

Political Discourse on the Platform of New Media: An Analysis into People's Quotient of Involvement

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Abstract

The current paper focuses on the exact levels of involvement of people in political discourse through the New Media. Technology has facilitated availability of new and varied forums of discussion. As soon as a new agenda is brought to the public glare with constant priming of the issue by the media, there ensues another race of panel discussions, and debates which form the base of the much touted discussion forum of social network sites. A large amount of software is generated and people 'share', 'comment' or add their own perceptions to the issue at hand. The moot question remains about the level of involvement, in letter and spirit of the millions who throng the chat rooms. An attempt has been made to understand the exact association and involvement of the people, along with the observation on the kind of vocabulary and language that has replaced the traditional British approach to English language and the resultant evolution of the regional language.

Keywords: Political discourse, New Media, social media, language.

INTRODUCTION

Even as communication may be the hallmark to all things living it is Language and syntax that are unique to humans. Social networking as a phenomenon of study has been dealt in different disciplines within Social Sciences. Social networks and the analysis of them is an inherently interdisciplinary academic field which emerged from social psychology, sociology, statistics, and graph theory. Georg Simmel authored early structural theories in Sociology emphasizing the dynamics of triads and "web of group affiliations."¹ Its more specific connection to understanding of its impact on language is relatively new. According to Michael Byrne, (motherboard.vice.com) who by writing his personal blogs on what the internet was doing to language quotes that language evolution in fast-forward, as researchers led by the University of London's John Bryden have concluded based on language analysis, Twitter users are separating into communities. The study specifies specific words that are used by communities. In fact communities can be characterised by their most significantly used words. The words used by an individual user, in turn, can be used to predict the community of which that user is a member. In recent years the growing Education system has rejuvenated the language and technology has added new usages and dimensions to it. Sociolinguistic studies have shown how varieties of a language can be strongly associated with established social or cultural groups²⁻⁵

THE INDIAN SCENARIO

An article published in Times of India, March 14th, 2010, titled English is our second language states that Indians' linguistic prowess stood revealed with as many as 255 million speaking at least two languages and 87.5 million speaking three or more. In other words, about a quarter of the population speaks more than one language. According to Research and Market Brochure (<http://www.researchandmarkets.com/reports/2520232/>) India has one of the lowest numbers of Households with Internet at around 3% of its population. Internet penetration in the country is quite low at around 9% of the entire population but this also indicates that there is a business case for further expansion of the market on a major scale. Other key factors like spectrum allocation for 2G and 3G, technology issues like last mile connectivity, revenue and infrastructure sharing among stakeholders are among the major needs to be addressed and resolved. Internet in India is still DSL centric which is the primary access technology for Internet in India. According to a news report by the Press Trust of India, published in the Economic Times, India's internet user population is 73.9 million. This is the third largest population which consumes internet, after China and US. There are a rising number of mobile consumers, and the multiple device platforms make consumers more platform agnostic in their digital media consumption as they switch devices to stay up to date on email, news, social media.

- 1 Scott, W. Richard; Davis, Gerald F. (2003). "Networks In and Around Organizations". *Organizations and Organizing*. Pearson Prentice Hall. ISBN 0-13-195893-3
- 2 Gumperz J (1958) Dialect differences and social stratification in a North Indian village . *Am Anthropol* 60(4):148-170
- 3 Labov W (1966) The linguistic variable as structural unit . *Wash Linguist Rev* 3:4-22
- 4 Chambers JK (1997) Sociolinguistic theory. Blackwell, Oxford.
- 5 Carroll KS (2008) Puerto Rican language use on myspace.com . *Cent J* 20:96-111

THE CURRENT STUDY

The current study was designed to assess the ground level impact of discussions over New Media. It is felt that even as political discourse on various media platforms has increased in recent years, there is a flash of discussions and a number of electronic stories which range from article, to graphically designed photographs, to satires to comments are generated and all the material is attached with the alternatives of like/ dislike and forward and add comment. Each news item therefore whether social, political or entertainment related leads to flooding of status updates and comments on respective issue. But all that data that traverses the net, does it really involve an average reader who has forwarded, commented, added a like or dislike to it. What exactly is the level of involvement and to what extent is it relevant to build up a proper forum of political participation. Does it really bring the masses on active mode and is the public really concerned about the happenings or they just log in for data sharing and socialising is the main motto. Secondly, this paper also links the usage of language and probes how many users make use of abbreviations and generally what is used.

POLITICAL DISCOURSE

The literal meaning of discourse is discussion and conversation. This process of sharing thoughts between two individuals is ancient. Decades after decades, the communication mode changed and is now advanced. There is another virtual world which exists in our life. Internet has brought discussions to an international scale. Through this we are connected to the entire world. The old gossip at road corners audible only few meters has been replaced by a global forum. Over New Media, the same thought travels to greater mass in lesser time. An example is being cited. If one has to share his thoughts on 'one month completion of AAP Government', one mode that he could follow is to discuss it individually. Using New Media, an update on his wall makes his thought automatically shared to thousands of people in his friend list. Now this is greater reach to mass in lesser time.

