SUBJECT: NEW MEDIA AND SOCIAL MEDIA	
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LESSON NO.: 01	VETTER: PROF. MANOJ DAYAL
INTRODUCTION TO NEW MEDIA	

STRUCTURE

1.0 LEARNING OBJECTIVES

After going through this lesson, you will be able to:

- ➤ **Define the Concept of New Media.**
- ➤ **Acquaint the Definitions of New Media.**
- ➤ **Identify the Characteristics of New Media.**
- ➤ **Explore the Types and Advantages of New Media.**
- ➤ **Acquaint the Recent Trends in New Media.**
- ➤ **Evaluate the Effects and Implications of New Media.**

1.1 INTRODUCTION

New media is fast becoming important and relevant in today's society. It is a perfect way to promote any form of media the world over. New media can access each and every part

of our society. It reaches certain demographics which are unreachable. It is an interesting and an easy way to promote the business successfully. New media opens up direct access to clients without any marking problems. It is also a cost effective medium because of free subscription by some websites. New media gives the perfect platform for the business to gain popularity and bigger audience. It is extremely useful as it is easily accessible medium.

So in this lesson, we shall discuss about the growth and development of new media. Then we shall review on the characteristics, types, advantages, recent trends in new media and then effects and implications of new media.

1.2 INTRODUCTION TO NEW MEDIA

It is indeed a challenge for the people to live and survive in a globally competitive and dynamic world. Newmedia has revolutionized modes of the communication world.It has transformed the way of learning, playing or communicating. It has become an essential and integral part of our life as it has significant impact on many aspects of social life such as education, work habit and social relations. It has also helped in spreading information and knowledge in an effective way.

New media has been drastically transformed in a last few years.With over 462 million internet users, India is the second largest internet user (Statista 2018). The most popular socialnetworks in India areYouTube and Facebook, followed by social networking applicationWhatsApp. Facebook is the biggest social networking site in India, with around 270 million users in 2018.

Mass media is an important tool of opinion formation. Newspaper, Radio and Television are the major ingredients of the Fourth Estate. Now, Internet and Online newspapers have also become popular media. The growth of online newspaper is faster than other media because there is a boom of internet exploded in newspapers and current information.

1.2.1 GROWTH AND DEVELOPMENT OF NEW MEDIA

New media has probably emerged as the most supreme form of mass communication. It refers to a digital media that is based on the new information technology. It is 21st century's people media. It is a form of media that are native to computers. It is interactive, incorporate two way communications and involve some form of computing. In simple words, new media

are represented by all the texts, sound, images and graphic forms that is transformed by the computer. It is an umbrella which include different technologies like Internet, Websites, Computer multimedia, Social Networking, Video Games, Augmented Reality, CD-ROM, DVD's, and Blogs.

Fig. 1.2 Image Courtesy:-https://econsultancy.com/

The New Media may be calculated from the beginning of the World Wide Web (WWW). Tim Berner Lee started WWW in 1992, which made handling of the website easier for desktop computing. Browsers and search engines made the searching of information so easily. Everyone could design a website and user generated content made new media the interactive media.

Robert Logan writes in his book '*Understanding New Media',* New media is "Very easily processed, stored, transformed, retrieved, hyperlinked and, perhaps most radical of all, easily searched for and accessed."

Oxford dictionary defines new media "The means of mass communication using digital technologies such as the Internet." The dictionary also defines it "as productions and services providing information and entertainment using computer or the Internet and not by traditional methods such as television and newspaper.

New media can be managedstored, converted, retrieved, and hyperlinked easily. It is an effective media for searching and accessing. Some examples of new media are websites, multimedia, computer animation, interactive computer installations, mobile apps, virtual worlds and computer games.

New media are often compared to "old media", such as print media, radio, television and cinema.However, these older forms of media were once new. In common, new media is a relative term.

Fig 1.2.1 Source :-https://www.octagonmedia8.com/

A distinction between new media and old media is that old media is for the most part mass media. In addition, each form of new media is highly interactive, while mass media is not very much interactive. Users of new media are active producers of content and information, whether sending an email or using Internet collaboration tools.

Professor and new media theorist Lev Manovich describes new media as being native to computers or relying on computers for distribution websites, human-computer interface, virtual worlds, virtual reality, multimedia, computer games, computer animation, digital video, special effects in cinema and interactive computer installations.

Generally, "content available on demand through the internet accessible of any digital device usually containing interactive user feedback and creative participation is called new media."

New media is inextricably linked to social media. 'Social media' are forms of new media, but not all forms of new media are social media. New media can be seen to cover everything that has been changed in the now digitized sharing of information eg. Blog, YouTube etc. Of course social media is a part of that. Merriam-Webster dictionary defines social media as "electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content"eg. Facebook, Twitter, Snapchat, LinkedIn etc.

Social media is an interactive, on the contrary new media need not to be social. The tools for usage for both media are totally different. However, the distinction between new media and social media is not always very sharp. Traditional media has become a bench mark for defining new media. Social media may be understood better when we compare it with new media. For example if someone can click a picture with a camera on mobile, and that this photo can be edited and put on a website is a clear form of using new media. When the photo is put on Flickr or Facebook, it is now a part of social media. These two are interlinked, and more and more new media devices and programs have a more social character. Even this description, written with word processing software that transforms these thoughts into digital information is a form of new media, but it can then be placed on a blog for others to comment on and become part of social media. This has emerged as good integration. Both media have emerged as an integral part of daily life for many people, for business, government, corporate sector and daily routine. It's rare to find an active organisation which has no presence on social media. 'Be in Touch' is the catchphrase today.

1.2.2 CHARACTERISTICS OF NEW MEDIA

New media has significant attributes of interactivity, demassification and synchronization. It allows for more individualized communication. Faceless community all over the world consumes eagerly the service of this media. New media provides multifaceted facilities, along with certain characteristics.

(a) Digital: Digital media data may be described as electronic information which generates stores and processes data in terms of binary codes, i.e., 0 and 1. Binary code allows people to access data in a way that is easier and faster. The result is called as output which can be seen as online sources, digital disks, or memory drives. These outputs are to be decoded and received as screen displays.
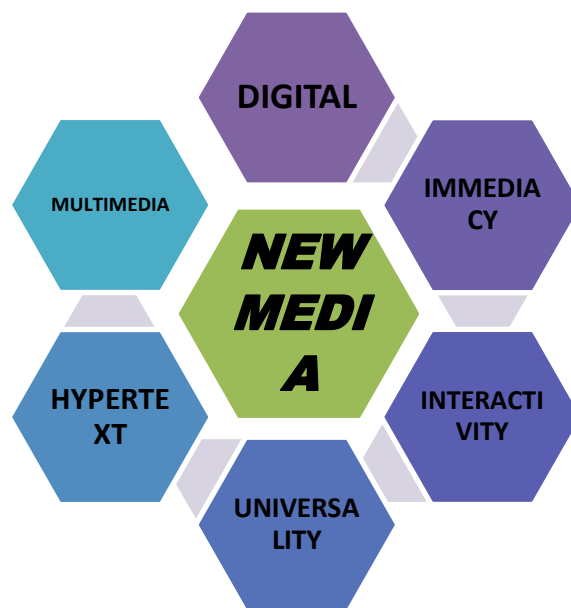
Fig. 1.2 2 Characteristics of New Media

On the contrary, the opposite of digital is Analogue which refers to the process of storing physical properties in another physical form like old newspaper archives.

Analogue media is fixed as it does not change. Whereas, digital media is a constant state of flux. It is constantly flowing, changing, and improving.

Wireless connections between computers, servers, and networks are becoming more common these days. Despite this, many connections still depend on cables and telephone lines. These connects have to be physically dug into the Earth.

(b) Immediacy: Speed and immediacy are two greatest virtues of new media. The whole world becomes transparent with a simple mouse click. 3G and 4G technologies have turned the entire scenario information which is a great revolution for world.

The challenge facing online journalists is to balance the legitimate desires of the online audience for breaking new reports with the professional's tradition of fairness, completeness, balance and accuracy.

(c) Interactivity: New media has the ability to involve the audience. It is a two way form of communication i.e. interactive communication. This characteristic creates a bridge between media and people. Hence, we can say that compared to other media forms, new

media has the most evolved feedback system in place. Digital media significantlyincrease the opportunities to manipulate and intervene in media. These multiple opportunities are often referred to as the interactive potential of new media.

Interactivity may be considered as one of the 'valued added' key characteristics of new media as it offers opportunities for making connections between individuals, within organisations and individuals. Much of this connectivity will be of the registration interactivity mode defined above where individuals can add, change, or synthesise the texts received from others. However, when email and chat sites are considered from the point of view of human communication, ideas about the degree of reciprocity between participants in an exchange are brought into play. So, from Communication studies point of view, degrees of interactivity are further broken down on the basis of the kinds of communication that occur within computer mediated communication (CMC).

(d) Universality: Web journalism is a global media which is not limited by time and space. New media is a platform which connects the whole world. New media provides multifaceted facilities. The latest news spreads within the minutes through digital media. Internet and World Wide Web point out another era of journalism. The wire services were primary linked into the outside world. They provide a world view solidly within the social constructs of journalism. Online communication is an opportunity to communicate, learn, share, buy and sell. It is user controlled and essentially egalitarian.

(e) Hypertext: Hypertext may be described as a text which provides a network of links to other texts that are 'outside, above, and beyond' itself. It can be defined as a work which is made up from discrete units of material in which each one carries a number of pathways to other units.

The work is a web of connection which the users explore using the navigational aids of the interface design. Each discrete 'node' in the web has a number of entrances and exits or links.

Commonly, hypertext media are called non-linear media. It is also an important part of the history of computing, especially in the way that hypertexts address ideas about the relationship of computer operation systems, software, and databases to the operations of the human mind.

(f) Multimedia: Online platforms have a greater advantage over other media and that is Multimedia facilities. Whenever stories are supported by cartoons, moving pictures, sound and music, it is called multimedia. The word convergence means "come towards each other and meet at a point". So media convergences are computer and telecommunication technology used in the multimedia systems for the transfer and exchange of information, data, graphics and sound.For example watch video and films on the computer, read a newspaper on the net.

1.2.3 TYPES OF NEW MEDIA

New media communications include websites, chat rooms, bulletin board services (BBS) and e-mail list servers. Mobile phone technology has created the ability to send text messages via short message service (SMS) or through the more sophisticated multimedia messaging service (MMS), where users can easily share pictures or video clips as text. Wikipedia itself is the best example of new media. Other examples include internet, computers, multimedia, computer games, e-mail, video conferencing, blogs, skype, search engines, social network sites (Facebook, Twitter etc.), smart phones - iPhones, iPods, YouTube, Whatsapp etc.

Fig 1.2.3 Types of New Media https://maxexpousa.com/

a) **Internet:** The most significant impact of computers on the society has been generated by the Internet. Many observers consider the Internet to be one of the great transformational technologies (ranking with steam engines, railroads, electricity, etc.) that were first challenged, and then fundamentally changed, the way people play, learn, Create, communicate and work. The Internet is now reaching the general

consumer, beyond the needs of computers and the realm of enthusiasts, scholars and researchers.

b) **Cell Phone:** Cellular communication is an over-the-air delivery medium currently used for telephone services, including voice, data transmission, and fax communications. Through convergence, cellular technologies are now made into portable computers, making nomadic computing, or mobile computer communication, a reality. Emergency communication made possible by anyone, anywhere, anytime by mobile phone.

c) **Social Networks:** Facebook, Twitter,Whatsapp and Instagramare some famous social network sites which are very popular among net users of all ages. These are websites where users can create their own profiles and share preferences and interests with others.

d) **Skype:** Skype is a popular voice-over-IP (VoIP) application that provides free telephone calls between computers and inexpensive calls between computers and telephones, among other services. Skype allows one-on-one calling or video-chat or multi-party videoconferencing.

e) **Blogs:** Blog is a very popular online magazine for web logs. Blogs are free-flowing magazines, "literary self-expressions" in which bloggers give their opinions, criticize and appreciate public policy, opine about what is happening in the online and non-online world, and connect visitors to required readings. Anyone can write a personal comment on any topic on the blog. Some services are Word Press Blogger, Type Pad, Live Journal and Square Space. Most blogs allow readers to post their own comments.

f) **Video Conferencing:** Video conferencing is interactive at a distance, two-way visual and audio communication. This is often referred to as "video conferencing" or "video teleconferencing", both of which mean the same. It is one of many technologies in the field of "video communication" including broadcast television, video streaming, video evaluation and video collaboration.

These technologies, once regarded as distinct components, are changing today, causing one technology to stop and the next to remain unambiguous.

g) **Wiki:** A Wiki is an online resource collection of web pages which can be viewed and modified by anyone working online. Wikis are research resources like an encyclopedia and can be established by anyone at no cost from providers like – Wikipedia, Wikidot and Wetpaint.

h) **Google:** Google is the largest and most famous search engine on the web. Google has various services like Google Search, YouTube, Google News, Google Images, Google Tools, Google Apps, Google Earth, and Google Mail. Google handles millions of queries every day through its various services.

1.2.4 ADVANTAGES OF NEW MEDIA

New media provides many benefits to the user like, it is easy to make connections around the world, it provides fast access to communication and information, helps in learning new things i.e. new culture and new languages, it allows all become a member, enabling it to chat and broadcast messages. New media is highly economical and it creates awareness about developmental factors. In the end it builds confidence and social interaction in people.

1.2.5 RECENT TRENDS IN NEW MEDIA

From virtual reality to the information highway, the new media technology landscape is as diverse as it is changing rapidly. These new media are fundamentally changing almost every aspect of how and with whom we communicate. The pace of technological change accelerates every year, as bold new technological developments are announced almost every day. Although nearly 200 years passed between the invention of the movable type of Gutenberg in 1450 and the advent of the printing press in America in 1639, the last century has seen the invention of the telephone, radio and television, satellite communications, computers, faxes. , Cell phones and countless other technologies, each revolutionizing some aspect of human communication. (John Pavlik, 1995)

India is a developing nation creating a remarkable process towards development through information strategy, in the process New Media is used as a means of advancing socio-economic development. (ArvindSinghal and Everett Rogers, 2001)

Advances in micro computing technology will soon make it possible to pack billions of microcircuits on a single computer chip. Thus, rather than creating supercomputers based on

millions of microchips, the fastest computer will contain only a single chip with millions, even billions, of circuits. The implications are that devices as powerful as today's most advanced supercomputers or parallel processors will fill less than a penny. Wristwatch video phones once the stuff of Dick Tracy comic books is just around the corner (John V. Pavlik , 1995)

The Internet has had the most impact on business. In the new millennium, one million e-businesses, billion consumers and one trillion devices will be connected to and through the Internet.

Almost daily, newspapers and magazines have articles about changes in the Internet, the World Wide Web, and online services.

Some trends are…

> ➢ Hardware technologies will probably become smaller, more flexible, and more portable. The quality of cellular and wireless connectivity will increase. Software will become more integrated. New digital technologies will allow for increased storage on small disks, furthering the integration of video, audio and text.

> ➢ E-commerce will increase and can significantly affect the way retail stores operate.

> ➢ Regulations to control the information highway will emerge. Many issues of traditional media — privacy, copyright, and freedom of expression — will persist for computer-based media. (Jean Folktales and Stephen Lacy, 2001)

1.2.6 EFFECTS AND IMPLICATIONS OF NEW MEDIA

New technology is becoming a vital toolat very fast pace in our personal, professional and educational lives. However in today's era, technology is playing the most important roleto stay the world connected. New media is not only limited to keep people updated about the world, but provides a vast platform to express their views through new media blogs and social networking sites.

New dimensions have been redefined by new media with one to one and one to many concepts of communication. There are innumerable forms of new media which are changing the way of communication. It has revolutionized everyone's life from young ones to older ones. It has also influenced many social and cultural aspects of society. Its impact is mind-boggling. It has showna significant change in the concept of communication, interaction,sharing, thinking, studying, networking, listening, working and understanding situations and development of human relations among others.

Any person who has Internet access can get information about any issue, event, or place, without any restriction of time limit and apprehension location. Information can be gathered at cheapest rate.

The effect of new media on society isin both positive and negative outlooks. New media helps to access information whenever we want. We can view, read and listen information through videos wherever we want. In addition to advantages of new media, scope of employment has increased as television producer or movie or radio show host.

One can learn foreign culture and perspectives directly by chatting with strangers in chat rooms and reading internationals newspapers online.

Old media was only one source of truth i.e. newspaper but today, new media has multiple sources of truth and we sort it out and decide themselves what is credible or worthwhile and what is not.

In the new media era, consumer is unique, demanding and engaged and the internet provides them ample opportunity to gain knowledge about faraway places, and offers a means of interacting across geographical expanses. It is an ideal medium for establishing the sort of "cyber-peace" that is so earnestly desired. By personalizing news portals, web search guides etc, the user is able to completely isolate himself from issues that require knowledge and experience outside his own.

There is a loss of personal one-on-one interaction with real time voice calls being replaced by multimedia messages. However real time video calls are empowering people to not only talk to each other while on the move, but also see what each other means through their facial expressions and mannerisms. Camera phones and recorders permit users to abuse the technology by taking away privacy rights, however they also allow the opportunity for the moral user to capture special moments.

Further this, mobile phone convergence enables greater freedom for the user as they can access their emails and videoconference without being chained to the office, however it makes them answerable to the workplace as they can always be reached through any communication.

1.3 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

    2) Compare your answers with those given at the end of this lesson.

1. What do you mean by New Media?

_____

_____

_____

2. What are some examples of New Media?

_____

_____

_____

1.4 SUMMARY

➢ New Media has become a part of our life and it has changed many aspect of social life such as education, work habit and social relations.

➢ Over 462 million internet users, India is on the second largest internet user (Statista 2018).

➢ Facebook is the biggest social network in India, with around 270 million users in 2018.

➢ New Media are represented by all the texts, sound, images and graphic forms that is transformed by the computer.

➢ New Media include different technologies like Internet, Websites, Computer multimedia, Social Networking, Video Games, Augmented Reality, CD-ROM, DVDs, and Blogs.

➢ New media offer a two way of communication where it allows consumers and users to get more involved.

➢ Socialization is a process by which people are made to behave in ways that are acceptable in their culture or society.

1.5 KEYWORDS

Digital: Using, or storing data or information in the form of digital signals.

Hypertext: A software system allowing extensive cross-referencing between related sections of text and associated graphic material.

Immediacy: The state, condition, or quality of being immediate.

Interactivity: The process of two people or things working together and influencing each other.

Multimedia: The use of a variety of artistic or communicative media.

New Media: Means of mass communication using digital technologies such as the Internet.

Social Media: Websites and applications that enable users to create and share content or to participate in social networking.

Universality: The quality of involving or being shared by all people or things in the world or in a particular group.

1.6 SELF-ASSESSMENT TEST

1. Define new media.
2. What are the main characteristics of new media?
3. How do new media entertain its users?
4. What are the advantages of new media?
5. Is new media is beneficial for you? If yes then give reasons.
6. What are the types of new media?
7. Define the latest trends in new media?
8. Define the growth and development of new media?
9. Write a note on characteristic of new media?
10. What are the impacts of new media on society?

1.7 ANSWERS TO CHECK YOUR PROGRESS

1. New Media is a tool of mass communication, using digital technologies such as the Internet. It can be managed stored, converted, retrieved, and hyperlinked easily. It is an effective media for searching and accessing.

2. New media are forms of media that are computational and rely on computers for redistribution. Some examples of new media are computer animations, computer

games,   human-computer   interfaces,   interactive   computer   installations,
websites, and virtual worlds.

1.8 REFERENCES/SUGGESTED READINGS

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ROLE OF NEW MEDIA	

STRUCTURE

2.0 Learning Objectives

2.1 Introduction

2.2 Role of New Media

>   **2.2.1 Media and Society**

>   **2.2.2 Role of Media in Democracy**

>   **2.2.3 Evolution of New Media**

>   **2.2.4 New Media and Democracy**

>   **2.2.5 Citizen Participation**

2.3 Check Your Progress

2.4 Summary

2.5 Keywords

2.6 Self-Assessment Test

2.7 Answers to Check Your Progress

2.8 References/Suggested Readings

2.0 LEARNING OBJECTIVES

After going through this lesson, you will be able to:

>   ➢ **Definethe Role of New Media**

>   ➢ **Identify the Concept of Media and Society.**

>   ➢ **Acquaint the Role of Media in Democracy.**

>   ➢ **Acquaint about New Media and Democracy.**

>   ➢ **Determine the Concept of Citizen Participation.**

2.1 INTRODUCTION

India is the biggest democracy and the largest diversity of the world. Media has a powerful presence in India. It is considered the fourth pillar of democracy. The media today has spread

its wings in the country. The media space has changed a lot with the emergence of new media.

Introduced at the end of the twentieth century ,internethas integrated in everyone's life the day in and day out. It has proved itself to be a very useful invention in a number of different ways, and the most interesting thing that became available through internet to public is social media. Social media has established new and innovative ways for people to get in touch with each other. Now the use of social media is not limited to discussing family events, and sharing photos and videos, it can actually create history and make difference in the real world.

India's biggest chunk of population,i.e. ,the young India spends a considerable amount of time on twitter, Facebook and on mobile messaging applications. The reach might be questioned by traditional media players but today from politics to films, from an actor to a cricketer, everybody has a social media presence and is also using it effectively. With this new wave, brands realized that along with other mediums like radio, television, print etc. the consumer also happens to be on social media.

In this lesson, we shall discuss about the role of new media. First we shall focus on the role of new media. Then we shall review on the media and society, the role of media in democracy and new media and democracy. After that we shall discuss on citizen participation.

2.2 ROLE OF NEW MEDIA

India is the biggest democracy and the largest diversity of the world and media plays a significant role in establishing **democracy** throughout the world.Media generates information from a network of relations and influences the people in large. Since the 18th century, the media has been active in reaching the masses and providing knowledge. It also provides a public forum for debates and encourages an informed and educated community. Through this, media take part in a crucial manner in the formation and maintenance of public opinion in the society.This creates a   powerful position for media in a democracy.

