, pie charts, ANOVA, Cross tables using IBM SPSS 19.0. Only Structured Questions (mostly in Likert scale) were used \(^{29}\) (p.39)

This study also found good and positive response from the respondents. Shirase (2012) carried a study on ‘The Impact of Social Networking Sites on Personal Lives of The People in Pune and Neighborhood’. To collect primary data through a questionnaire; one hundred students (100) were asked about social media, and its usage\(^{30}\) (p.11). So, it is quite satisfactory that there are several research work on the impact of SNS which are conducted by using survey method. In addition, from this aspect, the methodology of this research work is quite appropriate.

3.9. RESEARCH QUESTIONS

The research work is designed and conducted to answer following three questions:
RQ1. Are SNS gradually becoming a popular mode of communication across different sections of population?

RQ2. Does the usage of SNS influence adversely to the conventional pattern of interpersonal communication, relatively, more among younger generation?

RQ3. Are SNSs gradually emerging as a strong instrument in forming public opinion on socio-political issues?

3.10. VARIABLES

List of Independent Variables

Sex – Male, female.

Age – 15 to 18, 19 to 30, 31 to 50, 50 onwards 50.

Education – Up to 10, Upto 12, U.G, P.G, PG & above

Profession – Govt. Job, private job, self employed, teacher, student, house wives, other

Monthly Earning – Student or any financially dependent, upto RS 20000 P.M, upto RS 30000 P.M., above RS 30000 P.M.

List Of dependent variables

Active SNS – Twitter, Facebook, Zorpia, LinkedIn, multiple.

Duration – Less than 60 minutes a day, 60 to 90 Minutes a day, 90 to 120 Minutes a day, 120 to 150 Minutes a day.

Browsing place - At home, at work place, at cyber café, from mob or TAB, other.

Area of Interest (1ST three) - Personal meeting in real life, writing on any issue on SNS, voice-chat, chatting, scrap, wall post, comment, tweet, diff apps and game, interaction in comment in page, watching photograph, blogging, reading blogs, SMSing through internet, watching video and movie, updating own information through SNS.
Method of leisure time spent before and using SNS – Meeting friend, with relatives and family members, by reading newspaper magazine and more, by watching television, by social function, by listening music, other.

How much time spending with family/relative etc – 60 minutes a day, 120 minutes a day, more than 120 minutes a day, others.

Special advantage of SNS - Socialization, free expression, creation of friends, global network, others.

SNS expensive – yes, no, can’t say other.

Adverse Effect – Physical fatigue, mental fatigue, alienation, obsession, other.

Affect in personal relation – positive, negative, no impact, other

Public opinion on issues – very low, low, medium, high, very high.

Impact of SNS on young people – corrupt them, waste of time, open cultured dialogue, personal issues are made for domain, other.

SNS promote – Public participation, diffusion of information, unethical socialization, unhealthy personal attachment, other.

Legal restriction – yes, no, can’t say, other.

Uniformity in culture – yes, no, not sure, other.
Reference


6. westbengal.gov.in

7. www.odisha.gov.in


12. www.odisha.gov.in


14. www.odisha.gov.in


16. www.odisha.gov.in


OCIAL%20NETWORKING%20SITES_SNS_%20ON%20THE%20YOUTH
%20OF%20INDIA%2020A%20BIRD_S%20EYE%20VIEW..pdf