NEW MEDIA

It is a new mode of communication which is used more significantly with internet. It implies that the user obtains the material via desktop and laptop computers, smart phones and tablets. Every company in the developed world is involved with new media. The concept that new methods of communicating in the digital world allow smaller groups of people to congregate online and share, sell and swap goods and information. It also allows more people to have a voice in their community and in the world in general. It is a generic term for the many different forms of electronic communication that are made possible through the use of computer technology. The term is in relation to "old" media forms, such as print newspapers and magazines that are static representations of text and graphics. New media includes: Websites: a location connected to the Internet that maintains one or more web pages. Examples range as follows www.facebook.com, www.tweeter.com, www.blogspot.com. Streaming audio and video: Computing a method of relaying data (especially video and audio material) over a network as a steady continuous stream.

Besides there are Chat rooms: an area on the Internet or other computer network where users can communicate, typically one dedicated to a particular topic. E-mails: Messages sent electronically from one computer user to one or more recipients via a network. Online communities: An online community is a virtual community that exists online and whose members enable its existence through taking part in membership ritual. An online community can take the form of an information system where anyone can post content, Web advertising: Online advertising, also called Internet advertising, uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising.

Virtual reality environments: Virtual reality (VR) or also called Immersive Multimedia is a computer-simulated environment that can simulate physical presence in places in the real world or imagined worlds. Integration of digital data with the telephone, such as Internet telephony.

Mobile computing: Mobile computing is human-computer interaction by which a computer is expected to be transported during normal usage. Mobile computing involves mobile communication, mobile hardware, and mobile software. Communication issues include ad hoc and infrastructure networks as well as communication properties, data formats and concrete technologies Blogs, it is the best platform for internet users to start their own editorial page. 90% of sample size knows what blog is but 79% doesn't write any. It clearly states that if the audience is provided with such platforms and still most of them are not using it, they are least interested in discussions over New Media. Blogging has changed over time. Conversations with "threads" (topical connections between messages on a metaphorical corkboard) were the initial foundation stone of blogs. Initially blogs were used for commercial online services. However, the current blog phenomena evolved from a diary format, wherein an individual maintained a daily journal of his own life. The outreach of blogs was purely entertainment based and hence affected a handful of tech-savvy, first generation internet users. To say that the impact of blogs grew exponentially during the last half of the 1990s and 2000s would be a gross understatement.

Off late the use of blogs has become increasingly main-stream and therefore a vast majority is affected. They have the power to persuade audiences and play a pivotal role in moulding opinions on a specific topic. So much so that blogs have become an integral part of the all-pervading social media. On the whole the change in the blogging phenomenon in terms of its recipients has been twofold.

On the one hand its reach has percolated to the lowest strata of the online community, in the sense that the spurt of blogs all over the web has rendered them accessible to the common user. Blogs have become one of the most potent weapons of mass media. On the other hand, blogs now address a number of issues. They have vaulted the confines of individual tell-tales and drab newsroom affairs. The modern day blogging experience encompasses a colourful range of topics from celebrity gossip to gourmet recipes. This has added to the appeal of blogs and hence it has become the quintessence of the internet aesthetic targeting everyone from professionals, to students to housewives.

To a news addict, a smart phone is like a wide-bore hypodermic needle. Mobile news apps are portable, handy, easy to access and user friendly but where they really succeed is in fast, simple news delivery. It's the quickest way to get a handle on what's going on in the world, with an intelligently laid-out interface, smart story selection and super-fast updates. Smart phones are equipped to send updates as soon as news breaks are reported. One gets a complete and up-to-date coverage of everything that is relevant and interesting anytime, anywhere. It is the right time for the information professionals to apprise and sensitize the readers' community the latent advantages of e-newspapers and e-news services.

E-NEWS AND ITS RELEVANCE VIZ-A-VIZ NEWSPAPER

A newspaper plays an important role in disseminating current information and events and keeps its readers up-to-date. The e-newspaper is a self-contained, reusable and refreshable version of a traditional newspaper that acquires and holds information electronically. Although newspapers in electronic format first appeared in 1970s, online delivery of news emerged in the 1990s. However, online newspapers demonstrated rapid growth by the end of 1990s and by mid-2001, more than 3,400 newspapers were online. During the first decade of online newspapers, they were seen mostly as complimentary to the print medium, often as an advertisement introducing the print newspaper as the main merchandise. Gradually, as more and more newspapers appeared online, publishers felt pressured to have a web presence among their rivals. Furthermore, a small number of newspapers have shifted from having both print and online versions to online-only. As a result, the status of online newspapers is much advanced than their early days. Online versions offer faster access and more updates compared to their print counterparts. The advent of electronic newspapers has really offered us a great opportunity for making a swift review of things and day today events that are happening all around almost at a wink. Moreover, it has certainly enriched the horizon of newspaper reading by all class of people at a much faster pace which no other medium can address. E-newspapers have gained immense popularity among the users because its style and presentation are much better than their printed equivalents. E-newspapers offers link to available sections as well guide the readers to other relevant supplementary information details for further information. Online newspapers may have "sections," but going from one to another is easy and user friendly . Moreover, online newspapers are saving our environment by reducing the use of papers. Thus we can save lot of trees from cutting down. More and more people are using internet and they can easily get access of the online newspapers. Millions of people all over the world everyday visit the websites of online newspapers. The technological advancement through all over the world worked as the catalyst for spreading on-line newspaper. Online newspaper is also very much useful in opinion building. Usually a space or option is given in online edition of newspapers where people can easily give opinion. So, it becomes easy to assess the popular feeling or sentiment on any occasion. It is cost effective too. People can save their valuable money while reading newspapers from internet. It also breaks the geographical barrier. People from any place of the world can get access to the online news and views by using internet. Globalization is accelerated by it. The prospect of global village becomes reality when the newspapers are in online.