A democratic system only runs to its utmost potential when there is wide participation on the part of the general mass which is not possible without people getting informed about various issues. It is very essential to get reliable information for any democratic country.

Mass media in different forms have influenced human life in the century. They have primarily provided information and entertainment to people across countries. Print media, has being the leader over a period of time has now got competition from Television, radio and new media, which is shaping many of the social responses by providing news and views. It has also developed a flair for entertainment, thereby getting a lot of acceptance.

The worldwide communications landscape is changing rapidly. The advent of new technologies, sophisticated tools and novel concepts have accelerated the process of information flow. With technological advancements, mass media too had changed a lot in terms of both format and content. The Internet enabled communication platform and the resulting media convergence has given rise to debates on the new media, democracy, nation-states, citizenship, new age governance and the very role and function of media. Furthermore, the politics of globalization that has transformed the power and functions of the nation is evident in many forms before us. In the midst of this setting, it is relevant to think about the role of media in a democratic space, and also the challenging role of the state to operate this new breed of citizen.

Changes in governance and democratic practices worldwide as a result of the rise of new information and communication technology (ICT). The rise of new media clearly creates interesting opportunities and dilemmas for modern governments as well as political actors outside the formal structures of power. How well these structures and groups adapt and react to these new challenges can have important consequences for their continued relevance and ability to function in society. The role played by the media in democracy is complex and varied.

At its best, the media acts as an additional check and balance on the government, promoting an environment of accountability. It also provides a public forum for debate, and encourages an informed and educated citizen. Through this, the media participate significantly in the formation and maintenance of the public sector in a society. A public sector can be seen as a separate place from both the state and the market. This is the area of our social life in which public opinion is formed. It frees the concept of freedom and the development of life in a democratic society from freedom. It is a widely accepted belief that media strengthens and benefits democracy.

2.2.1 MEDIA AND SOCIETY

Mass media plays a crucial role in shaping and reflecting public opinion. It connects the world to individuals and reproducing the self-image of society. Mass media generate information and influences the public in large. The socio-cultural, political attitudes and preferences of the operating society is created and sustained to a greater level by the mass media. The consequences and ramifications of the mass media relate not merely to the way newsworthy events are perceived, but also toa multitude of cultural and political influences which operates through the media.

As discussed in the land mark report on communication. "Many Voices One World", 'the task of mass communication has become ever more complex and subtle- to contribute to the liberation of mankind from want, oppression and fear and to unite it in community, communion and understanding'(Mc Bride, 1982). The creation, maintenance and development of the community towards a liberating horizon have been the greatest challenge faced by the mass media at all times. Mainstream media was constantly failing in this due to various pressures and interventions from the environment.

The evolution and development of new media poses great opportunities in strengthening this community participation. "Of all promises and prognoses made about old and new media, perhaps the most compelling has been the possibility of regenerating community through mediated forms of communication" (Jankowski:2006). This rebirth of community platform is the greatest feature of new media communication.

2.2.2 ROLE OF MEDIA IN DEMOCRACY

Media is considered as "Fourth Pillar" in democratic countries along with Legislature, Executive, and Judiciary, as without a free media democratic system cannot cease to exist. Media became a source of information for the citizens of colonial India. The role of media in Indian democracy has undergone massive changes, from the days of press censorship during Emergency in 1975 to being influential in the 2014 LokSabha elections.

The role of media is aware the society of their democratic rights and fight the three institutions of democracy. It acts as the voice of millions of citizens, when government institutions become corrupt and authoritarian or when they turn a blind-eye towards the issues concerning the society. In India, media has become a mouthpiece for various political organizations and business groups; they act as literary assistant for such influential figures, as their business relies on support from such organizations.

Media plays a pivotal role in ensuring justice and benefits of the government policies reach the interior sections of the society. They act as a chain between the government and the citizens of the country, people have faith in media as it has an impact on the audience. The changing dynamics of Indian politics has increased people's expectation from media as in this phase of transition; it is pretty easy to believe in a particular belief.

The older generation of the country is still fixated on tradition and culture, while the present-day youth is more interested in the fast-moving world of technology and social media. Thus, it becomes important for media to ensure that the information that they are broadcasting should not be a biased or tampered in a way to boost the channels TRP.

2.2.3 EVOLUTION OF NEW MEDIA

As defined "New media are new technologies for representation and communication based on the paradigm of computation - reducing things to their logical enabling counterparts', enabling information to be easily disseminated, compared and transformed" (Levinson, 2001). New Media describes any digital media production that is interactive and digitally distributed. Two fundamental features that distinguish 'new media' from earlier media forms, most of which still exist:

1. Transmission and Accessibility - Emphasis on the integration of multimedia platforms and the use of new media through the Internet as the dominant medium.

2. Interactivity - The most defining quality of new media that makes it the 'media of the future'.

Internet-enabled technologies like websites, video-audio streaming, chat rooms, various social networking and online community platforms, virtual reality environments, mobile phone technology, internet telephony etc. comes under the category of new media. An important promise of New Media is the "democratization" of the creation, publishing, distribution and consumption of media content. The digital technology which enables the content to be digitized to bits which makes this as a dynamic platform of content production which can be done in real time.

It was only in the late 1980s, the primary appearance of networked environment and computer-aided design happened. The reliance was much on the traditional media systems till that time. Eventually, with the advent of digital technology and personal computer industry,

widespread use of new media technologies became a reality. Web-enabled electronic accessories like mobile phones, laptops, tab PCs, and various interactive devices made new media as a commendable experience of our times. The last twenty-five years have seen the rapid transformation into media which are predicated upon the use of digital computers, such as the Internet and computer games. All other media forms were also transiting during this period by incorporating new media or the new media-enabled features.

Noted scientist Russel Newman commented on the blurring inter-personal, mass communication differentiation in this new media age. He also pointed out that the public and private communication has never ever before been intermeshed like this. Newman argues that New Media will alter the meaning of geographic distance. It will also allow for a huge increase in the volume of communication. Qualities like the massive speed of communication, capacity to overlap and interconnect other forms of communication that were previously separate were regarded by Newman as the ground breaking features of this futuristic medium.

2.2.4 NEW MEDIA AND DEMOCRACY

The democratic framework of the new media makes it as an appropriate medium for a democratic society. Democracy should give space for public debateand discussion on issues concerning public life. New media technologies, especially the most powerful and popular one, Internet is blessed with a number of news groups, discussion lists and websites for debating social, political and cultural issues. The rapid growth of internet around the globe shows the potential of the media. As it is characterized by open communication, de-centralization of authority, freedom of share and data reusability, it can evoke different planes of radical discourse on democracy.

For the last five years, there has been a considerable increase in the Internet population in India. Various websites and blogs are gaining popularity and playing a major role in recapturing the forum of discussion on various issues. Other than these, there is a considerable growth in the number of online initiatives like quasi-public service sites, specialized search engines, social event calendars, social networking sites and various new media services like podcast, videocasts and RSS feed etc. popularsocial networking sites like Facebook, Twitter, Instagram, WhatsApp, Youtube and Redditetc, are very popular nowadays in the social communication sector.

We can see the proliferation in the number of websites handling information on environment, social development, social mobilization, literacy, citizen journalism and various issues concerning a pluralistic society. Online encyclopaedias like Wikipedia are revolutionizing the information flow.

2.2.5 CITIZEN PARTICIPATION

India is the largest democracy and the biggest diversity in the world and citizens here are highly enthusiastic to be a part of Governance. In a democratic system, citizen participation is one of the key components of decision making process.

India is the largest democracy in the world and people are highly enthusiastic to be a part of Governance. In a democratic system, citizen participation is one of the key components of decision making process because every citizen can do something useful for the development of the country. The usefulness depends on the citizens of the country which direct the future of the country. Citizen participation is a process which provides private individuals an opportunity to influence public decisions and has long been a component of the democratic decision-making process.

Public involvement is means to ensure that citizens have a direct voice in public decisions. The terms "citizen" and "public," and "involvement" and "participation" are often used interchangeably. While both are used to indicate a process through which citizens have a voice in public policy decisions, both have distinctively different meanings and convey little insight into the process they seek to describe.

Nowadays more and more people are initiating to make their local neighbourhood more liveable, for instance by helping to maintain playgrounds or green spaces. As a result, the relationship between society and government is changing. Sometimes the government supports the engagement of the society but sometimes they don't. It depends on certain conditions.

The society can be involved in many spheres. Some people become eager to change something and doing this is more important. The main aim of this kind of people is to improve the quality of life around us. This is called citizens participation. For example, we can keep the streets, districts from pollution, and therefore we can contribute to the welfare of the society.

Citizen's participation has significant impact on the development of the country as economically as socially. We vote for the president, for the government but what happens if we don't go to the elections? It may sound weird, but we vote for the party and the candidate we don't like by deciding not to go to the elections, which means that the society thinks if they do not go for voting the party, which they do not support, will lose the elections and this is completely wrong attitude. So we should think about why don't we use our right to vote?

The citizens of our country have the full right to participate in governing our nation. For this, look information in newspapers, magazines, and in any important materials; vote in elections and try to encourage someone to vote; participate in a political discussion to state our opinion about politics and hear to other's opinions.

Government of India has launched an innovative platform "MyGov" to ensure citizens' engagement in decision making by the Government so that the ultimate goal of "Good Governance" for building India is achieved. This initiative is an opportunity for citizens and well-wishers from across the world to share their views on key issues directly with the Prime Minister of India.

It encourages citizens as well as people abroad to '**Discuss**' and '**Do**'. There are multiple theme-based discussions on this site (MyGov) where a wide range of people can share their thoughts and ideas i.e., Clean Ganga, Green India, Job Creation, Girl Child Education, Skill Development, Digital India and Swachh Bharat etc. Furthermore, any idea shared by a contributor will also be discussed on these discussion forums, allowing constructive feedback and interaction among participants. MyGov aims to establish a link between Government and Citizens towards meeting the goal of good governance in the country.

From this site Government can also understand the viewpoints of citizens and gather feedback. It can get people's ideas and their contribution through the tasks. It identifies talent and expertise which can be garnered towards the success of projects with people's participation. It also implements best ideas and achieve the goal of 'Good Governance'

2.3 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this lesson.

FILL IN THE BLANKS

1. Mass media generate ………….and ……………… the public in large.

2. The role of media is aware the society of their ……………………. and fight the three institutions of …………...

3. In India …………. are highly enthusiastic to be a part of Governance.

4. ………………….is the fourth pillar of democracy.

5. Government of India has launched an innovative platform………….to engage citizens in decision making.

2.4 SUMMARY

➢ India has a world's largest democratic country.It builds public opinion. The media space has changed a lot with the emergence of new media.

➢ Social media has established new and innovative ways for people to get in touch with each other. Now the use of social media is not limited to discussing family events, and sharing photos and videos, it can actually create history and make difference in the real world.

➢ Media generates information from a network of relations and influences the public in large. It also provides a public forum for debate and encourages an informed and educated citizenry.

➢ A democratic system an only run to its utmost potential when there is wide participation on the part of the general mass which is not possible without people getting informed about various issues.

➢ Media is considered as "Fourth Pillar" in democratic countries along with Legislature, Executive, and Judiciary,

➢ Media act as a chain between the government and the citizens of the country, people have faith in media as it has an impact on the audience.

➢ The democratic framework of the new media makes it as an appropriate medium for a democratic society.

➢ New media characterized by open communication, de-centralization of authority, freedom of share and data reusability, it can evoke different planes of radical discourse on democracy.

2.5 KEYWORDS

Citizen Participation: Citizen Participation is a process which provides private individuals an opportunity to influence public decisions, a component of the democratic decision-making process.

Democracy: A system of government in which power is vested in the people, who rule either directly or through freely elected representatives.

New Media: Means of Mass Communication using digital technologies such as the Internet.

Society: The aggregate of people living together in a more or less ordered community.

Media: The main means of mass communication (broadcasting, publishing, and the Internet) regarded collectively.

2.6 SELF-ASSESSMENT TEST

1. What are the roles of new media in Indian context?
2. What do you mean by the concept of media and society?
3. Define the different uses of new media?
4. Write a note on new media and democracy?
5. How you define the role of media in democracy?
6. What do you mean by citizen participation?

2.7 ANSWERS TO CHECK YOUR PROGRESS

1. Information and influences

2. Democratic rights, democracy

3. Citizens

4. Media

5. My Gov

2.8 REFERENCES/SUGGESTED READINGS

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SUBJECT: NEW MEDIA AND SOCIAL MEDIA	
COURSE CODE: MSM-505	AUTHOR: DR. SUNAINA
LESSON NO.: 03	VETTER: PROF. MANOJ DAYAL
NEW MEDIA: AS A MEDIUM OF COMMUNICATION	

STRUCTURE

3.0 Learning Objectives

3.1 Introduction

3.2 New Media as a Medium of Communication

    3.2.1 Functions of New Media

    3.2.2 New Media as a Medium of Journalism

3.3 Check Your Progress

3.4 Summary

3.5 Keywords

3.6 Self-Assessment Test

3.7 Answers to Check Your Progress

3.8 References/Suggested Readings

3.0 LEARNING OBJECTIVES

After going through this lesson, you will be able to:

> ➢ Define the New Media as a Medium of Communication.
> ➢ Acquaint the Functions of New Media.
> ➢ Identify the New Media as a Medium of Journalism.
> ➢ Explore the Languages and Style for New Media Journalism.

3.1 INTRODUCTION

New media, i.e., Internet is a medium of correspondence which enables us to convey over extensive separations with an amazing result. The internet has enhanced long separation correspondence with its regularly developing methods for imparting. The internet enables society to speak with individuals of all nationality and ages from each nation on the planet. It has given the offices its clients most acknowledge like the news on the Internet. Anybody with the aptitudes can post any data on the Internet; Individuals who post data and utilize the Internet needn't bother with licenses or consent which is the explanation behind such

development all inclusive. The Internet is changing the way we impart how we get and transmit data.

So in this lesson, we shall discuss about the new media as a medium of communication. Then we shall review on new media's functions and new media as a medium of journalism.

3.2 NEW MEDIA AS A MEDIUM OF COMMUNICATION

"The world of internet is changing media utilizing designs and the ways of life of a huge number of individuals who have developed to depend on it as a wellspring of amusement, data, and correspondence. Individuals have found this intuitive medium, and with it, better approaches to get to data and to speak with others. The internet is winding up progressively critical in the lives of numerous individuals around the globe. (Kaye and Medoff, 2001), the significance of the Internet the same number of individuals utilize it to convey as well as for organizations either to promote or to accomplice up with different organizations for parts of the world.

Tim Berners - Lee made the World Wide Web as a methods for sharing logical data, he composed the internet programming as an Internet based hypermedia activity for worldwide data sharing. "The internet contains different content just assets and the World Wide Web, which presents data in content, realistic, video, and sound arrangements. It is this prospering Internet asset that has caught the consideration of millions, and since it is likewise greatly affecting conventional broad communications". (Medoff and Kaye, 2001).

Customary broad communications permits a "one to many" model of correspondence where an individual can talk once, however to numerous individuals, through satellite TV and radio. The Internet permits a 'numerous to one' model which is a combination of mass telecom and relational correspondence; this enables individuals to pick the data they need and to disregard the rest.

The manners by which we convey are through Email and Chat Forums, Email was created in the beginning of the Internet and is at present the most well-known, effective and generally utilized all-inclusive mean of correspondence. Internet keeps individuals associated whether for business or joy, the 'limits of email utilize definitely cover with our different illustrations for pondering the data framework. Internet has become another mass medium that conveys mass messages to a mass gathering of people. For instance, each Internet client

who visits the CNN intuitive page approaches an indistinguishable data from every other person paying little mind to their own convictions, states of mind, or feelings. (Kaye and Medoff, 2001) then again new advancements are created with the end goal for people to choose data.

Along these lines the Internet is viewed as another intuitive medium instead of a mass medium. "The Internet crosses the limits that have customarily outlined the three methods of correspondence: mass (one to many), relational coordinated and figuring numerous to one. By uprightness of its temperament, the Internet takes into account every one of the three kinds of correspondence, with a fourth correspondence mode, numerous to numerous developing. The Internet is a vehicle for relational correspondence and intelligence, mass conveyed messages, and data stockpiling, handling, and recovery. It is a genuine correspondence wonder and one that permits numerous structures and styles of correspondence". (Kaye and Medoff, 2001).

The Internet has changed the way of exchanging data, we swing to the Internet for, data, news and amusement, TV and internet are the most commonly used to know about the whole world. We presently have our most loved shows and news posted on the Internet; it is set up so in the event that we miss a scene we can simply think that it's online with additional items. This has expanded the measure of Internet clients as it is helpful and agreeable. "Without the time and space limitations that torment customary media, Internet creators and fashioners are allowed to extend their contributions and create Internet-just material and Internet forms of customarily conveyed admission.

The Internet is detonating with locales that supplement customary contributions yet in addition offer one of a kind substance discovered somewhere else. Electronic magazines and daily papers and online cleanser musical dramas and syndicated programs are only a couple of cases of unique substance. The Internet is a one of a kind medium where unique and adjusted substance lives next to each other" (Kaye and Medoff, 2001).

There are new methods for imparting where the Internet and TV would work next to each other; Google TV this new rush of innovation is set to unite all data, programs, the Internet and media. Internet associated applications will frame a focal piece of Google TV, application, for example, twitter and YouTube would have a key impact as a correspondence medium on Google TV. Albeit numerous differ to Google TV as individuals feel Television

is assume to be at the focal point of a home and feel this new advancement is somewhat confounding to the eye, others contend this new development would make something new that would expedite all one's advantage one screen.

The World Wide Web has introduced another period of news conveyance. Preceding the improvement of the Internet, the general population was at kindness of daily paper printing times and frequently planned news programs. Internet innovation has opened the entryways for twenty-four-hour news and for reports conveyed specifically to PC screens whenever of multi day. "Electronically conveyed news has intrinsic favourable position over printed news in that it can put reports of current occasions broadcasting live when it happens". (Medoff and Kaye,2001).

Individuals need to recognize what's happening on the planet and that would now be able to be gotten to on the Internet, news scope from Brazil can be gotten to in China, the dispersion of stories all-inclusive has kept individuals associated with parts of the world, People keen on stories, for example, the war in Iraq or the shooting at a college in America or England can get to it on the Internet and go into profundity of the stories. Cases of daily papers that can be gotten to online New York time, The Times, Guardian and The Sun and so forth. Broadcasting news, for example, the BBC additionally has their very own site where people can get to their news from; people depend on BBC to give them data that could change their lives, secure and to convey.

Sponsors now Promotion and correspondence on the Internet as an approach to get the consideration from customers, the four P's in showcasing includes reputation and limited time endeavours past buying publicizing space and reacting to shopper input. The Internet has opened routes for spreading advertising messages to open. "Advertising and the Internet are both intelligence and the trading of thoughts, conclusions, and data. Intelligence is the normal bond between the Internet and open connection.

The Internet gives advertising an immediate connect to general society, and people in general can thus associate with advertising offices and organizations' open connection divisions" (Kaye and Medoff, 2001) "Email correspondence with columnists and the general population electronic dispersion of news discharges by means of email and Internet site pages. The Internet and World Wide Internet are the impetuses that set off the blast of online administrations, sight and sound data, and intelligent innovation that is changing the way

products and ventures are promoted and sold to shoppers. Publicizing on the Internet is an approach to contact clients comprehensively". (Medoff and Kaye, 2001).

The Internet is ground breaking above all a worldwide wonder; it is the procedure of correspondence on the planet today that enables exercises to be done in a proficient and inventive way. The Internet is a piece of regular day to day existence as without it one will feel deficient; it is the wellspring of diversion, data and correspondence. "The Internet is the foundation of worldwide PCs intervened correspondence (CMC) the system interfaces up most PC systems (Castells, 2000). One of the worldwide Internet marvel is Facebook, Facebook isn't just an informal organization used to speak with others however having 30 million overall clients it is the biggest social - organizing Internet site with a training centre.

The Internet page which highlights characterized commercials and the trading of merchandise and ventures has permitted clients to coordinate with companions as well as to make interfaces amongst individuals and gatherings with shared enthusiasm for them to elevate their plans to others, which has been turned out to be a viable business device cases of the exercises that Facebook involves, advertising items, advancing occasions and associating with clients/fans, there is likewise another systems administration Internet site that is demonstrated to nearly assume control Facebook which is Twitter, twitter is utilized by everybody to speak with the world, superstars utilize it and we get a refresh of what they are considering and even what they are doing we get the opportunity to meet and speak with these individuals over the Internet.

Correspondence through the Internet must be conceivable with the utilization of Internet. "Internet as a worldwide correspondence arrange are commanded by people and association situated in nations" anyway globalization is the power behind this, as the procedure has enabled Internet to be a correspondence and data innovation. In late advancement globalization advances the general great in any down to earth sense. "The Internet is being utilized to accomplish an awesome control over globalizing impacts and globalized procedures of correspondence on the planet today."The Internet is along these lines making new open doors for creating neighbourhood affectability on a worldwide scale, helping help to cure issues of worldwide disparity as opposed to intensify them (Slevin, 2000).

Another strategy for correspondence, where you can get to the Internet remotely is cell phones, cell phones are extremely famous worldwide as they are utilized by everybody not exclusively to convey by voice or content informing however different highlights like surfing the Internet on your telephone. Wi-Fi advancements bring elective methods of getting to the Internet; it has given Internet access to cell phones clients in poor nations where the innovation isn't well known. "Even systems of correspondence and various wellsprings of data on a worldwide scale make the likelihood of a generally self-sufficient dissemination and trade of data, thoughts and activities. (Castells, 2007). In the 1990's the Internet added to the development of observation which at that point turned into a Global Sphere. The development of the Internet has given new chances to observation where it is found in the circles of working environment, military, government and for individual utilize.

To end the Internet would perpetually have an effect in our lives, it would improve the way we live and convey to others, and it would empower us to make personalities we share with the world. There are a great many approaches to exchange data and information; we have been offering chances to make organizations on a worldwide scale, where we can speak with entrepreneurs in different nations that may improve one's business. With a tick of a catch one can get to anything on the Internet which is the thing that makes the Internet an incredible. With the Internet changing lives and creating as a type of data society it additionally assumes a part in uncovering individuals particularly government officials and big names.

The internet is changing how we experience our lives and one must be watchful particularly living in people in general eye. It was the internet that uncovered the embarrassment about Bill Clinton; the story, presented on the Internet on gatherings of people, changed how groups of onlookers point of view on him, and additionally the outrages about Tiger Woods' which likewise spiralled over the Internet, this could be viewed as an adverse to the Internet and what it accompanies. "Mechanical change appears to have its own particular rationale, which we may maybe challenge about or even endeavour to square, yet which we have all the earmarks of being not able adjust essentially. (Kitchin, 2001) "they are created at any one time and set as per a mind boggling set of energizing principles or discerning systems, institutional narratives, specialized potential outcomes, and last, however not minimum, mainstream desirers" (Kitchin, 2001).

3.2.1 FUNCTIONS OF NEW MEDIA

New media is highly interactive digital technology. It is very easy to process, store, transform, retrieve, hyper-link and easily search and access. New media typically refers to the internet, computer, smartphones, virtual reality etc. The criteria for getting the information are change. Today people spend most of their time on internet and it is changing the way people across the world are entertained and consume information. Before understanding the different sources of new media it is necessary to know about its functions.
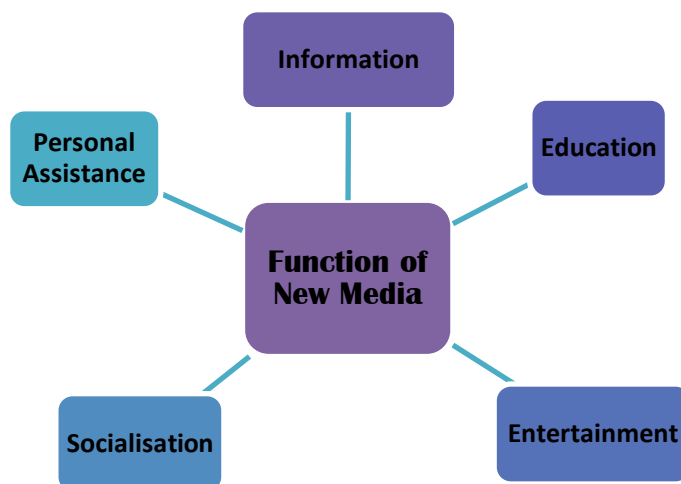

Fig. 3.2 Functions of New Media

1. **Information:** Dissemination of information is the major function of new media.Information provided by internet can be opinionated, objective, subjective, primary and secondary. Informative functions also let the audience know about the news around them and come to the truth. In past people rely on information mostly through new broadcast on radio, TV as well as newspapers or magazines but majority of the information are circulated and obtained through internet oriented media.

2. **Education:** New media provide information and education. It provides education in different subject to people at all levels. They try to educate people directly or indirectly using different forms of content. In the developing country new media is used as effective tools for mass awareness.

3. **Entertainment:** The other important function of new media is the entertainment.it is also views as the most obvious function of any media. Actually entertainment is the kind of performance that provides pleasure to people. New media provides entertainmentand amusement which assist in reducing tension to large degree. New

media offer news, music, stories, films, serials, and comics to entertain its audience. It makes audience recreational and leisure time more enjoyable. These days, new media have comprised information and education in the entertaining programmes. The fusion of entertainment and information is called infotainment. Similarly, the inclusion of education in entertaining programs is regarded as edutainment.

4. **Socialization:** Socialization is the transmission of culture. New media plays an immense role in distributing or disseminating the global culture, which is also called the internet culture or culture of the information society. New media social networking sites such as Facebook and Twitter have socialized people especially children and young generation. These sites have linked people all over the world, providing a common platform where ideas, emotions, lifestyle, reaction to certain issues behaviour and many other more are shared, which in the end, initiate its user to start behaving in the most commonly accepted behaviour with certain fears in their sub-conscious mind of being unfriended if they are not among the majority. Socialization is a process by which people are made to behave in ways that are acceptable in their culture or society. Through this process, people learn how to become a member of a society or human society in greater sense. Whenever a person reads newspaper or watches television, individual knows how people react on matters and what types of norms and values they perceive on particular event, issue or situation.

5. **Personal assistance:** Whether we look for a new job, check bank accounts, book a ticket, communicate with family, friends and co-workers, do research, learn new skills or navigate map in an unknown place, New media has contributed a lot as a personal assistance in meeting our day to day needs.

3.2.2 NEW MEDIA AS A MEDIUM OF JOURNALISM

From the last few years we are working with the technologies that are belong to internet but now we are in the era of new and emerging technologies. It includes tablets, smart phones and any other mobile reading devices or tools capable of accessing the Internet. It also refers to the digital media presented on these devises, such as news apps, blogs and websites, social media postings and chats, feeds, online newspapers and magazines, flash animations, videos and podcasts. People are using these technologies in their day to day life. They are using their smart phone or a tablet for spreading the news to masses of people around the world in a

shorter period of time. Talented and skilled journalists are also using these media to spread their well researches story, an enlightening interview and professionally shot photographs and video messages in no time.

The new media has changed the traditional form of journalism into online, real-time reportage of events. Today, news is delivered in a unique manner, combining audio and visual in such a way that its impact can never be over-emphasized. New media has silently, but steadily, become a force to be reckoned with in today's world.

New media journalism has becoming a field where professional reporters/editors multi-task and develop multiple talents. Their position is no longer limited to writing or speaking. Often they take photographs or shoot videos, design the layout for a multimedia website or promote their message through social media. New media journalists rely on both verbal and visual skills and continuously learn about and keep up with the advancements in digital media. They continuously learn with the latest trend and try to layout effective stories as part of a tablet app versus a website, flipbook or other e-publication. They also experiment with how to present the best message with the multimedia so as to not distract the audience from key message

Although new media provides for a more interactive and visually stimulating experience, it does not mean the actual information/reporting should be neglected. With so many questionable stories and "facts" presented online, it is vital that journalists maintain their integrity and fulfil their ethical goal of striving to present the truth.

New media also opens up more doors for journalists to freelance or even commence their own online publication. Thus such professionals, in addition to communications skills, often must develop entrepreneurial abilities.

3.2.3 LANGUAGES AND STYLE OF NEW MEDIA JOURNALISM

New media is a perfect medium for reporting on evolving issues, events and developing. New media has the ability to update and fresh copy on a more or less continual basis. It can provide greater depth and important information with background stories that is associated with issues and events. It can also help the readers to gather information by providing links to other websites, documents and databases. It is critical for creating compelling, engaging,

interesting and entertaining copy when writing news online. Online news writing should be based on conversational so it should be write much like copy used in radio and television news. Its content should be similar as you chatting with their family and friends online.

While writing online you should follow following rules:-

1. Use simple and straight words.
2. Make different colouring of the words.
3. Use simple declarative sentences.
4. Avoid jargons.
5. Create more white space.
6. Provide hyperlink.
7. Write content in simple language.
8. Write an eye catching headline
9. Write in present tense
10. Give sub headlines
11. Brief first paragraph in 5 W's and 1H

While writing online you shouldn't do:-

1. Don't write too lengthy content.
2. Lead should not contain any jargons.
3. Avoid too small or too large fonts.
4. Avoid flowery language.
5. Avoid plagiarism.

3.3 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

   2) Compare your answers with those given at the end of this lesson.

1. 'Communication through social media increases misspellings and poor grammar' are you agree with this? Give your comments.

   ----

2. Assume you are a journalist and you post your every news on social media. Which techniques you should follow to attract your readers.

3.4   SUMMARY

➢ The Internet is a one of a kind medium where unique and adjusted substance lives next to each other.There are new methods for imparting where the Internet and TV would work next to each other; Google TV this new rush of innovation is set to unite all data, programs, the Internet and media.

➢ New media is highly interactive digital technology. It is very easy to processed, stored, transformed, retrieved, hyper-linked and easily searchable and accessed.

➢ New media typically refers to the internet, computer, smartphones, virtual reality etc. now the criteria to getting the information are change.

➢ Today people spend most of their time on internet and it is changing the way people across the world are entertained and consume information.

➢ New Media functions are Information, Education, Entertainment, Socialization and Personal Assistance.

➢ New Media sources of information are Website, Web Archives, Newsgroup, E-Mail & Blogs.

3.5 KEYWORDS

Blogs: A blog is a personal online journal that is frequently updated and intended for general public consumption.

E-Mail: Electronic mail (e-mail) is a method of exchanging messages between people using electronic devices.

New Media: Means of mass communication using digital technologies such as the Internet.

Newsgroup: A newsgroup is a discussion about a particular subject consisting of notes written to a central Internet site and redistributed through Usenet, a worldwide network of news discussion groups.

Social Media: Websites and applications that enable users to create and share content or to participate in social networking.

Web Archives: Web archiving is the process of collecting portions of the World Wide Web to ensure the information is preserved in an archive for future researchers, historians, and the public.

Website: A website is a collection of publicly accessible, interlinked Web pages that share a single domain name.

3.6 SELF-ASSESSMENT TEST

1. What are the main functions of new media?
2. Define the new media as a medium of communication?
3. What are the examples of new media?
4. What is new media communication?
5. What are the characteristics of new media?
6. What is new media journalism?
7. What is media journalism?
8. Write a note on new media as a medium of journalism?
9. Which language and style you use for writing for new media?
10. Which rules you follow or not for writing new media?

3.7 ANSWERS TO CHECK YOUR PROGRESS

1. Social media is now a part of everyday life. Social media has increased the need for fast information. The most common errors social media brings are grammar and spelling. Grammar and spellings are most important in formal writing but it is acceptable on social media. Further, writing too fast increases errors and give less time to think. People are quick to post first without revising or thinking about what they wrote.

2. Social media is a varied and unique environment and every social media platform is different from each other. Like Twitter is different from Facebook, and Facebook is different from Google +, and Google + is different from Instagram. While writing in social media it is necessary to write, right content at the right time. One should keep following techniques to make your content superior and attractable.

1. Firstly, you should know which of your readers frequent which platform? How long your content should be for said platform. Then start your writing.

2. People only remember 10% of what they read and remember 65% of what they see, so pairing a relevant visual with your social media content can make your news interesting and reliable.

3. You should keep your audience in mind. For this you can research on your audience to know who they are. And what they care about. That efforts ensure you that the post you publish on social media will have a wide, broad reach with the potential to extend well beyond your audience.

4. Write a best headline, this can easily boost the success rate of all of your social media content and ensure that you're as close as possible to going viral online.

5. Social media is a great place for all sorts of content types, ranging from articles and blog post to videos and infographics. To build a well-rounded and unique content strategy, you should experiment with different content types.

6. Social media is an excellent place to tap into current events and web-wide trends. You know very well that social media has a short lifespan so always be ready to post current trending topics time to time.

7. Social media is not a place to experimental with your headlines or your content. So writing on social media follow following rules-

   a) Use simple and straight words.
   b) Make different colouring of the words.
   c) Use simple declarative sentences.
   d) Avoid jargons.
   e) Create more white space.
   f) Provide hyperlink.
   g) Write content in simple language.
   h) Write an eye catching headline
   i) Write in present tense
   j) Give sub headlines
   k) Brief first paragraph in 5 W's and 1H

3.8 REFERENCES/SUGGESTED READINGS

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SUBJECT: NEW MEDIA AND SOCIAL MEDIA	
COURSE CODE: MSM-505	AUTHOR: DR. SUNAINA
LESSON NO.: 04	VETTER: PROF. MANOJ DAYAL
NEW MEDIA AS A SOURCE OF INFORMATION	

STRUCTURE

4.0 Learning Objectives

4.1 Introduction

4.2 New Media as a Source of Information

4.3 Social Impact of New Media

4.4 Check Your Progress

4.5 Summary

4.6 Keywords

4.7 Self-Assessment Test

4.8 Answers to Check Your Progress

4.9 References/Suggested Readings

4.0 LEARNING OBJECTIVES

After going through this lesson, you will be able to:

  ➤ **Acquaint the New Media as a Source of Information.**

  ➤ **Evaluate the Social Impact of New Media.**

4.1 INTRODUCTION

Media technologies have greatly influenced on how we communicate personally and professionally. Technological convergence has accelerated the speed of media technologies. It is important that we understand the different new media technologies that are available today. This is because our lives and our global economies have become dependent on them.

In this lesson, we shall discuss about the new media as a source of information and social impact of new media. First, we shall focus on the source of information through new media. Then we shall review on social impact of new media.

4.2 NEW MEDIA AS A SOURCE OF INFORMATION (SEARCH ENGINES)

New media is changing globally for entertained and consumed information. The following sources of information illustrate the evolution of new media.

1. **WEBSITE:** A website is a centre of various web pages which are connected to each other and can be accessed by visiting the home page using a browser. Websites have many functions. A website can be a personal, commercial, governmental or a non-profit organization. Websites can be divided into two categories (1) Static (2) Interactive. Static sites serve or capture information but do not allow engagement with the audience or user directly. Interactive sites allow for interactivity between the sites owner and the site user. Some websites are informational or produced by enthusiasts or for personal use or entertainment. Many websites do aim to make money using one or more business models.

   ➢ Posting interesting content and selling contextual advertising either through direct sales or through an advertising network.

   ➢ E-commerce products or services are purchased directly through the website.

   ➢ Advertising products and services are available at a brick or mortar business.

   ➢ Freemium: Basic content is available for free but premium content requires a payment (e.g. WordPress website, it is an open source platform to build nice blog or website.)

2. **WEB ARCHIVES:** Web Archives are digital library which provide free or paid public access to collections of digitalized materials, including websites, software applications/games, music, movies/videos, moving images, and nearly three million public domain books. The Internet Archive allows the public to upload and download digital material to its data cluster, but the bulk of its data is collected automatically by its web crawlers, which work to preserve as much of the public web as possible. Brewster founded the archive in 1996 at around the same time that he began the for profit web crawling company, Alexa Internet.

   In October 1996, the Internet Archive had begun to archive and preserve the World Wide Web in large quantities, though it saved the first pages in May 1996. The archived content wasn't available to the general public until 2001, when it developed the Way-back Machine.Web archives are in fact a major platform of shift from old to new form of media. Digital book libraries, audio library, video archives, images and moving image collection has made things easier to access and store.

3. **NEWSGROUP:** Newsgroup is an Internet based discussion group, similar toaBulletin Board System (BBS), where people post messages concerning those topics around which the group is organized. Newsgroups are typically found on USENET, a network of discussion groups where millions of users read postings, or articles, using software called a newsreader. Users can then make comments and ask questions in response to the postings. Thousands of newsgroups exist, covering a wide range of topics. Newsgroups typically fall into a few basic categories.

   There are newsgroups that have to be pre-approved and cover a specific topic, and there are alternative news groups that can be created by anyone and cover any topic of their choosing. Newsgroups are also categorized as either moderated posts have to be approved or un-moderated. Newsgroup names consist of parts, separated by dots, that indicate the topics covered in the newsgroup. The parts of the name go from lesser specific to most specific.

4. **E-MAIL:** E-mail is full electronic mail, messages transmitted and received by digital computers through a network. An e-mail system allows computer users on a network to send text, graphics, and sometimes sounds and animated images to other users. On most networks, data can be simultaneously sent to a universe of users or to a select group or individual. Network users typically have an electronic mailbox that receives, stores, and manages their correspondence. Recipients can select to view, print, save, edit, answer, forward, or otherwise react to communications.

   Many e-mail systems have improved features that alert users of incoming mal/ messages or allow them to employ special privacy features. Large corporations and institutions use e-mail systems as an important communication link between employees and other people allowed on their networks. E-mail is also available on major public online and bulletin board systems, many of which maintain free or low-cost global communication network.

5. **BLOGS:** Blogs are an early form of new media; it is an online journal where an individual, group, or corporation presents a record of activities, thoughts, or belief. Some blogs operate mainly as news filters, collecting various online sources and adding short comments and internet links. Other blogs concentrate on presenting original material. In addition, many blogs provide a forum to allow visitors to leave comments and interact with the publisher. "To blog" is the act of composing material for a blog. Materials are largely written, but pictures, audio, and videos are important

elements of many blogs. The "blogosphere" is the online universe of blogs. The World Wide Web and the idea of a blog appeared at the same time. Tim Berners-Lee, often described as the Web's inventor, created the first "blog"in 1992 to outline and render visible the ongoing development of the Web and the software necessary to navigate this new space.

Information in blogs is easily accessed and searched for, and everything is typically organized naturally. For instance, blog posts are often nested under categories, and users can navigate posts by a specific category or tag or via a search.

4.3 SOCIAL IMPACT OF NEW MEDIA

New media is considered by its digital nature and its low costs of production and distribution. New media relies on the Internet for distribution; as such, new media is far more accessible for the average individual or small organization. Individuals could have produced homemade newsletters, but their distribution was severely limited. In the new media landscape, an individual can have as much reach, engagement, and distribution as a Fortune 10 company.

Social media is a subset of new media. Social media is advanced expanded version of new media as new media didn't have the chance of interaction with others but social media enables people to interact with each other and keeping their views before the world. What sets social media apart as a distinct category inside new media is its interactive nature, the nature of the social network. We can create text, audio, video, interactive apps, etc. and publish it to the Internet; our content has independent value. Through channels like search, other people can locate our media and derive benefit from it. The new media we create has intrinsic value, regardless of the mechanism of distribution.

Social media and new media cannot be interchanged by their meaning. An individual can create new media without being social, but cannot create social media without being new media. Now these two media are merging up as some of the networks like LinkedIn and Facebook attempt to increase profits through publishing; when a network permits any content to be visible, reachable, and valuable without requiring connections or interactivity, then it's become new media but when interactions are being done than it becomes social media. .

In new millennium, the means of communication have been dramatically increased due to revolutionary transformation and development in the area of communication science and technology. The social media has brought forward the boundless access for keeping their

views in modern social environment. Social media has connected the people closure to the mainstream of life. Social media has practically become media for people, by the people and of the people and has significant impact on the lives of people remarkably. The social media have expanded the circle of social connections of people and created several changes and amendments in the educational, social, economic, political and cultural environment. The impact of social media on society has been examined in latest researches extensively in modern times. The use of social networking sites has become the focus of a large number of research studies.

Social media has become strongly embedded in modern society. The social media has ensured connectivity among people through the constant use of the social technologies. It is almost impossible to make any all-inclusive claims about social media.

Social media has fundamentally changed the character of our social lives, both on interpersonal and community level. On a community level, the organizing features of these sites lower the transaction costs to find and connect with others who may share their interest or concern but differ on other dimensions. Social networking sites provide simple, least expensive ways to organize members, arrange meetings, spread information, and gauge opinion. Organizations, political figures, advocacy groups, regional associations, and other types of groups have various ways of using such sites: through their own profiles, site groups, or standalone networks. Further than coordinating community organizations, social network sites also play an important role in casual types of civil activity

The borders of countries and states have dissolved to the credit of the Internet and social media. The collective social networking sites offer companies an opportunity to fine-tune the characteristics of one's personality. Two advantages being that it gives people the convenience to connect with others all over the world without meeting anyone personally and also help to solve the rare crime cases.

Social media facilitates strong connections and bonding capital, and helps to do all internet application more effectively as compared to earlier times. Social media supports individuals to maintain a sense of continuity among each other and to create an identity among the group as a well, regardless of personal information of the people.

Social media sites also allow youngsters to accomplish many tasks online which become tough to do offline. They enable themselves to stay connected with their friends and

family. They make new friends, share pictures, and exchange their views and ideas. Social media participation also can offer youngsters to get various r benefits which extend into their view of self, community, and the world. These sites foster relationship, better individual identity and social skills

The communication which occurs in these online contexts promotes interactive dialogues to create better understanding of different viewpoints. Inter-cultural dialogues are critical nowadays in our globalized and blended world, where different cultures encounter each other every day, especially through social media such as Facebook, YouTube, Twitter and the Instagram. Social media provide a platform where people across the world can stay in touch and they can feel closer and more connected regardless of the distance between them. New social media has provided various ways in which people can communicate with others across the world, without limitations of time and distance

There are people behind the social media tools that are used for social change. Social media can be used as a tool to raise awareness, raise money and join people together but to personify these tools is to under estimate the time, resources and risks that activists and citizens sacrifice. The policies of many social media platforms may not have the best interests of activists and there may be real danger of governments using social media to spy on, misinform, or incriminate activists.

Social media allows civil society organizations to project their voice more effectively than through offline work, but social media requires detailed plans to produce intensive aims and clear communications that will reach to the target audience without being lost in online 'noise'. It becomes therefore essential to listen first to establish the clear information that what has been said, where, how and by whom. Social media has becomes most effective when it is treated as an interactive forum; not only because it allows supporters to become more involved and amplifying their commitment, but, whenever they comment, the campaign message gains visibility within their own networks.

Replying to followers' comments, posting and answering questions and tweeting their inputs help to extend the reach and intensify the voice of a campaign. Social media offers substantial new opportunities for third sector organizations and campaigners, but few are currently realizing this potential due to scepticism, nervousness, and low skills bases or a

simple lack of awareness. Social media has enabled the civil society organizations to voice their concern and defend public interest against tyranny, injustice and exploitation.

The ubiquity of smart phones, associated with the adoption of social media websites, enables unprecedented opportunities to study city dynamics and urban social behaviour by analysing the data generated by users. Social media systems allow the people to get connected with the administrative system. This work is focused in the identification of events through shared data in social media. This task is especially favourable due the real-time nature of certain types of social media, such as Twitter. Considering social media as a source of sensing, creating then a participating sensor network levies many challenges Social media are widely used by the administrators in modern cities to facilitate good governance.

Social media, comparing to traditional media, allows people to actively engage in a communication process not only as information receivers but also as message creators. Greater application of social media tools has brought dramatic changes in the business environment. The online applications are designed to facilitate information sharing, distribution of knowledge, and opinion exchanges. It is significant to note that technological changes have shaped an cumulative convergence of functionality and features in many social mediating services. The propagation of social media and widespread adoption of social media tools have also brought about dramatic changes in the modern business environment.