THE CREDIBILITY OF ONLINE NEWS

Journalism and the news media are built on credibility. It is perceived that with the appearance of online news websites, journalism in the traditional news media gained a competitor in the news offer. How did mainstream journalists in the traditional news media react to the new key player on the media scene? They have a generally negative attitude toward the Internet. They are concerned with source credibility, information reliability, and the difficulties in verifying facts in the online world. This exploratory study analyzes the components of credibility of news from newspapers, television, and online sites. A survey was conducted in February 2002 over 536 adults by national telephone survey. While there were similarities in how each medium was perceived, the study also revealed some fundamental differences. Respondents evaluated newspaper and television news credibility more similarly than they did online news credibility. Respondents judged all three news media most positively in terms of current, up-to-date, and timely and most negatively in terms of bias and completeness. However, online

users were less negative than newspaper readers and television viewers. Factor analyses yielded somewhat different dimensions. Newspaper credibility was found to have balance, honesty, and currency dimensions. Television news credibility was found to have two main components based on fairness and currency. Online news credibility, however, was built upon trustworthiness, timeliness, and bias factors. THE LIMITATION ACT, 1963 ACT NO. 36 OF 1963 [5th October, 1963.] says that all the evidences have to be in printed format. Electronic evidences are null and void. Apart from India, only Australia entertains sting operations (electronic evidence); rest all other countries' courts demand evidences on paper. This is because, once a matter is printed on any paper, it cannot be changed. If tampered, it is clearly visible in form of rubbing, or overwriting. The printed newspapers are the best source of information from the security perspective. Traditional newspaper information, though, limited information (unlike the internet today) from limited sources, but was reliable, trustworthy and accurate.

METHODOLOGY

A survey was conducted from 15th of January 2014 to 21st of January 2014 to access the level of in. The mode of administering the survey was both online and offline and snow balling technique was used to generate the sample. The age group ranged from 16 years to 53. The geographical reach of the research was nationwide. People that participated in this survey were from Uttar Pradesh (Lucknow, Allahabad, Kanpur, Unnao, Varanasi, Sonbhadra, Noida, Ambedkarnagar, and Meerut), Madhya Pradesh, Maharashtra (Mumbai, Pune, Matunga, Lator), Uttarakhand, Haryana, Delhi, Assam, Odhisha, Goa, Andhra Pradesh, Tamil Nadu, Karnataka, and Jharkhand. One lone respondent was from Hong Kong. (Complete information in excel sheet is attached in annexure) .The different professions/occupations that were covered under the survey with respondents are: Engineering Students, Media Students, Arts Students, Management Students, Professors, School Teachers, Academicians, Medical Practitioners, Lawyers, IT professionals, Software Engineers, Solar Engineers, Ex-Army, Bank POs, Govt. Service, House wives, Entrepreneurs, VFX artist, Media professionals, and CEO/MD of companies like Headhunters and various NGOs.

ANALYSIS AND DISCUSSION

Public sphere should not be conceptualized as a larger, extended version of the national public sphere. For reinterpreting a globalized public sphere as a process rather than a single entity. The globalization of the public sphere must be understood as a process through which public communication becomes restructured and partly disembodied from national political and cultural institutions. In order to discuss how changes in media systems influence a restructuration of public space, recent changes in the international news industry are examined. Changes in the news media environment create a series of tensions in the public sphere, because they induce both fragmentation and interconnectedness. Parallel to the emergence of this globalized media environment, a gradual change in the social geography of public and political communication has taken place. The national embeddedness of the public sphere and public opinion no longer goes unquestioned. Increasingly, the formation of public opinion also takes place across national boundaries. The "opinion of the international community" no longer refers unambiguously to the opinions of assemblies of state leaders or the cosmopolitan elite, but increasingly to a less tangible, phantom like, and much more volatile phenomenon emerging from extensive media coverage of world events. At least on certain special occasions, a transnational, if not global public sphere has emerged as a forum for political discussion and opinion formation. A series of international events during the last decade bear witness to the trans-nationalization of the public sphere and public opinion formation.

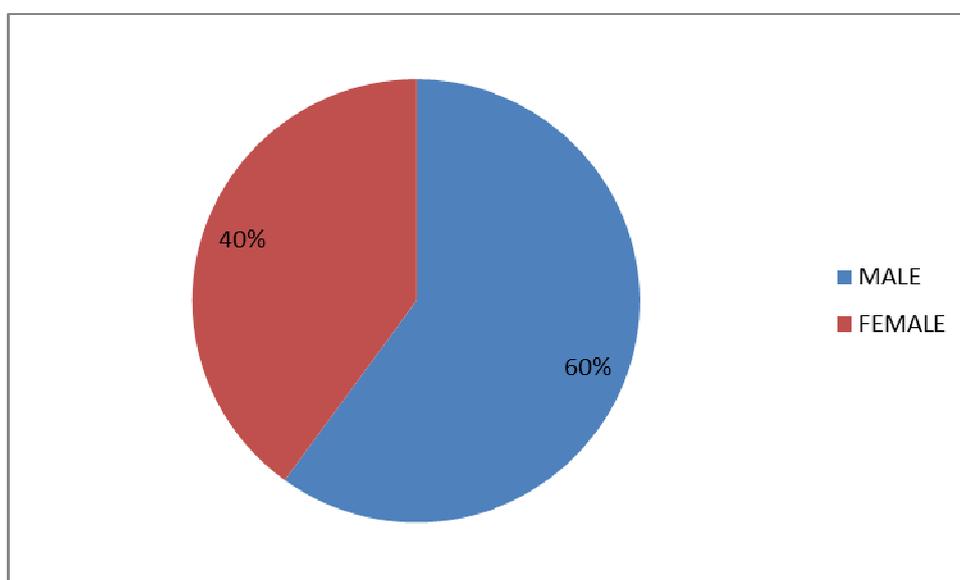
During events like Nirbhaya, 2G scam, CWG scam, Syria riots, etc., a series of interactions in different countries were activated and connected to each other partly as a result of intense media coverage. Actions by governments, corporate business interests, NGOs, and the civil society in general (demonstrations, appeals, strikes etc.) feed into a transnational public sphere and incite reactions and discursive responses in different regions and countries. The aggregation of public opinion during this process takes place both nationally and trans-national, and the media representation of this transnational public opinion acquires its own momentum. Although political leaders are still most sensitive to public opinion articulated within their own national boundaries, they cannot afford to ignore the public opinion articulated through the global media. This transnational public opinion represents a political force in its own right, and it has the ability to influence national opinions and, thus, to change the national political basis of power.

DEMOGRAPHY OF RESPONDENTS

The survey shows the following distribution in age and gender.-----

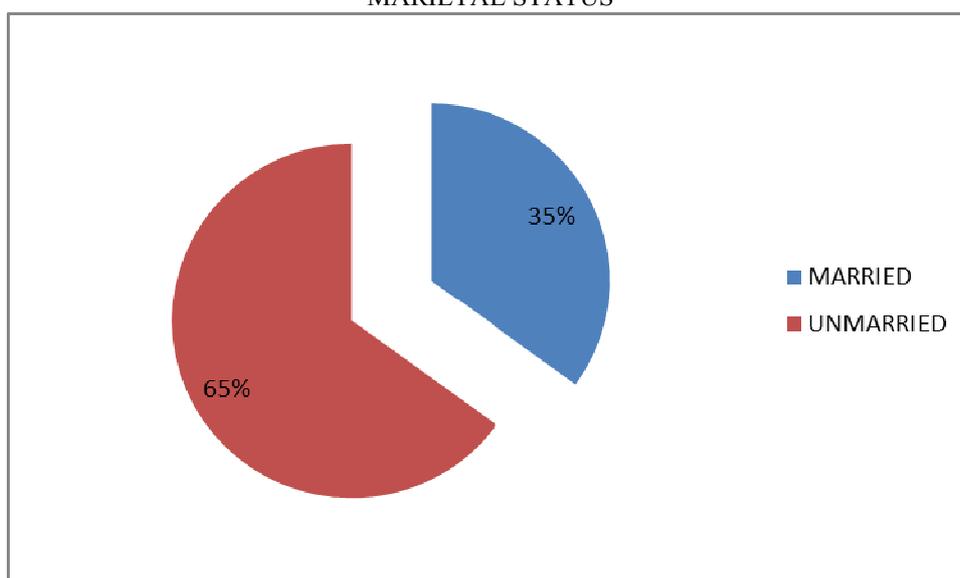
-----TABLE 1 DISTRIBUTION AS PER AGE AND GENDER

17-24	FEMALES	16	MALE	23
25-32	FEMALES	13	MALE	18
33-40	FEMALES	7	MALE	7
41-48	FEMALES	1	MALE	14
49-56	FEMALES	3	MALE	3
57-64	FEMALES	0	MALE	5
Total		40		60



PIE CHART SHOWING MALE AND FEMALE DISTRIBUTION

MARIETAL STATUS

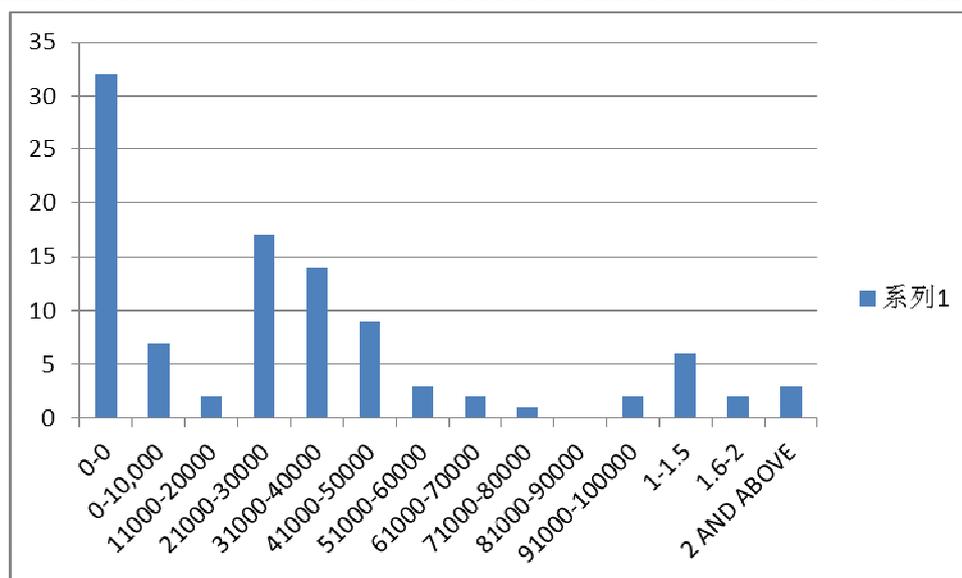


PIE CHART SHOWING MARITAL STATUS

The respondents show a higher group of people who are students and not earning but the distribution across the different income group, neutralises the effect as at the higher end there are respondents who have claimed income as high as six lakhs. The respondents are more of the masculine gender and mostly unmarried. The age distribution also shows younger respondents upto 32 years of age and presence of women in higher age groups is conspicuously lacking.