Social media equally provide the opportunities to tap into personal networks and present information in multiple formats, spaces, and sources which helps to make messages more reliable and effective. Additionally, many social media channels facilitate social engagement, viral sharing of information and trust. It is obvious then that integrating social media into different communication campaigns and development activities will allow the government, civil society and other professionals to influence social dynamics and networks to encourage participation, conversation and community all of which may help spread key messages and impact informed and positive decision making.

Social media have accelerated the process of social mobilization for worthy causes all over the world. In India, any Social movement can be raised through social media as these days people are posting their views on social campaigns such as BetiBachao and BetiPadhao. Females are getting their fundamental rights and we can spread this movement throughout

the country through social media. Now a days people become aware the social issues raising in society and they can raise their voice against any negative issues prevailing in society.

The social media have enlarged the rate and quality of collaboration for students. They are better able to communicate meeting times or share information quickly, which can increase productivity and help them learn how to work well in groups. The social networking teaches skills they need to survive in the business world. The students gain understanding of computers and other electronic devices and may increase their academic competence. Social media applications have also been promoted business management all over the world. The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works in all walks of life.

The social media also help in integrating all the parts of the world including subcultures and minority groups who otherwise never get the physical means and space to practice their views and beliefs. Through social networking sites individuals can communicate with others irrespective of meeting face to face or present at a specified time, Social media has significantly improved learning opportunities of the students by connecting with one another on homework and group projects. The social media programs allow students to gather outside of class to team up and exchange ideas about assignments. Some schools use blogs as teaching tools which has the advantage of reinforcing skills in English language, written expression, and creativity.

Social media and other emerging communication technologies are quite useful tools for social development and mobilization since they connect millions of people and personalize and reinforce development messages on several issues that can be more easily tailored or targeted to particular audiences. They also enable interactive communication, connection and public engagement to create empowerment in society.

Social networks offer the opportunities for people to reconnect with their old friends and acquaintances, make new friends, share trade ideas, content,pictures, and many other activities. The users can stay abreast of the latest global and local developments, and participate in campaigns and activities of their choice. Professionals use social media sites like LinkedIn to increase their career and business prospects. Students can work together with their peers to enhance their academic proficiency and communication skills.

Students can learn about different cultures and societies by connecting with people in other countries. The social media have made it possible for like-minded individuals to discuss important topics, widen their personal knowledge and discover things they never knew before. The youngsters are involved in public affairs as social media has provided realm of opportunities for active participation of people

The users have not fully understood the other side of social media. Privacy has become tougher to keep, and productivity in the workplace has decreased in many situations. The cyber bullying is a form of bullying that is done through the web and other technologies. Social networks make it worse for the victims since bullying is difficult in person and even harsher over the internet.

Instances about cyber bullying and risks to children have led to increased fears about the influence of online social networking, particularly on children,young and adults. Social networking sites have led to a different way of communicating with others, both with those previously known to the person as well as newly shaped friendships. Concerns about reduced face-to-face interactions and the loss of social skills have developed". The secrecy afforded online can bring out dark impulses that might otherwise be suppressed. Cyber-bullying has spread among youth, with 42% reporting that they have been victims, according to a 2010 CBS News report

The social networking sites make young people more self-centred, social networking websites are causing alarming changes in the brains of young users. They create a culture in which a single mistake such as a racy picture or poorly thought-out comment can cause irreversible harm to reputation, decreasing productivity as workers habitually check social networking sites at work. Sometimes providing personal information to anyone can create the risk of identity theft. Social media have adversely affected the youth in modern society. Various research scholars have raised concern about the ill-effects of social media on children, adolescents and youth.

Social networking users face severe health issues because they become addicted in a virtual world of relationships. People use to spend hours chatting with their friends and browsing profiles on social networking sites. It becomes a compulsive habit to visit own profile several times in a day for checking friends' updates, changing status, and commenting on others photos and videos.

Social networking site that once had a purpose of helping people across the world to unite and making new relationship may also damage the relationship and make life miserable.The users of social media make so many numbers of friends even though they are not friends in the real life situations. Some of the users have also ruined their other friendships since social media normally form shallow friendships. The constant usage of social media has caused damage to the humanity in several ways.

Social media have led to addiction and lowered the motivational level of the people, especially of the teenagers and students. They rely on technology and internet instead of learning the practical knowledge and expertise of the everyday life. The children also become victims of circumstances due to over contact to objectionable contents. Many introverts and socially reclusive users make too much emphasis on virtual interaction, and ignore the real world outside. Social networking sites encourage people to be open about their personal lives since the users' post their intimate details of their lives easily. It creates a negative impact on the privacy of the individuals in a society.

Our analysis provides empirical evidence of information processing limits for social media users.The most active and popular social media users are often the ones that are overloaded. Moreover, the rates at which users receive information create a significant impact on their processing behaviour, including priority of the information from different sources, how much information they process, and how quickly they process information. Finally, the susceptibility of a social media user to social contagions depends crucially on the rate at which she receives in formation. An exposure to a piece of information, whether it is an idea, a convention or a product, is much less effective for users that receive information at higher rates, meaning they need more exposures to adopt a particular contagion The social media application has brought about information overloading and the users have found it difficult to make use of the information resources.

The potential destructive effects surrounding social media use have profound consequences for young generations. Similarly, the body image of young people, mainly girls and young women, seems to be affected through consumption of online media. These social networks have damaged many things, but they cannot be allowed to harm the humanity. Research studies have reported various negative implications of social media on society and people.

Social media have become a constant source of alternative news for Internet users. They have enabled the users to direct the focus of national news media. The activists make use of social media to educate, organize and enlist the participation of people in social movements. The social media have great impact on culture, society, business, politics and all spheres of human life. They have transformed the way of communication and socialization on the Web. The social websites play an important role in many elections around the world. These have enhanced brand image and popularity in the business field. The professionals use social media to augment their career and business prospects.

Students can collaborate with their peers to improve their academic proficiency and communication skills. Social media have negative implications on society. The young generation of users should be sensitized about the harmful effects of social media. Modern organizations lose billions of dollars per year in productivity because of addiction of social media among employees. Posting personal information on social sites can make users susceptible to crimes like identity theft, stalking, etc. The social media have both advantages and drawbacks which are revealed in the past scientific investigations. The users should use social networking sites with utmost care and accountability in order to improve their educational, professional and social life and prevent possible threats and restraints.

4.4 CHECK YOUR PROGRESS

Note: 1) Compare your answers with those given at the end of this lesson.

A. MATCH THE FOLLOWING

LIST-I	LIST-II
1. A place on a computer network, especially within Usenet, that maintains an online discussion group on a specific topic	a) Website
2. The process of collecting portions of the World Wide Web to ensure the information is preserved in an archive for future researchers, historians, and the public.	b) Newsgroup
3. A page or collection of pages on the World Wide Web that contains specific information.	c) Blog
4. A website where a person writes regularly about topics that interest	d) E-mail

them, usually with photographs and links to other websites they find interesting.	
5. A way of sending electronic messages or data from one computer to another	e) Web Archiving

4.5 SUMMARY

- ➢ New media is changing globally for entertained and consumed information.

- ➢ A website is a centre of a variety of web pages which are connected to each other and can be accessed by visiting the home page using a browser. Websites have many functions. A website can be a personal, commercial, governmental or a non-profit organization.

- ➢ Web Archives are digital library which provide free or paid public access to collections of digitalized materials, including websites, software applications/games, music, movies/videos, moving images, and nearly three million public domain books.

- ➢ Newsgroup is an Internet based discussion group, similar to a bulletin board system (BBS), where people post messages concerning those topics around which the group is organized.

- ➢ E-mail is full electronic mail, messages transmitted and received by digital computers through a network. An e-mail system allows computer users on a network to send text, graphics, and sometimes sounds and animated images to other users.

- ➢ Blogs are an early form of new media; it is an online journal where an individual, group, or corporation presents a record of activities, thoughts, or belief.

- ➢ New media is considered by its digital nature and its low costs of production and distribution. New media relies on the internet for distribution; as such, new media is far more accessible for the average individual or small organization. Individuals could have produced homemade newsletters, but their distribution was severely limited.

- ➢ Social media has fundamentally changed the character of our social lives, both on interpersonal and community level. On a community level, the organizing features of these sites lower the transaction costs to find and connect with others who may share their interest or concern but differ on other dimensions.

- ➢ Social media and other emerging communication technologies are quite useful tools for social development and mobilization since they connect millions of people and

personalize and reinforce development messages on several issues that can be more easily tailored or targeted to particular audiences. They also enable interactive communication, connection and public engagement to create empowerment in society.

➢ The social media have both advantages and drawbacks which are revealed in the past scientific investigations. The users should use social networking sites with utmost care and accountability in order to improve their educational, professional and social life and prevent possible threats and restraints.

4.6 KEYWORDS

Blogs: A blog is a personal online journal that is frequently updated and intended for general public consumption.

E-Mail: Electronic mail (e-mail) is a method of exchanging messages between people using electronic devices.

Mass Media: The mass media is a diversified collection of media technologies that reach a large audience via mass communication.

New Media: Means of mass communication using digital technologies such as the Internet.

Website: A website is a collection of publicly accessible, interlinked web pages that share a single domain name.

Newsgroup: A newsgroup is a discussion about a particular subject consisting of notes written to a central Internet site and redistributed through Usenet, a worldwide network of news discussion groups.

Social Media: Websites and applications that enable users to create and share content or to participate in social networking.

Social Network: A social networking service (also social networking site, or SNS or social media) is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections.

Web Archives: Web archiving is the process of collecting portions of the World Wide Web to ensure the information when is preserved in an archive for future researchers, historians, and the public.

4.7 SELF-ASSESSMENT TEST

11. Write a note on web archives?

12. What are the sources of new media?

13. Discuss the role of new media in the transmission of culture.

14. Online news is more interesting than printed news discuss.

15. What is the purpose of blog?

16. Define the impact of new media on society?

17. How new media technologies impact social and societal issues?

18. What are the impacts of social media on society?

19. Define the social impact of new media?

4.8 ANSWERS TO CHECK YOUR PROGRESS

A. ANSWER OF MATCH THE FOLLOWING

LIST-I	LIST-II
1. A place on a computer network, especially within Usenet, that maintains an online discussion group on a specific topic	b) Newsgroup
c) The process of collecting portions of the World Wide Web to ensure the information is preserved in an archive for future researchers, historians, and the public.	e) Web Archiving
3. A page or collection of pages on the World Wide Web that contains specific information.	a) Web Site
4. A website where a person writes regularly about topics that interest them, usually with photographs and links to other websites they find interesting.	c) Blog
5. A way of sending electronic messages or data from one computer to another	d) E-mail

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SUBJECT: NEW MEDIA AND SOCIAL MEDIA	
COURSE CODE: MSM-505	AUTHOR: DR. SUNAINA
LESSON NO.: 05	VETTER: PROF. MANOJ DAYAL
SOCIAL MEDIA AND MOBILE COMMUNICATION	

STRUCTURE

5.0 Learning Objectives

5.1 Introduction

5.2 Social Media: An Overview

    5.2.1 Definitions of Social Media

    5.2.2 Uses of Social Media

    5.2.3 Pros and Cons of Social Media

5.3 Mobile Communication

5.4 Check Your Progress

5.5 Summary

5.6 Keywords

5.7 Self-Assessment Test

5.8 Answersto Check Your Progress

5.9 References/Suggested Readings

5.0 LEARNING OBJECTIVES

After going through this lesson, you will be able to:

- ➢ **Define Social Media.**
- ➢ **Establish the Uses of Social Media.**
- ➢ **Evaluate the Pros and Cons of Social Media.**
- ➢ **Identify Mobile Communication.**

5.1 INTRODUCTION

Media technologies have changed the way people engage in social media in the last couple of years. Today mobile connections play a vital role for communication. They also use the social media on their smart phone also. In order to improve the social service for users from mobile device, it is needed to understand the difference between the intrinsic usage characteristics of mobile communication and online social media. Essentially, mobile communication or social media, both provide a platform where individuals with similar

interests or commonalities can be connected with one another. However, mobile communication and social media each have unique features, such as the communication periodicity, communication diversity etc. People use the two channels differently. Therefore, it is important to understand how people's behave vary in social media or through mobile communication.

So, in this lesson, we shall discuss about the social media and mobile communication. First we shall focus on the social media its meaning and definitions and then we shall review on mobile communication.

5.2 SOCIAL MEDIA

The term social media is used more frequently these days. Everyone is aware about internet. It is a fact that ninety percent of all online users use social media in some way or the other. The emergence of social media began in the early days of Internet when people started sharing information and communicating with each other. In the earliest era platforms were more technology intensive so it was not possible for everyone to use the internet so numbers of users were comparatively less. Over a period of time as the technology matured, platforms were developed where regular users, without any technological background, could also use the services. This was a turning point in the history of Internet, making the internet technology all inclusive, where people were no longer silent spectators to the content being dished out to them. Now they could create their own content, share it with others, respond to people, and collaborate with them and more. This user interaction is what gave impetus to development of social media, as we know it today.

Social media is a group of online channels where people and organizations can connect, share contents such as ideas, information, entertainment, and even life's momentsand communicate with each other. These channels may focus on personal, professional, or business networking. People can follow, friend, link, share, promote, join, discuss, tweet, retweet, favourite, and more. Social media is all in the name of interactive communication.

Social media exists because of **Web 2.0**, a development in the internet that allowed us to begin interacting easier. Users and developers started using the internet differently, and social media was the beginning of these changes. Web sites like LinkedIn and Facebook are some examples of social media outlets. Both web sites can be used to promote business ideas, express artistic values, even find jobs, just to name a few. Most social media web sites allow

users to join for free in order to use their services. But the goal of social media is to reach an audience that traditionally was not available to them.

Social means people who use social media web sites have to create a profile for themselves in order to collaborate with other people. A profile contains a picture of yourself (or one of your organization), your location and interests and provides people with a way to find and connect with you. By doing so, you essentially build a web of social links based on your profile. In social media, people and organizations socialize based on profiles, similar interests and ideas.

Fig. 5.2 Image source :https://www.lyfemarketing.com/

Media means: Media is the part which keeps people together by interests and goals. Media can be videos, pictures, music or literature. YouTube, for example, allows users to share and promote their videos in order to gain a massive audience. These videos can be artistic, educational and can even be used for entertainment purposes. Almost anyone can view videos based on their own interests. If you want to share arts and crafts ideas, then Pinterest, another popular site, is a great place to explore and post your ideas. If you want to share the latest news on computer viruses, then LinkedIn is a great option. Social media sites allow people who share the same interests - or those who wish to explore other interests - to come together and collaborate.

Social media incorporates the online technology and methods through which people can share content, personal opinions, swap different perspectives, and insights into world issues and generally discuss the evolution.

Social media are computer mediated tools that allow people or companies to create share and exchange, information, career, interest, ideas and pictures/videos in virtual communities and network.

There are hundreds of definitions for the term social media and new ones are added daily as the concepts keep changing and evolving with time.

5.2.1 DEFINITIONS OF SOCIAL MEDIA

According to the Kaplan and Haenlein (2010)defined Social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated Content."

According to Sam Decker Social media is digital content and interaction that is created by and between people.

According to the Rob Petersen Social media isthe media channel that relies on listeningand conversation, as opposed to a monologue, to get your point across, make a connectionand build a relationship.

Social media is a collection of online platforms and tools that people use to share content,profiles, opinions, insights, experiences, perspectives and media itself, facilitatingconversations and interactions online between groups of people.

According to the Merriam-Webster dictionary online, Social Media is defined as "forms of electronic communication (as Web sites for social networking and microblogging) through which users creates online communities to share information, ideas, personal messages, and other content."

The web dictionary defines social media simply as, "Websites and applications used for social networking."

Furthermore, social media depends on web-based technologies for creating highly interactive platforms through which individuals and communities share, co-create, discuss,

and modify user generated content. These introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals.

These changes are the focus of the emerging field of techno self-studies. Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, propinquity, and stability. Social media operate in a dialogic transmission system (many source to many receivers) this is in contrast to traditional media that operated under amonologic transmission model (from one source to many receivers).

"Social media has been broadly defined to refer to the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort or build relationships"

There are many effects that stem from internet usage. Internet users continue to spend more time with social media sites than any other type of site. At the same time Indians spent 89 percent of their time on social media in 2017(Times of India). Furthermore, an Indian spends nearly 3,000 minutes or 50 hours on mobile phones as compared to 11 percent on desktop.

5.2.2 USES OF SOCIAL MEDIA

Social media refers to any internet website, smartphone application, or other modern technology that allows people to connect and build online communities. The definition of this is expansive, which includes groups of friends in the same city, who create an online community or message board to better coordinate activities, and groups of people who never meet face to face. And only common interests and common causes unite social media is incredibly flexible. In general, it allows its users to decide what its product should be used for. This is a big part of why it has become so successful so quickly.

One of these platforms - and certainly the first to receive widespread acclaim - was Facebook. Facebook was created in 2004 by Mark Zuckerberg and several of his Harvard classmates. Originally designed as a tool to allow Harvard students to view pictures and eventually communicate with other Harvard classmates, the site expanded to other universities and opened to the public in September 2006. It grew fastest in these first years, with approximately 100,000 users. August 2008. As of September 2012, one billion Facebook users had created an account.

Facebook is not the only social media platform to explode in popularity so fast. Twitter is possibly the second largest social media platform. Twitter was first made public in July 2006 as a message to communicate with the public and only 140 characters with others. The service quickly gained popularity as people used it for all sorts of things, from people communicating about their daily lives to publishing news to a wider - and potentially younger - audience was hoping to reach. Specific codes were written to accommodate the format, as long hyperlinks were collapsed into shorter forms to accommodate Twitter's format. By the summer of 2010, Twitter reported that there were approximately 65,000,000 tweets each day on the site's servers.

While these are the two most famous, each day crops up and there are other new social media platforms. For example, Instagram was created as a way to share and easily share photos and quick captions with friends, family, and online followers, and was successful in that it was purchased by Facebook in 2014. For each Instagram and Twitter, however, there are just as many social media failures as success stories. Whether it is due to improper marketing or usage that is so closely related to already successful platforms, it is important to remember that social media is a fluid and constantly changing environment.

5.2.3 PROS AND CONS OF SOCIAL MEDIA

PROS OF SOCIAL MEDIA

1. Messaging on social media sites can lead to face-to-face interactions when plans are made via the sites.

2. Social media increases voter participation and facilitates political change.

3. Social media helps reduce loneliness of senior citizens who are socially isolated.

4. Social media allows for quick diffusion of public health and safety information during crisis events.

5. Social media can help disarm social stigmas like anxiety or depression.

6. Crowdsourcing on social media allows people to attain a goal, empowering users to achieve positive change.

7. Social media provides academic research to a wider audience, allowing people access to previously inaccessible educational resources.

8. Social media sites can help improve overall well-being by providing users with a large social group creating a "contagion" effect.

9. Professional networking sites like LinkedIn greatly assist companies to find personnel and job seekers to find work.

CONS OF SOCIAL MEDIA

1. Social media posts cannot be entirely deleted.

2. Social media can endanger our military, journalists and activists.

3. Social media use is associated with personality and brain disorders.

4. Students who are heavy social media users tend to have lower grades.

5. Social media can exacerbate feelings of disconnect and put children at higher risk for anxiety, depression, low self-esteem, eating disorders and even suicide.

6. Criminals can use social media to commit and promote crimes.

7. Social media can be a drain on time and use up hours that you can't get back.

8. Advertising practices of social media sites may create an invasion of privacy.

9. Social media facilitates sexting, which can lead to revenge porn, criminal charges and a proliferation of personal images.

10. Social media use can cause personality and brain disorders, ADHD and self-centred personalities particularly in youth.

5.3 MOBILE COMMUNICATION

Mobile communication is the technology which allows us to communicate with others in different locations without the use of cables. Mobile communication has made our life easier as it saves time and effort. In other words, mobile communication allows transmission of voice and multimedia data via a computer or a mobile device without having connected to any physical or fixed link. Mobile communication is growing day by day and has become a

need for everyone. Mobile communication is the exchange of voice and data by using a communication infrastructure at the same time regardless of any physical link.

Mobile communication technologies not only provides benefitto the businesses for performing their operation faster and with efficiency but also raising the standard of human lives. Mobile communication or mobile computing is just the two different names for the ability to use the mobile technology while on the move, most of the portable computers and computing equipment which are particular for the use in stationary place or configuration.

Ever since the population has been increasing, it urges the need for communication. Human beings are constantly busy to build up the easiest and the quickest way to communicate. Advancement in technology as the invention of telephone is one of such examples. Every coming generation is marked with one step ahead. Bigger telephones continuously passes through the modification process till the first mobile phone introduced. This journey of mobile communication technology started from late nineties with the 1st generation mobile technology has now reached till 3rd generation totally changes the canvas of communication mode. Third generation of the mobile phones virtually shrink distant places of the earth into a global village.

There are so many types of mobile computers, such as laptops, PDAs, PDA phones and other mobility devices were introduced in the mid of 1990s including wearable technology as well. And to use these types of mobility equipment we need to use right technology to make it more secure and reliable infrastructure. If we talk about the mobile communication technologies we can count on many mobile technologies available today such as 2G, 3G, 4G, WiMAX, EDGE, GPRS and many others.

The web dictionary defines mobile communication is talking, texting or sending data or image files over a wireless network.

Furthermore, mobile communications is a type of data communication that is performed and delivered wirelessly. This is a broad term that incorporates all procedures and forms of connecting and communicating between two or more devices using a wireless signal through wireless communication technologies and devices.

5.4 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this lesson.

1. Is mobile a complete mass communication tool?

----

2. List five Pros of Social Media?

----

3. List five Cons of Social Media?

5.5 SUMMARY

➢ Social media is a group of online channels where people and organizations connect, share content such as ideas, information, entertainment, and even life's moments and communicate with each other.

➢ Social media is the media channel that relies on listening and conversation, as opposed to a monologue, to get your point across, make a connection and build a relationship.