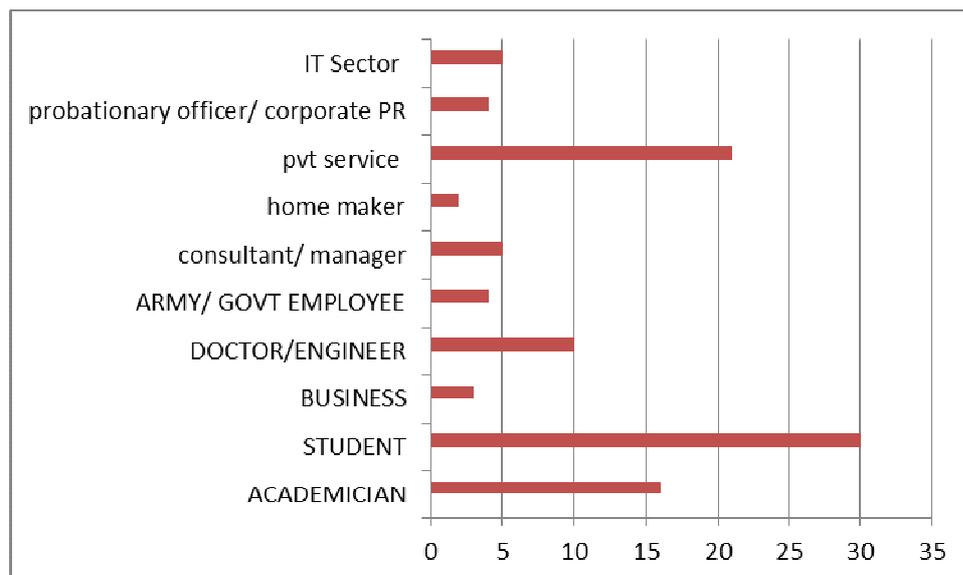
The Table 2 shows distribution of income among respondents and a clear variation from nil to a higher end of 6 lakhs is visible.

MONTHLY INCOME	
0-0	32
0-10,000	7
11000-20000	2
21000-30000	17
31000-40000	14
41000-50000	9
51000-60000	3
61000-70000	2
71000-80000	1
81000-90000	
91000-100000	2
1-1.5	6
1.6-2	2
2 AND ABOVE	3



BAR SHOWING DISTRIBUTION AS PER MONTHLY INCOME

The respondents besides students who constitute 30% of the total sample size belong to academics, private services, doctors or engineers and also government job holders. The data includes two home makers as well. The ranges show a good variation in most of the demographic factors except the higher number of respondents in younger age groups.



BAR CHART SHOWING DISTRIBUTION OF RESPONDENTS AS PER PROFESSION

TABLE 3 SHOWING BREAK UP OF RESPONDENTS AS PER PROFESSION

ACADEMICIAN	16
STUDENT	30
BUSINESS	3
DOCTOR/ENGINEER	10
ARMY/ GOVT EMPLOYEE	4
consultant/ manager	5
home maker	2
pvt service	21
probationary officer/ corporate PR	4
IT Sector	5
TOTAL	100

The survey shows that 97 % use internet for news consumption. 77% read e-newspapers. 96% say social media websites are helpful in news consumption. But shockingly, 51% of sample size doesn't post or comment on such posts which are on social or political issues. Out of the total responses gathered about 55% did not use internet for public discussion on social/political issues. The data clearly records that the age group above 40 is using internet mostly for official purposes. They send emails, search rarely for their queries and book tickets for air or rail transport. They are not fond of e-news, social media websites, etc. For those who are fond of reading news over new media, a number of factors were associated with their interest in using internet. Largely, it could be attributed to addiction. A news addiction is one of the few dependencies that it's actually good to indulge.

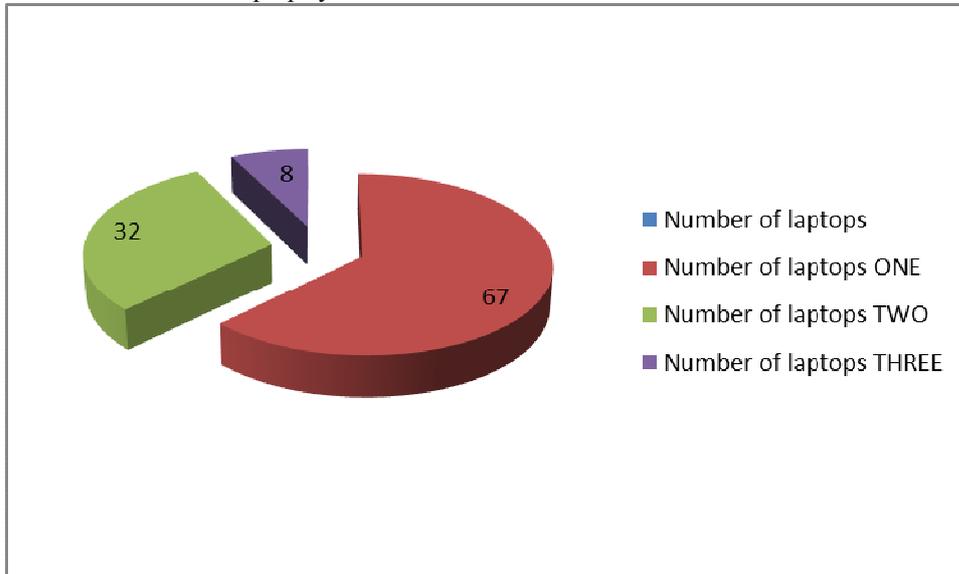
Almost all respondents use some or the other abbreviation in language, also use of meep was recorded highest followed by other graphic signs. Importantly, the changes introduced in language are a variation of the tradition British style of English generally abbreviated to sound the same. For example the word 'before' is written as 'b4'. Second, it is the younger respondents who agree to play more with words. The important aspect is that changes are made generally in conversations which are personal and not in blogs and other formal conversations that take place with important and senior people. As such most of the conversations that took place was sharing of the data with like and dislike. Rare is the aspect of uploading of a remark unless strongly felt as also length of such remarks is from one to a few sentences. Most of the discussions being private in nature, the respondents do not show any active involvement in any political discourse.

According to this survey, it was found that most of the people rely on the Internet, social networking sites and blogs for reading news and updating themselves with current affairs. Most of them have smart phones and tablets for accessing those sites and applications. With advancement of technology, readers can read any news, anytime, anywhere. But there are serious concerns with the credibility and reliance on internet news. News portals are vulnerable to attacks by hackers. This may lead to a scenario when the media which is responsible for public awareness becomes a vendor of forged news. Besides there are questions regarding authenticity and reliability of source. As the Internet is totally open, anyone can create a website and post anything of their interest. There are tons of thousands of free tools and techniques available online for anyone to hack into news

blogs and portals.

The following is the data gathered from the survey.