➢ Mobile communication is the technology that allows us to communicate with others in different locations without the use of cables.

➢ Mobile communication is talking, texting or sending data or image files over a wireless network.

5.6 KEYWORDS

Mobile Communication: Mobile communication is talking, texting or sending data or image files over a wireless network.

Social Media: Interactive forms of media that allow users to interact with and publish to each other, generally by means of the Internet.

5.7 SELF-ASSESSMENT TEST

1. What is social media and its uses?
2. Define social media in your own words?
3. Write a short note on social media?
4. What do you mean by mobile communication?
5. What is mobile communication technology?

5.8 ANSWERS TO CHECK YOUR PROGRESS

1. Mobile phones are used by lots of people today to talk, send text messages, take and send pictures, listen to music, or surf the internet. **Mobile** is not a "small internet", it is a NEW **mass media**. As different from the internet as TV is from radio. In fact we can do so much more on the mobile phone that cannot be done on the internet. So it can be a complete communication tool.

2. Five Pros of Social media are:

➢ Messaging on social media sites can lead to face-to-face interactions when plans are made via the sites.

➢ Social media helps reduce loneliness of senior citizens who are socially isolated.

➢ Social media can help disarm social stigmas like anxiety or depression.

➢ Social media provides academic research to a wider audience, allowing people access to previously inaccessible educational resources.

➢ Crowdsourcing on social media allows people to attain a goal, empowering users to achieve positive change.

3. Five Cons of Social media are:

➢ Social media use is associated with personality and brain disorders.

➢ Students who are heavy social media users tend to have lower grades.

➢ Social media can exacerbate feelings of disconnect and put children at higher risk for anxiety, depression, low self-esteem, eating disorders and even suicide.

➢ Advertising practices of social media sites may create an invasion of privacy.

> ➢ Social media facilitates sexting, which can lead to revenge porn, criminal charges and a proliferation of personal images.

5.9 REFERENCES/SUGGESTED READINGS

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SUBJECT: NEW MEDIA AND SOCIAL MEDIA	
COURSE CODE: MSM-505	AUTHOR: DR. SUNAINA
LESSON NO.: 06	VETTER: PROF. MANOJ DAYAL
SOCIAL MEDIA : TYPES AND FEATURES	

STRUCTURE

6.0 LEARNING OBJECTIVES

After going through this lesson, you will be able to:

- ➢ **Identify Social Media various concept.**
- ➢ **Establish different types of Social Media.**
- ➢ **Acquaint the features of Social Media.**

6.1 INTRODUCTION

Social media is computer-mediated tools that allow people to create, share or exchange information, ideas and pictures/videos in virtual and networks. Social media depend on mobile and web based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. They introduce substantial and pervasive changes to communication between business, organizations, communities, and individuals. These changes are the focus of the emerging field of techno self-studies. Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy and permanence.

In this lesson, we shall discuss about the various concept of social media. Then we shall focus on the types and features of social media.

6.2 CONCEPT OF SOCIAL MEDIA

The Merriam-Webster Dictionary defines social media as: "Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)."

The Cambridge Dictionary defines social media as "Websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone."

According to the Oxford Dictionary, social media can be defined as "Websites and applications that enable users to create and share content or to participate in social networking."

The common terms that emerge from these three definitions are:

- Websites
- Applications
- Forms of electronic communication
- Online sharing of information
- Creation/sharing of content

From all of three definitions the 'social' part comes from people interacting with each other and the 'media' part comes from the platforms that make these interactions possible.

6.2.1 TYPES OF SOCIAL MEDIA

Social media is the collective of online communication channels dedicated to community based input, interaction, content sharing and collaboration, websites and applications dedicated to forums, micro blogging, social networking, social bookmarking, and wikis are among the different types of social media. Types of social media with what they are used for are:

Sr. No.	Social Media	Used
1.	Social networking	Connect with people
2.	Media sharing networks	Share photos, videos, and other media
3.	Discussion forums	Share news and ideas
4.	Bookmarking and content duration networks	Discover, save, and share new content
5.	Consumer review networks	Find and review businesses
6.	Blogging and publishing networks	Publish content online
7.	Interest-based networks	Share interests and hobbies
8.	Social shopping networks	Shop online
9.	Sharing economy networks	Trade goods and services
10.	Anonymous social networks	Communicate anonymously

Table 6.2 Types of Social Media

1. Social Networking: Social networks use websites and applications to communicate informally with others, find people, and share similar interests.

It allows users to directly connect with one another through groups, networks, and location. Examples: Facebook, Google+, and LinkedIn.

2. Media sharing networks: It is used for publishing a user's digital photos, enabling the user to share photos with others either publicly or privately.

It allows users to embed media in a blog or Facebook post, or link media to a tweet. Examples: Instagram, Flickr, Snapchat, YouTube and Pinterest.

3. Discussion forums: This forum is mainly used to discuss and share news, information, opinions etc. For eg.Reddit, Quora etc.

4. Bookmarking and content curation networks: These networks are used to discover, save, share, and discuss new and trending content and media. **Examples:** Pinterest, Flipboard.

5. Consumer review networks: These networks are used mainly for consumers to find, review, and share information about brands, products, and services, as well as restaurants, travel destinations, and more. **Examples:**Amazon Customer Reviews,TripAdvisor,Google My Business,Your Own Website.

6. Blogging and publishing networks: Posting of very short entries, updates, recording opinions, stories, articles, and link on a social networking site.

It allows users to subscribe to other users' content, send direct messages, and reply publicly. It also allows create and share hashtagsto content share about related subjects. **Examples:** Google AdSense, WordPress, Tumblr, Blogger.

7. Social shopping networks: It is used to spot trends, follow brands, share great finds, and make purchases.

It allows users to build Brands awareness, increase engagement, and sell products via newchannels.**Examples:** Polyvore, Etsy, Fancy.

8. Interest-based networks: It is used to connect with others around a shared interest or hobby.**Examples:**Goodreads, Houzz, Last.fm.

9. Sharing economy networks: It is used to advertise, find, share, buy, sell, and trade products and services between peers.**Examples:** Airbnb, Uber, Taskrabbit**.**

10.Anonymous social networks: It is used to gossip, vent, snoop, and sometimes bully. **Examples:** Whisper, Ask.fm, After School.

6.2.2 FEATURES OF SOCIAL MEDIA

A lot of social media sites are available nowadays. They provide different services, have different fan followings and enjoy very distinct identity. Yet, all of them share some common characteristics. Here are some key features of social media sites:

 1. Provide free web space: Members of these sites don't need to own or share web servers. They can publish their content on the free space provided by these sites.

2. Provide free web address: Members are allotted a unique web address that becomes the

Web identity of an individual or a business. It can be used to identify, connect and share content.

3. Ask members to build profiles: These sites require members to build their profiles. Information entered in the profiles is used to connect friends and contacts, and build networks that connect people with similar likes and interests across the world.

4. Encourage members to upload content: These sites allow members to upload text messages, photographs, audio and video files. All posts are published in descending order with the last post coming first. Most important, all content is published in real time, and can be read, viewed or shared instantly.

5. Allow members to build conversations: Members can browse content and comment upon it. By doing so, social media sites allow members to engage in conversations that increase engagement.

6. Allow live chats: Several social media sites have chat clients that enable members to chat with each other in real time.

7. Direct Messaging facility: Several social media sites provide direct messaging facility to their members. This allows members to send private messages, which can be read or viewed only by those for whom the message is intended.

8. Provide tagging alerts: Most social media sites alert members through e-mail or in site notifications whenever they are tagged in a message or in a photograph.

9. Enable members to create unique pages: On some social media sites, members can create theme-based pages. The pages can then be used to post articles or photographs related to a theme. The pages can also be used to promote businesses.

6.3 CHECK YOUR PROGRESS

Note: 1) Compare your answers with those given at the end of this lesson.

1. Unsolicited e-mail advertising is known as………..

    a) Newsgroup

    b) Junk ads

c) Spam

d) None of the above

2. ……………..was one of the first uses of the Internet and is still the most popular use, accounting for most of the traffic on the Interent.

a) Blogs

b) E-Mail

c) Facebook

d) Twitter

3. Blogs or weblogs are

a) Webpages of short, frequently updated posting by an individual that are arranged chronologically.

b) Messages of 140 characters or less.

c) A category for discussion groups within Usenet.

d) None of the above

4. What is one of the big differences between traditional media and social media?

a) Participatory production

b) Social media reaches only a few people at a time

c) The management structure of the companies

d) Traditional media offers no way for audiences to communicate with media producers.

5. A website that lets anyone add, edit, or delete pages of content is called a

a) Wiki

b) Usenet

c) Online forum

d) Social Network

6. Today the most popular social networking site is

a) MySpace

b) Twitter

c) Instagram

d) Facebook

7. The relationship between media institutions with social media power and the ideas that they circulate is often referred to as

a) Articulation

b) Stereotype

c) Ideology

d) Chain Concept

6.4 SUMMARY

➤ Social media is aform of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

➤ The different types of social media are social networking, media sharing networks, discussion forums, bookmarking and content duration networks, consumer review networks, blogging and publishing networks, Interest-based networks, social shopping networks, sharing economy networks, anonymous social networks.

➤ The main Features of social media are**Web space,Web address,**build **profiles, connect with friends,Upload content in real time,Enable conversations,Posts have time stamp.**

6.5 KEYWORDS

Blogger: Blogger is a free blogging platform owned by Google that allows individuals and companies to host and publish a blog typically on a subdomain. Example: yourblogname.blogspot.com.

Facebook: Facebook is a social media platform founded by Mark Zuckerberg in 2004. The site connects people with friends, family, acquaintances, and businesses from all over the world and enables them to post, share, and engage with a variety of content such as photos and status updates.

Google+: Google+ is Google's social network. It serves as a platform for users to connect with friends, family, and professionals while enabling them to share photos, send messages, and engage with content. Google uses the "+1" to serve as the equivalent to a Like on Facebook or Instagram.

New Media: means of mass communication using digital technologies such as the Internet.

Social Media: websites and applications that enable users to create and share content or to participate in social networking.

Twitter: Twitter is a real-time social network that allows users to share 140-character updates with their following. Users can favourite and retweet the posts of other users, as well as engage in conversations using @ mentions, replies, and hashtags for categorizing their content.

6.6 SELF-ASSESSMENT TEST

20. Define social media?

21. What are the features of social media?

22. Write a note on concept of social media?

23. Define the types of social media?

24. Write a short note on how has social media benefited you?

6.7 ANSWERS TO CHECK YOUR PROGRESS

1. c) Spam

2. b) E-Mail

3. a) Webpages of short, frequently updated posting by an individual that are arranged chronologically.

4. a) Participatory production

5. a) Wiki

6. d) Facebook

7. c) Ideology

6.8 REFERENCES/SUGGESTED READINGS

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SUBJECT: NEW MEDIA AND SOCIAL MEDIA	
COURSE CODE: MSM-505	AUTHOR: DR. SUNAINA
LESSON NO.: 07	VETTER: PROF. MANOJ DAYAL
SOCIAL MEDIA VS SOCIAL NETWORKING	

STRUCTURE

7.0 Learning Objectives

7.1 Introduction

7.2 Social Media VS Social Networking

> **7.2.1 Social Media and Social Networking Defining and Explaining**

> **7.2.2 Advantages and Disadvantages of Social Media and Social Networking**

> **7.2.3 Similarity Common Between Social Media and Social Networking**

> **7.2.4 Differences Between Social Media And Social Networking**

7.3 Check Your Progress

7.4 Summary

7.5 Keywords

7.6 Self-Assessment Test

7.7 Answers to Check Your Progress

7.8 References/Suggested Readings

7.0 LEARNING OBJECTIVES

After going through this lesson, you will be able to:

> ➢ **Identify Social Media and Social Networking.**

> ➢ **Evaluate theadvantages and disadvantages ofSocial Media and Social Networking.**

> ➢ **Acquaint the similarity between Social Media and Social Networking.**

> ➢ **Understand the difference between social media and Social Networking.**

7.1 INTRODUCTION

Social media is a platform which uses web-based technologies to upgrade in-person communications into an interactive multi-media dialogue. On the other hand, social networking is a social gathering of people who form a community built around a common interest.

Of course, at this point, the definition of social media seems like an over simplification. In the last several years, technology has brought us very far from where we started. Social media and social networking have been instrumental in many major events around the world. It is fair to say that social networking is a subcategory of social media. It is an assumption that social media and social networking are similar and therefore can be used interchangeably but this is a misconception. It is a good idea to look at the differences between the two here and walk away with a clear understanding of the differences.

So, in this lesson, firstly we shall understand the difference between social media and social networking then we shall focus on advantages and disadvantages of social media and social networking.

7.2 SOCIAL MEDIA VS SOCIAL NETWORKING

Today media has become available through the World Wide Web. Tremendous interactivity capabilities became available to everyone and it felt much more like a personal, one-on-one relationship than anything else. Social media is the heart of relationships, which is in common with social networking.

Social media is a phrase that we throw around a lot these days, often to describe what we post on sites and apps like Facebook, Twitter, Instagram, Snapchat and others. A social networking service is an online platform that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections.

7.2.1 SOCIAL MEDIA AND SOCIAL NETWORKING DEFINING AND EXPLAINING

SOCIAL MEDIA

Today, Internet has become a daily part of our lives before that media just meant television, newspapers, or even radio. However, the World Wide Web brought us a big jump forward, into a world where our media constantly evolves. In today's media, everyone has a place to be heard, and it can seem almost more directly interactive than the face-to-face conversations of the past.

Here is the point of commonality between social media and social networking – personal interaction with other people. Social media is a very broad term. It includes all sort of different types of media, e.g. videos, blogs, podcast etc.

Social media is a medium where you share information to other people, usually by sharing content, which is then shared again to a further audience. It is the content that makes social media. Social media is the use of web-based and mobile technologies to turn communication into an interactive dialogue.

SOCIAL NETWORKING

Social networking, on the other hand, is a social structure with people who are joined by a common interest. The main goal of social networking is to connect people. Some people argue that social networking came before social media and some others believe that it was the other way around. It shifts the focus from external content, to the content people generate in their interactions. It emphasizes on the human side. The person creates profile and other people can check their profiles or the details. Of course, you connect for work, pleasure or relationships formed through social networking can easily become very strong. In social networking, it's all about mutual communication.

7.2.2 ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA AND SOCIAL NETWORKING

SOCIAL MEDIA ADVANTAGES

1. Connectivity:- The first and main advantage of the social media is connectivity. People from anywhere can connect with anyone regardless of the location and religion. The beauty of social media is that you can connect with anyone to learn and share your thoughts.

2. Education:- Social media has a lot of benefits for the students and teachers. It is very easy to learn from others who are experts and professionals via social media. The persons can follow anyone to learn and enhance the knowledge about any field. Regardless of location and education background people can educate themselves at a very less cost.

3. Help:- The people can share their issues with the community to get help and guidance. Whether the help can be in form of money or advance which everyone can get from the social media.

4. Information and Updates:- The main advantage of the social media is that the people can get updated with the latest information around the world. Most of the time, Television and print media are biased and does not convey the true message to the audience. Social media helps to get the facts and true information by doing some research.

5. Promotion:- The people can promote the business whether offline or online to the largest audience. The whole world is open for you, and can promote to them. This makes the businesses profitable and less expensive, because most of the expenses made over a business are for advertising and promotion. This can be decreased by constant and regular involvement on the social media to connect with the right audience.

6. Noble Cause:- Social media can be used for the noble causes. For example, to promote an NGO, social welfare activities and donations for the needy people. People are using social media for donation for needy people and it can be a quick way to help such people.

7. Awareness:- Social media also create awareness and innovate the way people live. It is the social media which has helped people discover new and innovative stuffs that can enhance personal lives. From farmers to teachers, students to lawyers every individual of the society can benefit from the social media and its awareness factor.

8. Helps Govt and Agencies Fight Crime:- It is also one of the advantages of the social media that it helps governments and security agencies to spy and catch criminals to fight crime.

9. Improves Business Reputation:- Just like it can ruin any business reputation, It can also improve business sales and reputation. Positive comments and sharing about a company can help them with sales and goodwill. Since people are free to share whatever they want on the social media, it can impact positively when good words are shared.

10. Helps in Building Communities:- Since our world has different religions and beliefs. Social media helps in building and participating in the community of own religion and believes to discuss and learn about it. Similarly, people of different communities can connect to discuss and share related stuffs. For example Game lover can join games related communities; car lover can join communities related to cars and so on.

SOCIAL MEDIA DISADVANTAGES

1. Cyberbullying:- Cyberbullying is the misuse of electronic information and mass media, such as e-mail, SMS, weblogs, cellphones and defamatory websites, to harass or attack a person or a group. It can cause emotional damage.Cyberbullying can include sending threats and unwanted sexual messages.According to a report published by PewCenter.org which propagated that most of the children have become victims of the cyberbullying over the past few years. Since anyone can create a fake account and do anything without being traced, it has become quite easy for anyone to bully on the Internet. Threats, intimidation messages and rumours can be sent to the masses to create discomfort and chaos in the society.

2. Hacking:-Personal data and privacy can easily be hacked and shared on the Internet, which can create financial losses and loss topersonal life. Similarly, identity theft is another issue that can creates financial losses to anyone by hacking their personal accounts. Several personal twitter and Facebook accounts have been hacked in the past and the hacker had posted materials that have affected personal lives. This is one of thedangerous disadvantages of the social media and every user is advised to keep their personal data and accounts safe to avoid such accidents.

3. Addiction:- The addictive part of the social media is very bad and can disturb personal lives as well. The teenagers are the most affected by the addiction of the social media. They get involved very extensively and are eventually cut off from the society. It can also waste individual time that could have been utilized by productive tasks and activities.

4. Fraud and Scams:- Several examples are available where individuals have scammed and commit fraud through the social media.

5. Security Issues:- Now a day's security agencies have access to people personal accounts. Which makes the privacy almost compromised. You never know when you are visited by any investigation officer regarding any issue that you mistakenly or unknowingly discussed over the internet.

6. Reputation:- Social media can easily ruin someone's reputation just by creating a false story and spreading across the social media. Similarly businesses can also suffer losses due to bad reputation being conveyed over the social media.

7. Cheating and Relationship Issues:- Most of the people have used the social media platform to propose and marry each other. However, after some time they turn to be wrong in their decision and part ways. Similarly, couples have cheated each other by showing the fake feelings and incorrect information.

8. Health Issues:- The excess usage of social media can also have a negative impact on the health. Since exercise is the key to lose weight, most of the people get lazy because of the excessive use of social networking sites. Which in result brings disorder in the routine life.

9. Social Media causes death:- Following and using the stunts and other crazy stuffs that are shared on the internet, causes death. For example bikers do the unnecessary stunts, people doing the jump over the trains and other life threatening stuffs. These types of stunts are performed by the teenagers because of the successful stunts made and shared over the social media

10. Glamorizes Drugs and Alcohol:- One of the disadvantages of the social media is that people start to follow others who are wealthy or drug addicted and share their views and videos on the web. Which eventually inspires others to follow the same and get addicted to the drugs and alcohol.

SOCIAL NETWORKING ADVANTAGES

1.Ability to connect to other people all over the world:- One of the most obvious pros of using social networks is the ability to instantly reach people from anywhere. Use Facebook to stay in touch with your old high school friends who've relocated all over the country, get on Google Hangouts with relatives who live halfway around the world, or meet brand new people on Twitter from cities or regions you've never even heard of before.

2. Easy and instant communication:- Now that we're connected wherever we go, we don't have to rely on our landlines, answering machines or snail mail to contact somebody. We can simply open up our laptops or pick up our smartphones and immediately start communicating with anyone on platforms like Twitter or one of the many social messaging apps available.

3. Real-time news and information discovery:-Gone are the days of waiting around for the six o'clock news to come on TV or for the delivery boy to bring the newspaper in the morning. If you want to know what's going on in the world, all you need to do is jump on

social media. An added bonus is that you can customize your news and information discovery experiences by choosing to follow exactly what you want.

4. Great opportunities for business owners:-Business owners and other types of professional organizations can connect with current customers, sell their products and expand their reach using social media. There are actually lots of entrepreneurs and businesses out there that thrive almost entirely on social networks and wouldn't even be able to operate without it.

SOCIAL NETWORKING DISADVANTAGES

1. Information overwhelm:- With so many people now on social media tweeting links and posting selfies and sharing YouTube videos, it sure can get pretty noisy. Becoming overwhelmed by too many Facebook friends to keep up with or too many Instagram photos to browse through isn't all that uncommon. Over time, we tend to rack up a lot of friends and followers, and that can lead to lots of bloated news feeds with too much content we're not all that interested in.

2. Privacy issues:- With so much sharing going on, issues over privacy will always be a big concern. Whether it's a question of social sites owning your content after it's posted, becoming a target after sharing your geographical location online, or even getting in trouble at work after tweeting something inappropriate – sharing too much with the public can open up all sorts of problems that sometimes can't ever be undone.

3. Social peer pressure and cyber bullying:- For people struggling to fit in with their peers – especially teens and young adults – the pressure to do certain things or act a certain way can be even worse on social media than it is at school or any other offline setting. In some extreme cases, the overwhelming pressure to fit in with everyone posting on social media or becoming the target of a cyberbullying attack can lead to serious stress, anxiety and even depression.

4. Online interaction substitution for offline interaction:- Since people are now connected all the time and you can pull up a friend's social profile with a click of your mouse or a tap of your smartphone, it's a lot easier to use online interaction as a substitute for face-to-face

interaction. Some people argue that social media actually promotes antisocial human behaviour.

5. Distraction and procrastination:- People get distracted by all the social apps and news and messages they receive, leading to all sorts of problems like distracted driving or the lack of gaining someone's full attention during a conversation. Browsing social media can also feed procrastination habits and become something people turn to in order to avoid certain tasks or responsibilities.

6. Sedentary lifestyle habits and sleep disruption:- Lastly, since social networking is all done on some sort of computer or mobile device, it can sometimes promote too much sitting down in one spot for too long. Likewise, staring into the artificial light from a computer or phone screen at night can negatively affect your ability to get a proper night's sleep.