1. Number of Laptops you have.

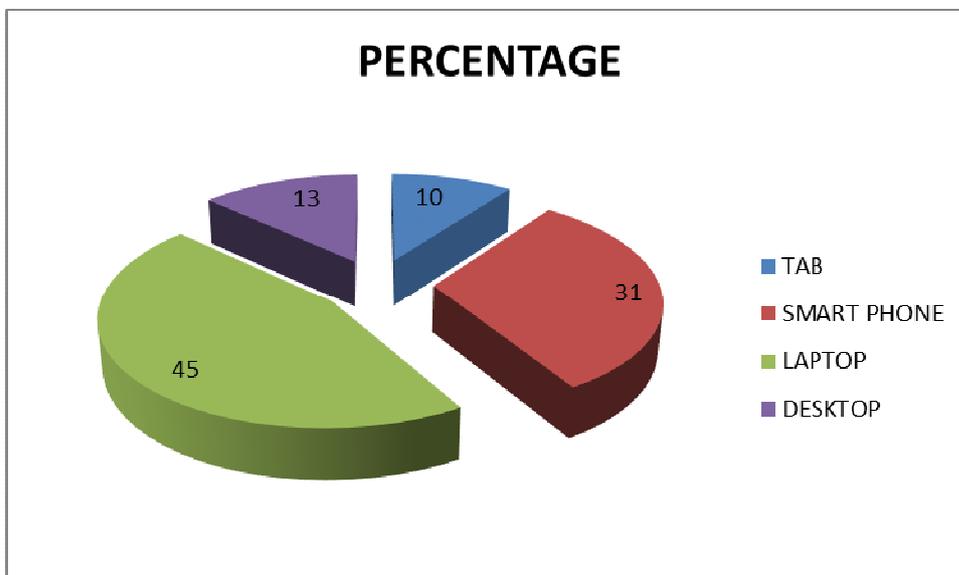


PIE CHART SHOWING NUMBER OF LAPTOP OWNED

2. Device used for internet connection

TABLE 04 SHOWING DEVICES USED TO CONNECT NET

DEVICE USED	USERS	PERCENTAGE
TAB	20	10
SMART PHONE	61	31
LAPTOP	88	45
DESKTOP	26	13



PIE SHOWING NUMBER OF USERS USING VARIOUS DEVICES

3. Do you use internet for news consumption

Yes=92

No=8

4. Do you read e-newspaper

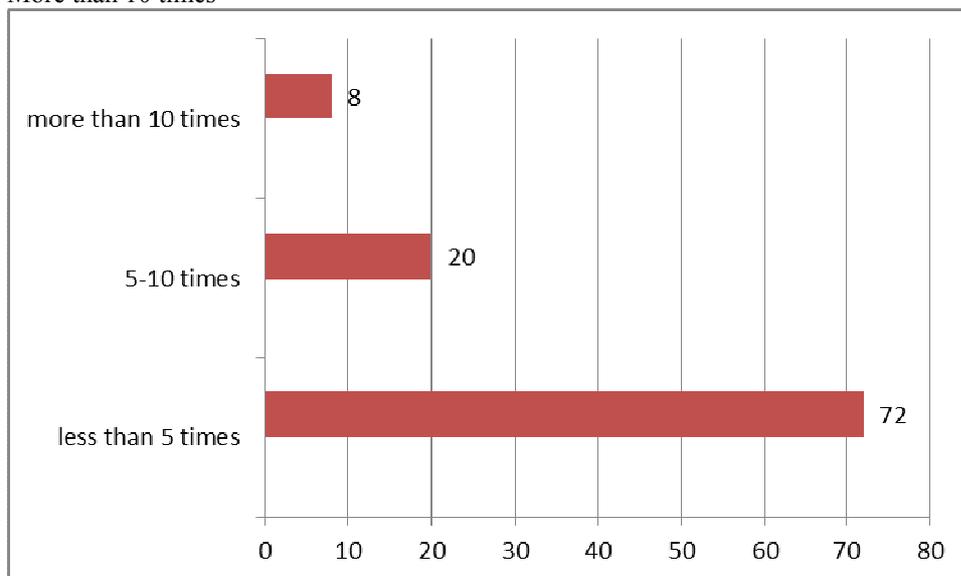
Yes=73%

No=27%

5. How often do you log on for news per day

Less than 5 times

Between 5-10 times
 More than 10 times



BAR SHOWING NUMBER OF TIMES LOG ON FOR NEWS

6. Does social media website help in news consumption

Yes=91%

No= 9%

7. Your visit to social network sites is generally to keep in touch with friends?

Yes=79%

No=21%

8. Do you post or comment on your social media portal regarding any social, political issue?

Yes=49%

No=51%

9. Does social media increase your knowledge on current affairs?

Yes= 85%

No= 15%

10. Do you know any FB page which updates news on a daily basis?

Yes=58%

No=42%

11. Do you wish to get news content on social media websites?

Yes=82%

No=18%

12. Do you know what is a blog?

Yes=85%

No=15%

13. Do you prefer writing blogs on internet and react(share, comment, like)?

Yes=62%

No=38%

14. Do you write blogs?

Yes=19%

No=81%

15. How often do you blog?

Once a month=63%

Twice a month=4%

Three times or more =33%

16. Do you use internet for public discussion on social/political issues?

Yes=45%

No=55%

17. Do you think the public news portal is credible?

Yes=41%

No=12%

Can't say= 47%

18. Does any social media webpage/online portal exist that invites an open discussion?

Yes=71%

No=29%

19. When you use social network sites do you use alterations/shortcuts?

Yes=100%

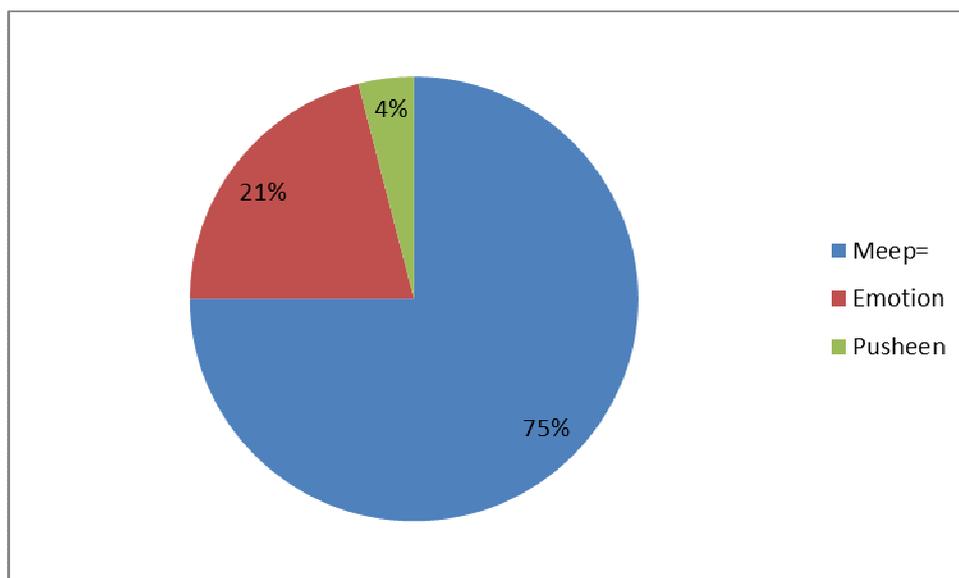
No=0%

20. What type of short cuts do you generally use to express yourself?

Abbreviation=99%

21. Use of software graphic like Meep/ Pusheen/emotion= 95%

22. Which one do you use abbreviations /Meep/ Pusheen/emotion?



PIE-CHART SHOWING USE OF SOFTWARE GRAPHIC BY RESPONDENTS

CONCLUSION

The above results show that respondents are passive participants of political discussions and their involvement in internet blogs and participation is limited to sharing, and adding of remarks. The respondents who do write blogs do not necessarily indulge in political discussions. This indicates that the New Media platform has emerged as a tool of self expression, but most of these self expressions emanate from agendas drawn by the traditional media and the data of software generated in the social network sites is primarily used for sharing amongst friends and updating the option of like and dislike. According to Patterson (1993)¹ most media do not possess the influence on public opinion that they could and should have. In fact people have been divided into politically active minority, politically passive majority and the politically alienated minority, it is felt that institutions of democracy function relatively well although the majority only occasionally becomes politically involved (Neuman², 1986, pp167-189, Page and Shapiro³, 1992, pp. 383-398)

Language has been altered by almost all of the respondents in corresponding with their friends but the saving grace is that such alterations and abbreviations are limited to personal conversations and in India the sanctity of language has not been compromised at the level of the formal conversations and blogs. It is pertinent to add that English as a language may have added new words from Hindi language and being user-friendly on internet and international forums have undergone change because it can be easily altered as per manipulations available on the keyboard. At the same time, the regional languages in India particularly, Hindi, which is used and spoken by a huge segment of the population and is also the National language of the country does not entertain such modifications and abbreviations. Language among the intellectual reflects the cultural superiority and status of the individual. As India still grapples with a huge section of population (about 74.04% as per the census

¹= Patterson, *Political Scientists as Color Commentators Framing and Expert Commentary in Media Campaign Coverage*, Brewer and Patterson (1993), www.asc.upenn.edu/usr/ogandy/C45404read/Brewer.pdf

²=Neuman Noella, 1986 <http://www.afirstlook.com/docs/spiral.pdf>,

³= Page and Shapiro= Page and Shapiro. 1983. Effects of public opinion on policy. *American Political Science Review* 77: 175-190

2011) which is not literate at the same time, the neo-literate may have access to the latest gadgets and mobile internet, the neo-liberals behave like the sanskritised (M.N. Srinivasan gave the term in Anthropology) literates and as such usage of alterations in language is limited only to intimate communications but at all forms the language has thus far remained unaltered.

SURVEY TOOL

Political Discourse On The Platform Of New Media: An Analysis Into People's Quotient Of Involvement

NAME:

AGE:

SEX:

MARITAL STATUS:

OCCUPATION/ PROFESSION:

MONTHLY INCOME:

CONTACT DETAILS: PHONE:

EMAIL:

ADDRESS:

Note:

1. Do you have internet access?
YES NO
(If No, You're done with the questionnaire. Thank you for your valuable time)
2. If yes, which device you use?
Mobile Tab Laptop/Computer.
3. Do you use internet for news consumption?
YES NO
4. Do you read e-newspapers?
YES NO
5. Do you use social media websites?
YES NO
(If NO, skip questions 6,7,8, and 9, 10, 11, 12)
6. How often do you logon for news per day?
Less than 5 times; between 5-10 times; more than 10 times.
7. Does social media websites help in news consumption?
YES NO
8. Your visit to social websites is generally to keep in touch with friends?
YES NO
9. Do you post/comment on your social media portal regarding any social/political issues?
YES NO
10. Does social media increases your knowledge on current affairs?
YES NO
11. Do you know about any FB page which updates news on daily basis?
YES NO
12. Do you wish to get news content on social media websites?
YES NO
13. Do you know what blog is?
YES NO
(If NO, skip questions 14, 15 and 16)
14. Do you prefer reading blogs on internet and react (share, comment or like)?
YES NO
15. Do you write blogs?
YES NO
16. How often do you blog?
Once a month: twice a month: thrice or more than thrice a month.
17. Do you use internet for public discussion on social/political issues?
YES NO
18. Do you think that public news portal is credible?
YES NO CAN'T SAY
19. According to you, does such pages/portals exist which invites an open discussion on internet?
YES NO
20. When you write for social network sites do you use shortcuts/ alterations?

21. What type of short cuts do you generally use to express yourself?
22. Which one do you use. abbreviations /Meep/ Pusheen/emotion?
23. If you've chosen NO for questions 5 and 13, please specify, for what other reasons you use internet?
Official Entertainment Others (Please specify)_____

APPENDICES

NAMES

Ashwini Nitesh Srivastava SHEENA CHANDRA Ashutosh Pandey NARESH CHANDRA Ramanuj Mitra prabhakar

gautam ARIF RIZWAN KHAN MAJ. GEN. G.S. NARANG Pragya Rawat RISHI BHARGVA TANUSHREE SHARMA

PRISHWETA DUBEY akshat khanna TAPAS MUDGAL manish kumar jha Suyash Tripathi MANOJ KUMAR SINGH

COL. ANIL MEHROTRA RAJ KUMAR SINGH SANJEEV SABHARWAL sakshi Chetan jADHAV DR. ASHISH YADAV

Nishant Kumar Himanshu Joshi Nikhil tiwari ABHIMANYU Sanjay Mohan Johri Dr Saptarishi Bose SABEEHA FATMA

JAIKANT Narendra Singh Sambhav Triathi Vishnu Vimal Snehal ANKUR SRIVASTAV PROF. V.P SAHI neha

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Hao Wong vidit aggarwal Mona Hussain shipra verma MAYURI AGRAWAL visheshwar singh Varul Mayank Prasad

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59 58 64 62 63 44 46 53 54 50

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75,000 40000 10-15K <10000 3lakhs-4lakhs 60000 20000-25000 35000- 50000 - 25-30k 26000 49000

10000 0 6600 50,000 1000000-1200000 1L 15 - 20K None 200-5000 NIL 1 Lakh 60K 0-10,000 50K+

48K 27000 70K 1.5-1.8L 1.5L 55,000 - 50 lakhs to 1 crore 1-1.4L 20000 none Nil 50000 120000

35K 100000 40,000 55-65K 15-20 k 20-30K nil

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STATEMENT

The is to certify that the above article is not submitted simultaneously for consideration to any other publication.

Dr. Akanksha Shukla.