7.2.3 SIMILARITY BETWEEN SOCIAL MEDIA AND SOCIAL NETWORKING

One thing that social media and social networking have in common is that they both depend on viral marketing to become truly successful. If the content goes viral, more and more people will be paying attention and the more online traffic you have, the better your chances are of increasing your business. A simple way to look at the basic difference between social media and social networking is that social media helps people to make the connection and social networking enhances that connection. People get together because they have common interests, passions, and causes and they continue to strengthen their relationships as they get to know each other through interaction over time.

In fact, social media and social networking are not one and the same but that they are both of critical importance to your business and you should take full advantage of both for the greater success of your business.

7.2.4 DIFFERENCES BETWEEN SOCIAL MEDIA AND SOCIAL NETWORKING

SOCIAL MEDIA	SOCIAL NETWORKING

Social media is used to share any kind of information widely and every user has the equal opportunity to access and share the information.	Social networking mostly exists between those individuals and organizationshave common interests or goals.
Social media is wholly a virtual form of communication and can be carry out if you have an Internet connection.	Social networking is possible through both social media and by developing a physical community.
Social media allows you to propagate your message or idea to a large public.	In social networking message can be conveyed to only number of people in the group.
Social media is a best place for marketing.	Social networking is best for discussion and building relationship.
Social media news is mostly rumour and has no reliable source.	In Social networking everyone try his/her best to convey authentic and reliable news.

In simple words we can say that social networking is a subcategory of social media. Many people think that social media and social networking are one and the same and therefore can be used interchangeably. That is a misconception. It is a good idea to look at the differences between the two and walk away with a clear understanding of the differences.

7.3 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

      2) Compare your answers with those given at the end of this lesson.

FILL IN THE BLANKS

1**.** A social networking service is an online platform that people use to build social ……………… with other people who share similar personal interests, activities, backgrounds or real-life connections.

2. Through social media you can connect with anyone to…………and…………..Your thoughts.

3. ……………….. is the misuse of electronic information and mass media.

4. Every user should keep their personal data and accounts safe to avoid …………..
accidents.

5. Social media helps people to make the……………. and social networking enhances that
…………...

6. Social media is a best place for ……………..

7. In social networking everyone try his/her best to convey………….and ………… news.

8. Social networking is best for ……………..and ………………

7.4 SUMMARY

> A social networking service is an online platform that people use to build social
> networks or social relations with other people who share similar personal or career
> interests, activities, backgrounds or real-life connections.

> Social media and social networking have been instrumental in many major events
> around the world. It is fair to say that social networking is a subcategory of social
> media. It is an assumption that social media and social networking are similar and
> therefore can be used interchangeably but this is a misconception.

> Social media is a medium where you share information to other people, usually by
> sharing content, which is then shared again to a further audience. It is the content that
> makes social media. Social media is the use of web-based and mobile technologies to
> turn communication into an interactive dialogue.

> Social networking is a social structure with people who are joined by a common
> interest. The main goal of social networking is to connect people.

> **Connectivity, education, help, information and updates, promotion, noble cause,
> awareness, helps govt. and agencies fight crime, improves business reputation
> and helps in building communities are social media advantages.**

> **Cyberbullying, hacking, addiction, fraud and scams, security issues, reputation,
> cheating and relationship issues, health issues, social media causes death and
> glamorizes drugs and alcohol are social media disadvantages.**

➢ Advantages of social networking are**ability to connect to other people all over the world, easy and instant communication, real-time news and information discovery and great opportunities for business owners.**

➢ **Information overwhelm, privacy issues, social peer pressure and cyber bullying, online interaction substitution for offline interaction, distraction and procrastination and sedentary lifestyle habits and sleep disruption are social networking disadvantages.**

7.5 KEYWORDS

Social Media: Websites and applications that enable users to create and share content or to participate in social networking.

Social Networking: The use of dedicated websites and applications to interact with other users, or to find people with similar interests to one's own.

7.6 SELF-ASSESSMENT TEST

1. What do you mean by social networking?
2. What are the advantages and disadvantages of social media?
3. What are the benefits of using social media?
4. How is social networking useful to students?
5. Why is social media so important?
6. What are the dangers associated with social networking?
7. What is the role of media in society?
8. What are the bad effects of social media?
9. Is Facebook social media and social networking?
10. Is social media and internet are same?
11. What is the similarity between social media and social networking?
12. What are the differences between social media and social netwoking?

7.7   ANSWERS TO CHECK YOUR PROGRESS

ANSWER OF FILL IN THE BLANKS

1. Relations
2. Learn, share

3. Cyberbullying

4. Hacking

5. Connection, connection

6. Marketing

7. Authentic and reliable

8. Discussion and building relationship

7.8 REFERENCES/SUGGESTED READINGS

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SUBJECT: NEW MEDIA AND SOCIAL MEDIA	
COURSE CODE: MSM-505	AUTHOR: DR. SUNAINA
LESSON NO.: 08	VETTER: PROF. MANOJ DAYAL
CRITICS OF SOCIAL MEDIA	

STRUCTURE

8.0 LEARNING OBJECTIVES

After going through this lesson, you will be able to:

- ➢ **Identify the Credibility of Social Media.**
- ➢ **Acquaint the Concept of Fake News.**
- ➢ **Establish the Privacy Concern.**
- ➢ **Explain the Social Media Addiction.**
- ➢ **Describe the Commercialization Online.**
- ➢ **Examine the cyberbullying on Social Media.**

8.1 INTRODUCTION

In this lesson, we shall discuss on different critical dimensions of social media. New media has been much popular because of its highly interactive feature. But there are some key issues that need to be discussed. The major concerns of social media are wide spread contents which are not controlled by any agency. The specification of the data usage enables the users to get material very easily. Content credibility has many perspectives and the misleading information control the information flow. Availability and accessibility of the data generate new kind of threat to the privacy of the users.

8.2 CRITICS OF SOCIAL MEDIA

Social media has been gaining tremendous popularity throughout the decade. The tremendous growth of social networking sites increases people to get connected online. This online connection not only imparts the habit of staying online but also has a negative effect too. The behaviour of the individuals tends to be online oriented on the way of social construction nowadays. Technology is shaping the techno-culture among the human beings. Social media is affecting the social relation building online.

Social networking sites have the potentiality and ability to engage the users with their interactive features. This is now become an addiction for many users. Online behaviour is harming the offline behaviour of the users. The more connected online the more a person could be isolated from the real world.

Social media has entirely transformed the way, people fight for social justice pervasively. The online revolution marks its beginning with the social movement against the domestic power in different countries. The main reasons behind the popularity of social networking sites are the ease of networks connectivity, and their fast expansion. It engaged the youth quickly with the help of internet. But down the lines this easy connectivity became the most difficult task to maintain information sharing.

Social media addiction is a big concern for the future generation. Youth is spending much of the valuable time to be online. The famous Facebook, What app, Instagram, YouTube and Twitter are drafting the future of the online and offline world. So for the supplementation of spontaneous content it is necessary to take care of the medium and message. For social media content the concern for credibility of source, spread of fake news, privacy concern, social media addiction, commercialization online, cyberbulling are the key issues need to be discussed.

8.2.1 CREDIBILITY OF CONTENT

Credibility plays a vital role in the field of communication. The term 'credibility' is associated with the belief and trustworthiness on the content. The message which is circulated should be reliable, accurate and have expertise in concept.

In modern era, theorist in the field of sociology, psychology and communication have been interested to study the concept of credibility. They studies in particularly on the credibility of mass media content. From the findings of their research it is suggest that, even if the receiver is more influenced by the 'high credibility, the 'low credibility' source are equally important. One of the earlier sources defining the concept of credibility is the great philosopher Plato's work (around 370 BC). Plato discussed about the concept of credibility with the context of information source i.e. the truth offered to speaker should resemble. Later, Aristotle also identified the credibility characteristic of source in his famous creation 'Rhetoric'.

Credibility is the basic component in context of news. To authenticate news story 'news source' has always been used as a suitable parameter. Information acquisition by the people depends solely on the media channels, press or the peer group. The most trusted networks of information are used by the users to be informed. But in the context of social media these trusted source are missing. The users are the creator and the distributor of the content itself.Hence information shared by them may depend on their cognitive behaviour. Most of the contents shared on social media do not have any source or the credits from where the information has been taken.

There are many things that can be found to be true online, especially on social media feeds, often not. Today, social media is providing resources through which billions of people experience news and events happening around the world.

We come to know about breaking news from persons we "follow" on Facebook or Twitter. We engage in discussions about how to reveal news stories with our "Mutual friends" on social networking.We share and publish newsworthy information on the SNS, read and respond to strangers.

Simply put, without trusting the established official sources, individuals are rapidly relying on social media to share news and information immediately. On the side it gives us

unique information access, on the other hand it presents a new challenge - the challenge to ensure that the incomplete information generated from the informal sources is reliable.

Credibility and the trust for information is depend only on the individual level of understanding. If we trust a person, we trust on his information too. Online world has anonymous individuals from different region, state, caste, creed or culture, where a user shared their content. Manipulation of the information leads to a higher risk factor for the audience. They perceive it according to their understanding.

8.2.2 FAKE NEWS

The word "fake news" emergesfrom social networking sites. People's view on social media posts emerges with spectacular, incomparable stories. This is a visual aspect to share counterfeit information with users. While posts shared on social media, some targeted elements attack counterfeit information that affect many users at the same time.

According to Martina Chapman (Media Literacy Expert), there are three elements to fake news; 'Mistrust, Misinformation and Manipulation'. Misinformation is another term used with fake news defined as 'unintentional spread of wrong information'. (dictionary.com)

Fake news is not a new concept. This has been studied throughout the yearsin term of "Propaganda". Media channels have been the peculiar ability to publicize the content and this is now better used by social media manager to spread the lies disinformation as well as misinformation. .

Misleading news can be defined as deliberately misleading or in the form of news, stories or fraud produced to cheat readers. Generally, these stories are designed to either affect people's opinions, target political agendas or create illusions and can often be a profitable business for online publishers.

Fake news stories can deceive people by appearing to be trusted websites or using similar names and web addresses for reputable news organizations.Many people now get news from social media sites, networks and can often be difficult to say if the stories are authentic or not. Information overload and general lack of understanding of the work of the people by the people, has contributed to the rise in fake news or fraud stories. Social media sites can play a big part in extending access to such stories.

8.2.3 PRIVACY CONCERN

Social networking sites have a common platform to publish the content. The users develop a public or semi-public profile with their own choice. Although, there are so many issues of privacy of individual online that need to be discussed. The information shared by the users has the risk to be misused by online stalking or cyberbullying.

Private as well as public information can be open for many users and affects someone privacy. The viral content makes private information more accessible to everyone and could create a disruption on privacy. Information technology especially online network has made to capture, save and circulate the data easily. The increasing amount of sharing personal information on the site can harm the user.

The advent of Web 2.0 technology has emerged as a social profiling and there is a growing concern for internet privacy. Web 2.0 is the system that facilitates sharing and collaborating on the Internet in social networking media websites on Facebook. In the second half of 2000, these social networking sites have seen rapid growth in their popularity. Many people are giving their personal information on the internet through these websites.

Most social media sites contain information that is similar to your birthday and email address. Identity thieves collect personal information of their victims from information available on social media sites. Many identity thieves hack their victim email accounts using personal information available on social media profiles.

For example, one of the more common techniques used by identity thieves is clicking on "forgot password" and then trying to recover the password via email. Once they reach your email account, they will basically have access to all your personal information.

Social media sites enable to use mobile application and location based services so that users can check their current locations. It usually tells the user's current location about all those people who are connected to their particular social media network. Shared information can be easily used by malicious people to track your area.

Also, tell the online communities where you are, or where you are going, invite thieves and thieves in your home or business. For example, by posting your current location and saying that you are on long leave in Australia, you will give it to potential thieves or / and the thieves will know where you are, and how long you will be.

8.2.4 SOCIAL MEDIA ADDICTION

Virtual communication causes most of the time spend online and a desire to be notify for everything happening around. Addiction of social media is a kind of internet addiction that keeps a user away from the real world. Awareness about digital literacy and effects should be embedded with work and academic setup, for the excessive social media use.

Addiction usually refers to compulsive behaviors that lead to negative effects. In most addictions, people have to be forced to do some activities, so it often becomes a sad situation, which then interferes in other important activities like work, school etc. In that context, social networking addiction can be considered as someone with a compulsion to use social media - constantly checking Facebook status updates or "stalking" the profile of people on Facebook.

From a mental health perspective, concerns about users' health and wellbeing' especially, the negative impact of the excessive use of social networking sites on the enthusiastic user of this technology has been raised.

In recent years, the mental health community is interested in this effect that modern technology is on our life-both positive and negative. On the positive side, technologies such as Whatsapp, Instagram and Facebook allow us to stay in touch with family and friends on the other side of the planet.

Yet, unfortunately, people spend hours updating their status every day, uploading pictures, commenting on the walls, playing Facebook games, reading updates from others, and adding new friends.But it is difficult to say that when fondness becomes a dependency and cultivation for activity and crosses the line into a distorted habit or addiction.

Many psychologists have seen symptoms of anxiety, depression, frustration and some psychological disorders that spending a lot of time online. And more importantly a tremendous there is a lack of data about social networking addiction.

Some people consider excessive use of social networks only as the latest form of "internet addiction disorder", whose incidents began for the first time in the 1990s when the use of internet began to spread. Nevertheless, people have given the theory that heavy usage of the internet can spoil the performance of people in work, in school and in family relationships.

There is still no compromise that excessive use of the Internet or social networking services is pathetic or it should be considered a medical disorder.

8.2.5 COMMERCIALIZATION ONLINE

Internet is more than a separate computer network. These networks are connected in different ways. The speed of the Internet is tied together by the Internet suite of protocols. They are also different in two other fundamental characteristics: first, ownership and second, mission focus. Networks are owned by federal agencies, state governments, non-governmental organizations, private industry, international carriers, nonprofit companies, universities and their various combinations.

Some are managed as business units within multi-billion dollar communications carriers, others who meet at the university campus and in a common interest, agree to manage and operate the network. As a result of these specific and widespread factors, there is a difference between the networks' goals, financial structures, size, resources and services offered to their users. In addition, these variables have limited the current operating segments of the Internet and how the network is used fairly.

Social networking sites like Twitter and Facebook are the perfect examples. Generally it is mandatory that businesses will be embraced by the increasingly growing websites to take advantage of the user base to sell their products and services. In the past decades, there is no difference in the traditional media. All the information- newspapers, TVs, etc. are present for sharing. Gradually, because the reader / viewer gradually flows commercialization.

With the use of social media sites and Web 2.0 interactions we see this. Traditional media and web access to be a "read-only" platform. Now, users can chat, share information, etc. in real time.

Facebook started posting advertisements, some users got immediate feedback Many still are not comfortable with it. If a user does not care about advertising, they should ignore it. People forget that when sites like Facebook were created, it was thought to earn money with them for a few days, or sell them to a company that would implement different revenue streams.

When talking about commercialization, it refers to how users interact with these sites to communicate the message. Social media marketing is present in the form of a strategy to use social networks and rich media on the web to communicate a brand message and is ultimately following customers.

Since social sites like Twitter are increasing, it is mandatory that people will use them to promote their companies or themselves. This is a historical fact simple. If this was not the case, then using these sites would not experience those developments that they used. We are social organisms and it is our nature to communicate. There is also our nature to use our resources to succeed.

Social networks and online social communities are all about value and communication. For any person demanding to use social media as a marketing strategy, understand the rules and respect the purpose for which the community is present. For example, a site like Twitter was not designed to promote any service or product.

Therefore, anyone should respect that reality and actually get a trustworthy advantage by providing value to the community before sending "commercial" messages. There are endless tips about how to become a good tweeter and "how to do" but the basics are very simple. Show respect and respect will be shown to you.

The most direct result of the commercialization of social media is that users can shop on social media platforms in particular over the past two years. Previously, users could only discuss content about social media, but now they can make content about products in social media, for example, using clothing advertising, skin care products, impact reports And to attract the attention of people about the products. Audiences and their friends purchase decisions can be influenced by the product information posted by their close friends on the social media.

8.2.6 CYBERBULLYING

Internet is a popular social tool for teens to connect with friends and family members on their daily connectivity. Recently, internet usage has presented cyber-crime or bullying opportunities. As a result of cyberbullying, there is a psychological crisis for many young people.

The continuous use of the SNS shows the importance of checking your links for cyberbullying. Ownership of SNS profiles can be a strong prediction of some cyberbullying experiences compared to the time spent on these sites.

Cyberbullying means 'bullying' on digital devices like smartphones, computers, tablets, etc. It is not only on the website but it can also damage your offline SMS. People around the world generally face bullying, and this is one of the main causes of suicide.

Many people can agree that cyber threats should be stopped because it is just plain "mean". But there are many different reasons why it should be checked and controlled. For the purposes of this post, the social media cyber threats should be strongly regulated and governed because it is wrong and it is in the public eye.

In today's environment, people are technologically advanced. They have electronic devices that can download and save everything, as well as it is being viewed forever, even if you remove it. With these new advances on special tools, most cyberbullying incidents are being screenshots, saving, and being sent to many people.

With websites like Twitter, you do not have to follow people to "play" or actually see anything,you have the option to make your page private, and however, there are some people on the Twitter community who follow it. There is an urgent need to follow some strict rules for this.

8.3 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

   2) Compare your answers with those given at the end of this lesson.

1. In the Year 2020, you faced the 'Covid 19' which is popularly known as Coronavirus pandemic situation in all over the world. That time lots of fake news was published. What did you think it is harmful for the society or not. If your answer is yes then tell how one can safe look out for this fake news.

----

2. What is Cyberbulling?

8.4 SUMMARY

- ➢ Social media has gained lots of popularity throughout the decade. The tremendous growth of social networking sites increases people to connect online.

- ➢ The behaviour of the individuals tends to be online oriented on the way of social construction nowadays. Social media is affecting the social relation building online.

- ➢ Social networking sites have the ability to engage the users with their interactive features. This has now become an addiction for many users. Online behaviour is harming the offline behaviour of the users. The more connected online, the more a person could be isolated from the real world. Hence, there is a creation of Virtual World with an accelerated pace.

- ➢ Social media addiction is a big concern for the future generation. Youth is spending much of the valuable time to be online. The famous Facebook, What app, Instagram, YouTube and Twitter are drafting the future of the online and offline world.

- ➢ The main reasons behind the popularity of social networking sites are the ease of networks connectivity and their fast expansion. It engaged the youth quickly with the help of internet. But down the lines this easy connectivity became the most difficult task to maintain information sharing.

- ➢ Credibility played a significant role in the field of communication. The term 'credibility' is associated with the belief and trustworthiness on the content. The message which is circulated should be reliable, accurate and have expertise in concept.

- ➢ In social media users are the creator and the distributor of the content itself. Hence, so the information shared by them may depend on their cognitive

behaviour. Most of the contents shared on social media do not have any source or the credits from where the information has been taken.

➤ Fake news is not a new concept. This has been studied throughout the years in term of "Propaganda". Media channels have been the peculiar ability to publicize the content and this is now better used by social media manager to spread the lies, disinformation as well as misinformation.

➤ Fake news stories can deceive people by appearing to be trusted websites or using similar names and web addresses for reputable news organizations. Many people now get news from social media sites, networks and can often be difficult to say if the stories are authentic or not.

➤ Social networking sites have a common platform to publish the content. The users develop a public or semi-public profile with their own choice. Although, there are so many issues of privacy of individual online that need to be discussed. The information shared by the users has the risk to be misused by online stalking or cyberbullying.

➤ Yet, unfortunately, people spend hours updating their status every day, uploading pictures, commenting on the walls, playing Facebook games, reading updates from others, and adding new friends. But it is difficult to say that when fondness becomes a dependency and cultivation for activity and crosses the line into a distorted habit or addiction.

➤ Many psychologists have seen symptoms of anxiety, depression, frustration and some psychological disorders that spending a lot of time online. And more importantly a tremendous there is a lack of data about social networking addiction.

➤ Cyberbullying means 'bullying' on digital devices like smartphones, computers, tablets, etc. It is not only on the website but it can also damage your offline SMS. People around the world generally face bullying, and this is one of the main causes of suicide.

➤ Many people can agree that cyber threats should be stopped because it is just plain "mean". But there are many different reasons why it should be checked and controlled. For the purposes of this post, the social media cyber threats should be strongly regulated and governed because it is wrong and it is in the public eye.

➢ In today's world, people are technologically advanced. They have electronic devices that can download and save everything, as well as it is being viewed forever, even if you remove it. With these new advances on special tools, most cyberbullying incidents are being screenshots, saving, and being sent to many people.

8.5 KEYWORDS

Commercialization: Commercialization is the process of introducing new products or services to the general market. It takes into account production, distribution, marketing, sales, and customer support required to achieve the commercial success of the new product or service.

Credibility: The fact that someone can be believed or trusted is credibility. Credibility comprises the objective and subjective components of the believability of a source or message. Credibility has two key components: trustworthiness and expertise, which have both objective and subjective components.

Cyberbullying: Cyberbullying is a practice where an individual or group uses the Internet to ridicule, harass or harm another person by sending, posting, or sharing negative, harmful, false, or *mean* content about someone else.

Fake news: *Fake news* is news or stories created to deliberately misinform, disinform or deceive readers. *Fake news* is often created to influence views or for political motives.

Privacy Concern: Privacy is the ability of an individual or group to seclude themselves, or information about themselves, and thereby express themselves selectively. The boundaries and content of what is considered private differ among cultures and individuals, but share common themes.

Social Media Addiction: Social media addiction is defined as compulsive and excessive use of social media (Facebook, Twitter, Instagram, YouTube and Snapchat).

8.6 SELF-ASSESSMENT TEST

1. What is being credible?
2. What are the three factor of credibility?
3. What does credibility perceive?

4. What does a lack of credibility mean?

5. Define fake news?

6. What is privacy and data protection?

7. What does privacy mean?

8. What is cyberbullying? Explain with suitable examples?

9. Write a note on commercialization of the internet?

10. Write a note on social media addiction?

11. How is socialmedia addiction harmful?

8.7 ANSWERS TO CHECK YOUR PROGRESS

1.Social media has gained lots of popularity throughout the decade. The tremendous growth of social networking sites increases people to get connected online. Social media addiction is a big concern for the future generation. Youth is spending much of the valuable time to be online. We get lots of the information from it, which helps us to make important decision. Information can shape our world view. It has the power to shapes our perception, attitude, behaviour and then reaction. If we get invented, false, exaggerated or distorted information from social media, we won't make good decisions.

During lockdown, herbal cures for coronavirus infection, pictures, mimicking government notifications, communal content, audio clips declaring national emergency are few examples of how fake news and misinformation is being circulated on social media platforms sparking panic while making it difficult for the government and others to do their jobs in those difficult times. So it was very harmful situation that time. Because that time we was not fighting with global pandemic but in reality we was fighting with infodemic.

In social media when a story comes with more surprising or upsetting than other stories it is worth double checking, as fake news will try to grab your attention by being more exaggerated than real stories. One should look out for…

a) Source:- Question the source. If a source is "a friend of a friend", this is a rumour unless you also know the person directly.

b) Logo:- Check whether any organisation's logo used in the message looks the same as on the official website.

c) Bad English:- Credible journalists and organizations are less likely to make repeated spelling and grammar mistakes. Also, anything written entirely in capital letters or containing a lot of exclamation marks should raise your suspicions.

d) Over-encouragement to share:- Be aware if the message tells you to share- this is how viral messaging works.

e) Use fact-checking websites:- Websites such as APFactCheck and Full Fact highlight common fake news stories. You can also use a search engine to look up the title of the article to see if it has been identified as fake news by the mainstream media.

More ever, go to for the health information about Covid-19 are our government health websites and the world Health Organization Website.

2. Cyber bullying is harassment or bullying executed through digital devices such as computers, laptops, smartphones and tablets. Platforms that may cause cyber bullying include social media, chat rooms, and gaming platforms where people can watch and participate in content sharing.

Various types of cyber bullying include abusive comments on online platforms / apps or offending via SMS or messages. This includes posting, sending or sharing negative, bad or inaccurate information about another person for insults, character abuses.

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SUBJECT: NEW MEDIA AND SOCIAL MEDIA	
COURSE CODE: MSM-505	AUTHOR: DR. SUNAINA
LESSON NO.: 09	VETTER: PROF. MANOJ DAYAL
SOCIAL MEDIA EFFECTS ON YOUTH	

STRUCTURE

9.0 LEARNING OBJECTIVES

After going through this lesson, you will be able to:

> ➢ **Acquaint Social Media and Today's' Youth.**
>
> ➢ **Examine the Positive Effects of Social Media.**
>
> ➢ **Analyse the Negative Effects of Social Media.**
>
> ➢ **Measure the effects of Social Media on Youth Communication.**

9.1INTRODUCTION

One of the most important sources of communication in this technologically advanced era is social media. Social media is a worldwide network which serves as a medium to connect and communicate at not only national but global level too.. Different types of social media websites are available to connect globally. Websites such as Facebook, Twitter and Youtubeare very popular amongst everyone from children to adults. Social media has

empowered people to keep their views before the world. It has great influential power. Furthermore, Youth have found the ways to spend their leisure time on social media.

However, social media sites such as Facebook and Twitter, people use to interact and share all information with their friends' &followers. It has also changed the way for the people to be socialized and interact with each other.

Over the past two decades, the growth of social media has spread to the extent that everyone is connected to at least one social media platform. It has also affected the lives of young generation in a society in terms of morals, behaviour and even education-wise. The use of social media has both adverse and positive impacts on young generation today.

9.2 SOCIAL MEDIA AND TODAYS'S YOUTH

In this modern world, internet is easily accessible than ever before. As media is the fourth pillar of a democratic system and most effective means of media is social media. Recent studies show that the teenagers from age group of 12 years to21 years spend maximum time on social media, comparative to other age categories. Facebook, twitter and, Instagram and snapchat etc. have become very popular amongst youngsters as well as adults. These social media keep them updated with the latest trends, follow up of their favourite artists latestupdations about the happening all around. These social media sites are playing a very important role for making a perception or mindsets of the society specially youngsters. Most of our youth are using social media to communicate with each other. People use to communicate through social media because they want to interact with each other and secondly they do not have time to meet each other personally.

No doubt, Social media has become an easily accessible way to communicate with others and our future will involve social media. We can hear more voices and important topics can be discussed within larger audiences through social media.

Although social life is a very powerful temptation, the only way it creates impact on us is socially unless we allow it to do otherwise. Youth are simply influenced by what they allow to influence their life.

Even though, as a coin has two faces the same is with the social media. It has positive as well as negative side for the people. The people have to understand the usage of

social media so they social media will be beneficial for everyone. There are countless educational websites that youth can take advantage of and get the help in their academic.

There are also a lot of benefits for youth which arrives from social media and the internet. Social media is an outlet for thoughts that they are able to share with their peers. There are various websites where you can interact with others.Age of the person has great impact for creating a form of self-expression. As we begin to get older it is very important to know who you are and what you want to do with your life, through social media you can easily find this out. Social media is an easy way to connect with people all throughout the area around all over the world. A lot of very close friendships have been formed through social media and have helped to benefit each other in multiple ways. The reason social media makes it so easy to create bonds is you're allowed to express your likes and dislikes, which people can easily relate to. As many ways as people believe that social media is bad, it can also provide a lot of good, you just have to use it for the right things.

9.2.1 POSITIVE EFFECTS OF SOCIAL MEDIA

Five ways where technology have a positive influence on youth:

1. Social media is a cost-saving platform as compared to call anyone personally.

2. Keeps connections between friends and families when they're not always able to see each other when they want to.

3. All types of information can be accessed and shared via the internet and every important subject that can be discussed and debated on social media.

4. Social media also keeps you updated with things which are going on around the world rather than just in your area.

5. Advertising business and work opportunities to enable the youth to attain job easily.

6. Social media helps to build our social relationship by knowing ourselves better and probably in the future, we might end up helping ourselves.

7. It gives a place to express oneself in a way that a public place wouldn't allow.

8. Social media enhances edutainment and entertainment to the youth to follow and like most of our favourite songs and artists, checking out latest trend in fashion.

9. It helps for developing social skills, a lot of friendships can stem from a social website.

10. It has become a fun way to interact with your peers, other than seeing them in person.

11. It informs about job opportunities to jobseekers.

12. It makes easier for everyone to get in touch with friends and families living outside the country and even closer family members.

13. It allows us to communicate easily and effectively.

9.2.2 NEGATIVE EFFECTS OF SOCIAL MEDIA

Following are the negative effects of social media on youth.

1. The social websites become their first priority, rather than the things that should come first such as school, family and sports.

2. Youth who spend more time on social media may have psychological disorders, including antisocial behaviours, mania and aggressive tendencies.

3. People pretend themselves as someone they're not.

4. Using Facebook, whatsapp frequently can be distractive and can have negative impact on their mind.

5. Young people can begin to cyberbully another peer and can lead to many things such as depression and suicidal thoughts.

6. Some youngsters are easily influenced so they may feel the need to change their physical appearance by comparing themselves to the next person they see in the media.

7. Social media is a very powerful temptation, so it can also become addicting and begin to start sidetracking the youth.

8. Phone calls, internet over phone, even idle phone has a lot of radiation around it.

9. Prolonged use of display screens may weaken eye sight.

10. Internet shopping, online chatting can be addictive.

11. Sitting all day in front of computers/laptops may disturb body metabolism.

12. Reduction in physical activities.

9.2.3 EFFECTS OF SOCIAL MEDIA ON YOUTH COMMUNICATION

Social media has introduced a new form of language. It has affecting the way youth communicate. Abbreviations are used to cut down the time of responding online.Abbreviation like LOL has become globally recognized as "laugh out loud", "YOLO", stands for "you only live once", and "BAE", stands for "before anyone else".

Today a new trend of using hashtag are influencing youth to communicate, interact and share their text, pictures and video etc. Social media platforms such as Twitter, Facebook and Instagram, the hashtag is created to easily organize and search for information. These linguistics and communication etiquette has altered youth's communications habits and more.

Social media has allowed for mass cultural exchange and intercultural communication. It has giving the platform to people for exchange their thoughts, ideas, concepts, views, information and culture etc. Through social media people from different countries and from different regions can discuss on current issues. As different cultures have different value systems, cultural themes, grammar, and worldviews, so they also communicate differently. Social media has combined different cultures and their communication methods together, so different religions communicate with ease with other cultures.

Social media has offered a new platform for peer pressure with both positive and negative communication. From Facebook comments to likes on Instagram, how the youth communicate and what is socially acceptable is now heavily based on social media.

9.3   CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

   2) Compare your answers with those given at the end of this lesson.

1. Most of us use social media to stay connected with others. What about you?

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2. In the year 2020, a pandemic situation all over the world due to 'Covid19' the all institutes, Colleges, school was closed. At that time every academic institute started their online classes. What you think it was good for students or not? What is your opinion on that?

9.4 SUMMARY

- ➤ Social Media is a worldwide network that serves as a medium. It connects and communicates the people with each other and one another to explore the world.

- ➤ Websites such as Facebook, twitter and My Space are very popular amongst younger people and even adults.

- ➤ Social Media has lots of power to influence others. It has greatly affected the way to spend youth's leisure time.

- ➤ It affects the lives of our youth in a society in terms of morals, behaviour and even education-wise.

- ➤ Social Media keep them update with the latest trends, follow up to their favourite artists and to stay up to date with what our peers are doing.

- ➤ There are countless educational websites that youth can take advantage of and use to get the help that they need in their academics.

- ➤ Social media has introduced a new form of language. It has affecting the way youth communicate.

- ➤ New trend of using hashtag are influencing youth to communicate, interact and share their text, pictures and video etc. Social media platforms such as Twitter, Facebook and Instagram, the hashtag is created to easily organize and search for information.

➢ Social media has allowed for mass cultural exchange and intercultural communication. It has giving the platform to people for exchange their thoughts, ideas, concepts, views, information and culture etc.

➢ Social media has offered a new platform for peer pressure with both positive and negative communication. From Facebook comments to likes on Instagram, how the youth communicate and what is socially acceptable is now heavily based on social media.

9.5 KEYWORDS

Social Media: Interactive forms of media that allow users to interact with and publish to each other, generally by means of the Internet.

Social Networking – Most services are primarily web-based and provide a collection of various ways for users to interact, such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups, and so on. Social networking has revolutionized the way we communicate and share information with one another in today's society. Various social networking websites are being used by millions of people every day on a regular basis and it now seems that social networking is a part of everyday life. The main types of social networking services are those which contain directories of some categories (such as former classmates), means to connect with friends (usually with self-description pages), and recommender systems linked to trust. Popular methods now combine many of these, with MySpace and Facebook being the most widely used in North America.

9.6 SELF-ASSESSMENT TEST

1. Why is social media important for students?
2. What is the effect of social media?
3. How does a social medium affect people's life?
4. What are the benefits of using social media?
5. Why is social media so important?
6. What are the positive effects of social media?
7. Define the effects of social media on youth?
8. Write a note on social media on today's youth?
9. Write an effect of social media on youth's communication?
10. How does social media effect on people's lives?

9.7 ANSWERS TO CHECK YOUR PROGRESS

1. We all use social media nowadays. Maybe not everyone, but at least a huge amount of the population does. The main reason for being active on Facebook, Twitter, Instagram or any other social media to stay in touch with others, but also to stay updated on what is going on in the world around us. Some of the many other reasons also that I am connecting with them. They are…

1. To stay in touch with what friends are doing.

2. To stay up-to-date with news and current events.

3. To fill up spare time.

4. To find funny or entertaining content.

5. General networking with other people.

6. Because friends are already on them.

7. To share photo or videos with others.

8. To share my opinion.

9. To research new products to buy.

10. To meet new people.

2. We all are living in a new communication era. Where we spent most of our time on social media. But when we face the pandemic situation everyone was closed in their home for two to three months or more than that. At that time every one was worried about their children studies and carrier. So every academic institute started their classes through social media. This revolutionary idea provides various opportunities for studies and education that are accessed by everyone all around the world. By this method the world of education has completely changed. Some time back, social media has been criticised a lot due to the effect it has on the way students produce and retain information. Some parents was of the opinion that social media can be very distracting and harmful for students. But this time social media offers plenty of opportunities for learning and interaction.

By using technology in studies, the young generation is paving a new way of education and learning. Students are getting to explore and experience the world not only by books and assignments; but also by adopting a new form of communication.

In this lock down situation I saw my neighbourhood children to do their work online with more enthusiasm, enjoyable, interesting and creative manner. They changed their way of learning. They feel enjoy to do their work own and in a discipline manner. When I discussed them about their studies they told that all tutorial are very interesting and full of infotainment and edutainment. So they enjoy towatch these tutorial again and again. These tutorial not only teach us in a better way but also attract us to make like that video of their own. That online classes not force us to sit at a particular time. We sit and watch any time when we feel comfortable. So these classes shut our boredom from studies and give us a new direction to do our work best. I think at that time, online classes were the best way to keep students engages in education

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SUBJECT: NEW MEDIA AND SOCIAL MEDIA	
COURSE CODE: MSM-505	AUTHOR: DR. SUNAINA
LESSON NO.: 10	VETTER: PROF. MANOJ DAYAL
SOCIAL MEDIA SHOPPING SITES	

STRUCTURE

10.0 LEARNING OBJECTIVES

After going through this lesson, you will be able to:

- ➢ **Know the basics of Online Shopping Sites.**
- ➢ **Identify the Social Media Shopping Sites**
- ➢ **Analysethe Impact of Social Media on Consumer Behaviour.**

10.1 INTRODUCTION

Today there is an overall boom of shopping online. Everyone is interested to shopping through online because here is a place where we can get variety of products with many brands only in a one click. It save our precious time for searching a product so now in this lesson, we shall discuss about the online shopping sites, Social media shopping sites and impact of social media on consumer behaviour. First we shall focus on the online shopping

sites. Then we shall review on Social media shopping sites and impact of social media on consumer behaviour.

10.2 ONLINE SHOPPING SITES

Online shopping sites have gifted the consumers so much so that they feel very simple and convenient to shop online since it frees the customer from personally visiting the store. Internet shopping reduces the effort of travelling to a physical store. Decisions can be made from home easily by looking at various choices and prices can be easily compared with the competitor's products to arrive at a decision. Online shopping offers the customer a wide range of products and services wherein he is able to compare the price quoted by different suppliers and choose the best deal from it. Internet marketing is conceptually different from other marketing channels and internet promotes a one to one communication between the seller and the end user with round the clock customer service.

According to Kin and Lee (2002) the web site design describes the appeal of the user interface design presented to customer and customers are willing to visit more often and stay longer with attractive web sites (Shaw et al., 2000).

According to Jun et al. (2004) online consumers apparently want to receive the right quality and right quantity of items that they have ordered within the time frame, promised by the retailers, and they expect to be billed accurately. Accordingly, to be considered as reliable online service providers, must deliver the promised services within the promised time frame (van Riel et al., 2003).

10.2.1 FACTORS AFFECTING ONLINE SHOPPING

Motivations of consumers to engage in online shopping include both utilitarian and hedonic dimensions. Whereas some Internet shoppers can be described as "problem solvers", others can be termed seeking for "fun, fantasy, arousal, sensory stimulation, and enjoyment" (Hirschman and Holbrook, 1982).

1. **Demographics:** Demographics include such variables as age, gender, level of education, income, and time online. Bellman and colleagues (1999, p. 33) report that internet surveys agree that the online population is relatively younger, more educated, wealthier, although the gaps are gradually closing. They argue that demographics appear to play an important role in determining whether people use the Internet,

however once people are online, demographics do not seem to be key factors affecting purchase decisions or shopping behavior. Bhatnagar and colleagues (2000) provide evidence that demographics are not relevant factors in determining which store to patronize or how much to spend, though men and women do tend to buy different types of products or services via the Internet.

2. **Personal Characteristics:** It can be defined as a group of specific customer features that may influence their online shopping attitudes and behavior, such as their Internet knowledge, need specificity, and cultural environment. Li and colleagues (1999) found that customers who purchase Internet stores more frequently are more convenience-oriented and less experience-oriented. These consumers regard convenience during shopping as the most important factor in purchase decisions, because they are time-constrained and do not mind buying products without touching or feeling them if they can save time in this way. Potential consumers are often prevented from shopping online by their concern for security (Han et al. 2001).

3. **Usefulness:** Usefulness" is defined as the individual's perception that using the new technology will enhance or improve her/his performance (Davis, 1989, 1993). Usefulness" refers to consumers' perceptions that using the Internet as a shopping medium enhance the outcome of their shopping experience. These perceptions influence consumers' attitude toward online shopping and their intention to shop on the Internet. TAM posits a weak direct link between "usefulness" and attitude, and a strong direct link between "usefulness" and intention (Davis et al., 1989). According to TAM, "usefulness" is influenced by "ease of use", because the easier a technology is to use, the more useful it can be (Venkatesh, 2000; Dabholkar, 1996; Davis et al., 1989).

4. **Ease of use:** "Ease of use" is defined as the individual's perception that using the new technology will be free of effort (Davis, 1989, 1993). Ease of use word indicates the minimum efforts. It can be referred as how easy it is to do shopping through internet. According to TAM, "ease of use" is particularly of influence in the early stages of user experience with a technology or system (Davis, 1989, 1993). Following this, Venkatesh(2000, p. 343) stated, "With increasing direct experience with the target system, individuals adjust their system-specific ease of use to reflect their interaction with the system". Implying that if consumers get more experienced with Internet, they

will adjust their perceptions regarding the "ease of use" of the Internet as a shopping medium in a positive direction.

5. **Search Engines:** Internet users basically used search engines to find out needed information. Since search engines mainly help users' judgment to rank Websites, electronic retailers should make sure Website quality can satisfy and serve the particular search engine's demands (Haig, 2001).

6. **Auction Websites:** An auction website was a productive way to have more opportunity for e-retailers to sell the products or services. Generally auction websites provide cheap price to appeal to consumers (Haig, 2001). Lui, Wang and Fei (2003) stated that auction websites persuade and attract the interested shoppers together to evaluate product value. Online shoppers bid on the products with the compared and evaluated price and auctioneers sell the products to bidders who offer the highest price.

7. **Conveniences:** Convenience and saved time were offered by online shopping which were two motivating factors for online purchases (Lee, 2002). The main reason that motivated consumers to shop online was conveniences (Swaminathan et al., 1999). Convenient access to product information could facilitate and help shoppers' making an online purchases decision (Loshe& Spiller, 1999).

8. **Price:** Price was a critical factor for customer on online shopping (Heim and Sinha, 2001). However, Li et al. (1999) argued that often online shoppers were not price-sensitive, cause of these consumers' price comparisons among different e-retailers on each product was time consuming and the price difference was very small.

9. **Brand:** Brand was defined as the quality related to the products or services. Often, brand was referred to the seller's reputation and consumer loyalty in associated with the seller (Haig, 2001). Brands and features increases as more information is obtained, knowledge of the available and consumer awareness (Kotler& Armstrong, 1997). E-retailers should strengthen shopper trust and believe by buying famous Website such as google.com to promote the online purchase rate (Wu, 2002).

10. **Refund:** Online consumers demanded that e-retailers should provide an unconditional refund policy if the online costumer were not satisfied with the product (Lee, 2002). E-retailers should have refund policies to convince online consumers that they easily return products and get refunds if they are not satisfied, or exchange products for free within a reasonable timeframe (Bishop, 1998).

11. **Security:** Security is a critical successful factor for e-commerce. Retail e-commerce would fail if Internet users feel on lacking a great degree of confidence (Kesh et al., 2002). The primary reason indicated of the most buyers who didn't shop online cause of afraid to reveal personal credit card information to retailers or over the internet (Rao, 2000). People living a wired lifestyle patronize e-stores spontaneously. These consumers use the Internet as a routine tool to receive and send emails, to do their work, to read news, to search information, or for recreational purposes. Their routine use of the Internet for other purposes leads them to naturally use it as a shopping channel as well.

12. **Website Quality:** Gefen and Straub (2000) investigate the impact of perceived ease of use (PEOU) and perceived usefulness (PU) on e-commerce adoption using 202 MBA students as subjects. They report that while PU affects intended use when a Web site is used for a purchasing task, PEOU only has an indirect influence on online shopping behavior by directly influencing PU. Lee et al. (2001) obtain the similar findings in their recent study of design factors affecting consumer loyalty. In one study, Song and Zahedi (2001) classify website quality elements into five categories according to their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. These investigators find that each of the five significantly and positively reinforces the consumers' perceptions in these factors, which in turn positively influence consumer online shopping attitudes and behaviour.

10.2.2 ATTITUDES TOWARDS ONLINE SHOPPING

Consistent with the literature and models of attitude change and behavior (e.g., Fishbein and Ajzen 1975), it is believed that consumer attitudes will affect intention to shop online and eventually whether a transaction is made. This is a multidimensional construct that has been conceptualized in several different ways in the existing literature. First, it refers to the consumer's acceptance of the Internet as a shopping channel (Jahng et al. 2001). Secondly, it refers to consumer attitudes toward a specific Internet store (i.e., to what extent consumers think that shopping at this store is appealing).

These first two dimensions are negatively associated with the third, customer's perceived risk. According to Lee and colleagues (2001), two main categories of perceived risk emerge in the process of online shopping. The first is the perceived risk associated with product/service and includes functional loss, financial loss, time loss, opportunity loss, and

product risk. The second is the perceived risk associated with context of online transactions, and includes risk of privacy, security, and no repudiation. Among them, the influence of financial risk, product risk, and concern for privacy and security is significant (Senecal 2000; Borchers 2001; Bhatnagar et al. 2002). However, the fourth dimension of attitude, consumers trust in the stores, can reduce perceived risk. In addition, perceived control/users empowerment, enjoyment/playfulness, and perceived real added-value from membership have also been shown to be important dimensions of consumer's attitudes towards online shopping (Koufaris et al. 2002; Cho et al. 2001)

10.2.3 SOME COLLATERAL EFFECTS OF OFFLINE SHOPPING AND ONLINE SHOPPING

OFF LINE SHOPPING EFFECTS

1. **Alice in wonderland effect:** When a customer shops he does not know what exactly he wants to buy like in a garment or a book store. The joy of discovering things gives us pleasure. It is similar to treasure hunt as the children play.

2. **The social togetherness effect:** Shopping in real environment we meet with a lot of people. Human being social animal love to be in company of others. They can see others purchasing the same products and observe their reactions. We can have a look what others are purchasing and what is in trend these days.

3. **Touch and feel effect:** When we shop physically we touch and feel the goods what we want to purchase. It actually gives us a sense of satisfaction. We can try the products like garments so that we become more satisfied with our purchase decision.

4. **The immediate gratification effect:** The shopping from physical store gives us more pleasure of immediate gratification. As we pay the money we can get the product in our hand and we can take away with us.

5. **The store design effect:** We are very much attracted by store design. Just because of good ambience or designs we want to shop from a physical store.

ONLINE SHOPPING EFFECTS

1. **The scroll effect:** The online retailing websites are very easy to access and understood by a layman. So people want to sit at home and by some simple process they can easily shop.

2. **The information overload effects:** An online store home page contains a lot of information's regarding the products, discounts. Latest trends. Some websites recommends you the new product according to what you have purchased last time from that website.

3. **Know you find effect:** Online retailing websites have the search option so that the customer can search the product what he or she wants to purchase. The products are segregated in well defined categories so that it becomes very easy for a browser to search any item.

4. **Implications:** There are several things which the retailers can do to improve their sales as well as increasing customers' confidence.

   ➢ The retailers' should help customer see and try before they buy. The websites should have high definition picture of the product, they should give a clear description about the product. The retailers can use videos also if required.

   ➢ The retailers should provide relevant information about the product. They should provide feedback of other buyers who have purchased the products earlier.

   ➢ The retailers should provide all necessary information about delivery and return policy. They should mention the inclusions and exclusions if any in simple language so that the buyer can understand it easily.

   ➢ The retailers should take care of the security of the customers as well. There should be optional registration because some customers don't want to reveal their personal information.

Today, business internet marketing is the fastest growing segment of online commerce. The major difference between traditional and online selling is the extent of interaction between the consumer and the seller. There is much more electronic interactivity with the consumer in the form of emails and FAQs. Through FAQs, the consumer's questions on shipment, payment, product, policies and other customer concerns can be addressed effectively. It is very important for businesses to understand the customer satisfaction and

loyalty because some the customer satisfaction and loyalty are two required things for the well-being, prophet and long term growth of the firms. In other words we could say that to measure how successful the businesses are it is considered in terms of how satisfied and loyal their customers are.

10.3 ONLINE SHOPPING SITES

Onlineshopping is an e-commerce methodology in which the shopping experience may be shared with a social network of friends and contacts. Social media shopping makes an impact on individual's buying process by using social media networks to share, recommend, suggest and comment on products or services. The idea behind social shopping is that individuals are influenced by their friends' purchases and recommendations.

Online shopping mainly combines e-commerce with social media networking technologies to supplement users' real-life shopping experiences. Generally, online shopping has different forms that vary between vendors. For example, a social shopping website might encourage users to buy in groups in order to take advantage of bulk discounts. Or, a product recommendation website might track and display a friend's purchase.

Today people have no time to go to the malls to shop. They love to sit at home and make shopping online as everything from needle to ship is available online. The people can probably admit to taking some of their shopping online, whether it involves purchasing a bestselling book from Amazon or placing an order for a pizza.

Social media is a relatively recent phenomenon. Over the last decade, the World Wide Web has seen a proliferation of user-driven web technologies such as blogs, social networks and media sharing platforms. Collectively called social media, these technologies have enabled the growth of user-generated content, a global community, and the publishing of consumer opinions (Smith, 2009). This movement now dominates the way we use the web and has given rise to popular platforms like Facebook, YouTube, Instagram and Twitter, where people connect, produce and share content.

The social media revolution has led to new ways of seeking and obtaining information on the multitude of products and services in the market. It has enabled consumers to connect and discuss brands with each other quickly and easily (Powers et al., 2012). Consumer opinions on products and services are now increasingly dominated by strangers in digital

spaces, which in turn influence opinions in the offline space (Smith, 2009). Social media have empowered consumers, as marketers have no power over the content, timing or frequency of online conversations among consumers (Mangold and Faulds, 2009).

Social shopping sites incorporate social aspects such as sharing of product and front facing user engagement. Social shopping was not straight forward as it is now a days. Five years ago social shopping usually meant a brand had a Facebook page, Twitter handle, and sharing buttons on their retail website. Now it has spread it wings globally.

Online shopping has become a fundamental desire for social interaction and decision reassurance. It helps you alleviate the segregation inherent to most online activities. Shopping from a screen simply isn't as rewarding as walking into a store and making a purchase, so social shopping aims to recreate the best parts of in-store shopping.

At a social shopping site, the customer browses product feeds curated specifically for you, and the process of collective shopping helps to reaffirm and guide your purchase decisions.

Online shopping sites are constantly launching in the hopes of becoming the Next Big Thing. But the most successful ones don't actually make social purchasing aspects prominent, focusing instead on shopping seem fun and buying and sharing seem natural. Shopping sites fall into informal categories based on their product offerings, including one-stops-shops such as Levis.com and Lenskart.in.Variousonline shopping sites create unique ways of combining social buying with online shopping. In India there are various online popular sites some of these are….

AMAZON:-Amazon is the world's leading online shopping site started by Jeff Bezos on 5th July, 1994. The site firstly started as an online book store in America, but now this internet retailer has reached to maximum people all over the world. Amazon India was started in 2013. This site is the largest revenue generator after Alibaba group (China). The marketing strategies have changed after the advent of online shopping sites. Consumers are looking forward to seek the best services online. To maintain the standard of market Amazon also launched its video streaming service- Amazon prime, MP3, Audiobook, video games. This interactive feature attracts the consumer at large.

Amazon sells a variety of products in categories like apparel, accessories, jewelry, kitchen, electronics, home, beauty, toys, pet's products, sporting goods and more. Users are encouraged to follow individual sellers, add products to their wish lists, it also facilitates customer with various purchase discounts such as cash on delivery, credit card purchase, special discounts on online banking etc. It also facilitates with EMI purchase option.

FLIPKART – WEBSITE:-Flipkart went live in 2007 with the objective of making books easily available to anyone who had internet access. Today, they are present across various categories including movies, music, games, mobiles, cameras, computers, health care and personal products, home appliances and electronics, stationery, perfumes, toys, apparels, shoes – and still counting. They have some path-breaking services like Cash on Delivery, a 30-day replacement policy, EMI options, free shipping

Flipkart has catapulted to one of India's most popular e-commerce sites and undoubtedly as the most popular online destination for books within a short span of three years. With expected revenues of Rs. 75 crores this FY, Flipkart plans to generate a whopping Rs. 4,500 crores by FY2015.

MYNTRA:-Myntra is an online shopping site for latest trends and fashion. The more that you interact on myntra and the more products that you save, the more it learns about you and the better it's able to recommend products based on what you already like. It has lot of similarities to Pinterest. Users can create their own collections of items (similar to Pinterest boards) that they find on the site.

BEWAKOOF:-Bewakoof is the new age online shopping experience. Founded in 2012, Bewakoof is a lifestyle fashion brand that makes creative, distinctive fashion for the trendy, contemporary Indian. Bewakoof was created on the principle of creating impact through innovation, honesty and thoughtfulness. It offers its customers with variety range of accessories, clothes and stationery. It encourage users to follow individual sellers, add products to their wish lists andinvite friends to join so that they can earn points. These more points allow users to enjoy special shopping rewards like shipping deals and credits toward in future purchases.

FANCY:-Fancy is sort of like the lovechild of Pinterest and Etsy. Users can discover products that have been curated by its global community and buy from thousands of different stores directly through the platform. Every user gets their own profile that shows off

everything they've Fancy'd. If you're interested in what sorts of products other users are Fancying, you can follow their profile to see their Fancy'd items show up in your feed.

FAB:-Fab is all about delivering the best designer products in a wide variety of categories (including art, home, women, men, tech and more) at the very best prices. Every product listed on Fab has a heart icon that users can click on to save it to their personal favorites. As you browse through the site, you'll notice that heart counts are displayed beside each item. The more users click the heart on items they like, the more they influence what's show in the popular section of the mobile app.

POLYVORES:-Polyvore prides itself on giving all of its users a voice in shaping fashion trends with a global community of stylists who share tips on how to match clothing pieces and predict which hot new trends will emerge next. Users can save their favorite items to collect the ones they want, and Polyvore will use this information to provide personalized product recommendations. In 2015, the company launched a separate new iOS app called Remix to give its users better style advice and inspiration.

LENSKART:-Lenskart is the leading e-commerce portal for eyewear in India. It has revolutionized the eyewear industry in the country with its omni-channel approach. From the increasing number of offline stores in major cities of the country, to the innovative integration of technology while shopping online, Lenskart offers many deals and offers for every customer.

Lenskart, a one-stop online solution for the purchase of eyewear and its accessories, delivers them right to your doorstep with convenient methods of payment. Sunglasses as well as glasses are available in a variety of styles and fashionable colors for men and women. If you want to try out contact lenses, choose from the wide variety of colored contact lenses from our online store. IT also facilitates the option of creating videos for eyeglasses from all angles. Try as many frames on your face and compare the options available in 3D.

PAYTM MALL:-Paytm Mall is a quick, convenient and hassle free online shopping portal. You can shop for the right product from the comfort of your home and have them delivered straight to your door. Paytm Mall strives to make online shopping a more enjoyable and cost effective experience by providing high quality products at the best price rates in India. Its product collection includes electronic appliances, clothing, grocery (super value market),

home and kitchen products, backpacks, automobiles, books and stationery, etc. The shop, by category, offers special deals if payment is made through Paytm (cashback offers), seasonal sales, and much more to make the online shopping experience enjoyable for customers to buy more. In fact, these deals attract consumer's purchasing decision.

BIG BASKET: Big Basket is the largest online grocery supermarket in India. It was launched in 2011, about the time when e-commerce in the country was in its nascent stage.BigBasket was launched at a time when busy employees in cities were finding it difficult to allocate time to buy groceries and household essentials. BigBasket allowed them to place their order anytime and deliver it at their preferred time. BigBasket provides groceries and food supplies in various categories such as fruits and vegetables, food grains, oils, spices, bakery items, beverages, branded foods, personal care products, household supplies, eggs, meat, fish, etc. with Lowest Rate and Prompt Delivery Services.

SNAPDEAL: Snapdeal is an Indian online shopping sites started on February, 2014 by KunalBahl and RohitBansal. This is one of the largest online shopping site in India and fastest growing market for the traders. The company works on the motto of innovation, change, openness and honesty. This is a Delhi based internet retail company which is popular with its thousands of online product's service.

E-BAY: EBay Inc. is an American multinational internet consumer-to-consumer corporation, headquartered in San Jose, California. It was founded in 1995, and became a notable success story of the dot-com bubble; it is now a multi-billion dollar business with operations localized in over thirty countries. The company manages eBay.com, an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide.

POPXO:-Popxo is primarily geared toward young female consumers interested in fashion, decor and inspiration. It has a huge community of users who participate in almost every aspect of the Popxo brand, including the Buyer program and the Make the Cut program. There's also an Image Gallery where users can post photos of themselves wearing clothing pieces to give other shoppers new insights into what they might like and what is trending.

10.4 IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR

Consumer behavior involves the way individuals, groups or organizations select, buy, and use products, services, ideas and experiences, to satisfy their needs and desires. It is a complex and dynamic process. As a result of globalization and technology development, the way the consumers behave and think is rapidly and continuously changing. Five stages of consumer decision making process are:

1) **Need/problem Recognition:** This occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. Today people are very concerned of how they are seen by others, a phenomenon recognized as social identity that is whys social media content motivates new consumer needs. Every photo, video, comment, review, and other content posted on social media, to which consumers are exposed, plays the role of stimulus of recognizing a new need.

2) **In-formation search:** It is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision Nowadays, Internet is among the most commonly used sources of information search, causing revolution in this stage of consumer decision making process. "Googlization of search" is called the phenomenon of searching information in the search engine Google, which is the first and most used source of information. Another important and very credible source, are considered reviews on social media.

3) **Alternative Evaluation:** Individuals will evaluate different products or brands at this stage on the basis of alternative product attributes – those which have the ability to deliver the benefits the customer is seeking. A factor that heavily influences this stage is the customer's attitude. Involvement is another factor that influences the evaluation process. For example, if the customer's attitude is positive and involvement is high, then they will evaluate a number of companies or brands; but if it is low, only one company or brand will be evaluated.

4) **Purchase Decision:** The penultimate stage is where the purchase takes place. Philip Kotler (2009) states that the final purchase decision may be 'disrupted' by two factors: negative feedback from other customers and the level of motivation to accept the feedback. For example, having gone through the previous three stages, a customer chooses to buy a new telescope. However, because his very good friend, a keen astronomer, gives him negative feedback, he will then be bound to change his preference. Furthermore, the decision may be disrupted due to unforeseen situations such as a sudden job loss or relocation.

5)Post-purchase Behavior: In brief, customers will compare products with their previous expectations and will be either satisfied or dissatisfied. Therefore, these stages are critical in retaining customers. This can greatly affect the decision process for similar purchases from the same company in the future, having a knock-on effect at the information search stage and evaluation of alternatives stage. If your customer is satisfied, this will result in brand loyalty, and the Information search and Evaluation of alternative stages will often be fast-tracked or skipped altogether.

Social media has opened up a new opportunity, for the business and consumers, to interact with each other on a real-time basis. Therefore, the duty is on the corporate houses to visualize a strategy to make their presence felt on the social networking sites. Some companies have taken a head start, but for it to be a success, it is important to make the sites easily accessible. There is a plethora of information on a social media sites, and service is not up to the mark, you can easily be oblivious to the public eye. It is very important for a business to create formalized social media presence, with a designated workforce for smooth functioning. It will help building customer relationships.

Several authors have recently studied the influence of social media on consumer behaviour, although generally not from the point of view of the decision process Consumers use social media for the benefit of immediate access to information at convenience helping them to decide what to buy or to know more about new products or brands, when and where they want Social media has brought on a 'participatory culture' where users network with other like-minded individuals to engage in an unending loop of sharing information, monitoring updates, and requesting opinions and ratings on all kinds of products, services and activities The quality of online product reviews, characterized by perceived informativeness and persuasiveness, together with the perceived quantity of reviews, have great influence on consumers' purchase intentions Social media is perceived as a more trustworthy source of information when compared to corporate communications and advertisements. Therefore, consumers are turning away from traditional media such as television, magazines, and newspapers as sources to guide their purchases Information overload is a key issue in online decision-making. Social media with its sheer amount of information have led consumers to a state of analysis paralysis, making it difficult to navigate all the available information.

There are different internal factors that impact consumer behavior, known as psycho-graphic variables, like: **Motivation, Perception, Learning, Memory, Attitude and Self-**

Conception. Studies show that these variables are inclined and tend to modify due to the social media usage.

Motivation - Motivation is a psychological incentive or reason for doing something.

Perception - Is the process of selecting, organizing and interpreting stimulus/incentives the individuals are exposed to. The perception process consists of three stages: exposure, attention and interpretation. Marketers tend to expose their product to their consumers as much as they can. Even if these stimulus do not instantlydrive people to buy, they are memorized in the consumers mind, and whenever they face a need, that stimulus automatically will come to their mind. In a research study, 1.54 seconds are sufficient for an attractive advertising to draw the consumers attention.

Learning and memory - A frequent exposure of stimulus, and the learning of those stimulus, affects the "family branding", which means that due to such frequent exposure, the consumer becomes more familiar with the brand. Social media has impact on the "observational learning", according to which, consumers observe others behavior, and learn indirectly from others experiences. According to psychology, people tend to remember more visual elements, that's why social media content is supposed to remain longer in consumers mind.

Attitudes and interactive communication - Communication through social media, and its content, can cause changes of consumers attitudes toward different products or advertisements.

Self-conception - The beliefs individuals have toward their attributes, and the way they evaluate them. We decide to buy some products to be consistent with the real ourselves, and to help us reach the ideal self. Managing impressions, means that people work hard on managing what others think of them.

Google (2012) conducted a research in U.K, U.S, France, Germany, Japan, Canada, and Brazil associating with the customer journey to online purchase, the research has shown different marketing channels influence the customer at different points in the path to purchase. In all the targeted countries, social media serves as an assisting channel in which to build awareness, consideration, and intent earlier in the purchase funnel. Sliverman (2009) has also stated that there are many brands competing for attention, therefore an interesting blog post or a compelling video on YouTube can be the stage quo in which a prospect pays

attentions and gains awareness of a product or a service. During the stages of consumer decision process, social media is applicable as both a prompt (awareness) and as a validation (support the purchase decision takes place) (Evans 2008.)

10.5 CHECK YOUR PROGRESS

Note: 1) Compare your answers with those given at the end of this lesson.

A. MATCH THE FOLLOWINGS-I

SR. NO.	LIST –I	LIST-II
1.	Delivery	How many products are in-stock, out-of-stock?
2.	Timeliness	The critical link between an online order and the delivery of the product is often referred to as the final or last mile.
3.	Availability	The ease of comparing different model characteristics including price.
4.	Convenience	A response to a customer e-mail enquiry.

2. MATCH THE FOLLOWINGS-II

SR. NO.	LIST –I	LIST-II
1.	Community	Product reviews from satisfied customers. Include a facility allowing and encouraging exchange of opinions amongst shoppers.
2.	Choice	Online shoppers expect greater choice online. Therefore, the retailer needs to offer either wide or deep (or both) product and/or service choice.
3.	Convenience	Easy access to required information and simple transaction interface. Over-designed and cognitively complex websites tend to lose visitors before they make a purchase.
4.	Character	Symbols, graphics, style, colours, themes can be used to reinforce

		brand image and convey brand personality.

10.6 SUMMARY

➢ Consumers' ways of shopping have been altered from offline to online. They feel very convenient to shop online since it frees the customer from personally visiting the store.

➢ Consumers apparently want to receive the right quality and right quantity of items that they have ordered within the time frame, promised by the retailers, and they expect to be billed accurately.

➢ Internet shoppers can term seeking for fun, fantasy, arousal, sensory stimulation, and enjoyment.

➢ Consumer attitudes will affect intention to shop online and eventually whether a transaction is made. This is a multidimensional construct that has been conceptualized in several different ways in the existing literature. First, it refers to the consumer's acceptance of the Internet as a shopping channel. Secondly, it refers to consumer attitudes toward a specific Internet store.

➢ Online shopping is an e-commerce methodology in which the shopping experience may be shared with a social network of friends and contacts. Social media shopping makes an impact on individual's buying process by using social media networks to share, recommend, suggest and comment on products or services. The idea behind social shopping is that individuals are influenced by their friends' purchases and recommendations.

➢ The social media revolution has led to new ways of seeking and obtaining information on the multitude of products and services in the market. It has enabled consumers to connect and discuss brands with each other quickly and easily.

➢ Consumer Behaviour involves the way individuals, groups or organizations select, buy, and use products, services, ideas and experiences, to satisfy their needs and desires. It is a complex and dynamic process. As a result of globalization and technology development, the way the consumers behave and think is rapidly and continuously changing. Five stages of consumer decision making process areNeed/problem Recognition, In-formation search, Alternative Evaluation, Purchase Decision, Post-purchase Behaviour.

10.7 KEYWORDS

Consumer Behavior: The study of individuals, groups or organisations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Offline Shopping: Offline shopping is a traditional way of purchasing services or products by directly visiting to the store/shop/ or vendor.

Online Shopping: The action or activity of buying goods or services over the Internet.

Shopping Sites: A Web *site* that allows borrowers to "*shop* around" and compare several competing lenders at once.

Online Shopping: Online shopping is an e-commerce methodology in which the shopping experience is shared with a social network of friends and contacts. Social shopping impacts an individual's buying process by using social media networks to share, recommend, suggest and comment on products or services.

Website: It is a set of related web pages located under a single domain name.

10.8 SELF-ASSESSMENT TEST

1. Define online shopping in simple words?

2. Why is online shopping important?

3. What are the benefits of online shopping?

4. What are the problems in online shopping?

5. Is online shopping better from offline?

6. What do you mean by online shopping?

7. What is the difference between online and offline shopping?

8. Define different online shopping sites?

9. Define consumer attitude towards online shopping?

10. What are the good and bad things towards online shopping?

11. What is the effect of online shopping on our lives?

12. What do you understand by social media shopping?

13. What are the impacts of social media on consumer buying behavior?

14. Define social media influence on purchase decisions?

15. What is the connection between online shopping and social media?

10.9 ANSWERS TO CHECK YOUR PROGRESS

A. MATCH THE FOLLOWINGS-I

SR. NO.	LIST –I	LIST-II
1.	Delivery	The critical link between an online order and the delivery of the product is often referred to as the final or last mile.
2.	Timeliness	A response to a customer e-mail enquiry.
3.	Availability	How many products are in-stock, out-of-stock?
4.	Convenience	The ease of comparing different model characteristics including price.

2. MATCH THE FOLLOWINGS-II

SR. NO.	LIST –I	LIST-II
1.	Community	Product reviews from satisfied customers. Include a facility allowing and encouraging exchange of opinions amongst shoppers.
2.	Choice	Online shoppers expect greater choice online. Therefore, the retailer needs to offer either wide or deep (or both) product and/or service choice.

3.	Convenience	Easy access to required information and simple transaction interface. Over-designed and cognitively complex websites tend to lose visitors before they make a purchase.
4.	Character	Symbols, graphics, style, colours, themes can be used to reinforce brand image and convey brand personality.

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