



TRINITY INSTITUTE OF PROFESSIONAL STUDIES

Dwarka, Sector-9, New Delhi

Trinity Media Review

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Dr. R.K.Tandon

ABOUT US

The Trinity Institute of professional Studies(TIPS) Sector-9, Dwarka an ISO 9001:2008 certified institute, is affiliated to Guru Gobind Sing Indraprastha University. It was founded in 2007 under the aegis of Kamal Educational and Welfare Society (KEWS) with the objective of overcoming the critical demand for skilled professionals in India and abroad by nurturing intellectual capital by adopting



TIPS is offering courses/programs across various disciplines, such as Management, Commerce, Banking & Insurance, Information Technology and Journalism & Mass Communication. Today, the Institute has over 1500 students and more than 60 faculty members. The faculty of which it brings the right mix of research and industry experience to education and consultancy offered by the institute.

COURSE OFFERED

Programme	Annual Student Intake	First Shift	Second Shift
BJMC	120	60	60
BCA	120	60	60
BBA(g)	120	60	60
B.COM.	160	60	60

IMPACT OF SOCIAL NETWORKING SITES ON STUDENTS

By- Yukti Seth

Synopsis

1. Social networking is the grouping of individuals into definite groups, resembling petite rustic communities or a locality sub separation. Social networking is possible especially in the workplace, universities and high schools. It is most popular tool of Internet. Because unlike most high school colleges, or work places, the internet is full with millions of persons who are looking to meet other people, to build relationships or maintain old relationships, to create awareness, or to gather and share firsthand information i.e.- Experiences about cooking, golfing, gardening, developing friendships or professional alliances, finding suitable job offers, business to business marketing and even group sharing information e.g. Damini's rape protests, Arushi murder case- candle march for justice, Anna Hazare hunger strike, Maya calendar. Objective of the study is to determine the ratio of users and non users of social networking sites. To determine how much time was spent on social networking sites. To determine the psychographic usage To study association between demographic variables, nature and usage of SNS. The methodology used is a survey method.

INTRODUCTION

They weave themselves into the fabric of everyday's life until they are undistinguishable from it.' (*Weiser, 1991*)

The most profound technologies are those that disappear;

Social networking sites have taken the humankind by a blizzard leading to nothing less than an insurrection. In the final decades of the 20th century, the world saw the hasty expansion of information and communication technologies. Communication is perhaps the most popular word today. And thanks to the new media that, today, regardless of the geographical boundaries, we all are connected and in constant touch with each other.

For the betterment of humanity, from time to time different innovations take place. Some are heavily adopted while many are even discarded. Some of the greatest innovations have been- the Printing technology, the wireless communication Radio and then the Television.

Even the Mobile phones have been a blessing for the humankind and have made a colossal impact all over the world. And lately, Internet or World Wide Web has been possibly the astonishing advancement in the field of communication in the narration of civilization.

Launched in 1983 as an experiment, the Internet has outgrown at a completely fast velocity into something that nobody at that time could have expected. It is because of the internet that the new social media is rightly known as the true cradle for creativity and free speech, trolls etc. The internet has very rightly changed the way we live our lives or run our businesses. It has brought the human race hooked on to a distinct space.

From the information spreading diagonally the corners of the globe, prosperity of shopping understanding, job information to matrimonial sites for finding a suitable partner and information about anything to everything, it's all available at our fingertips, with the help of a single click. Internet is used for communication, entertainment, awareness and information. This modern period has advanced to be labeled variously as Information era, Communication era and, at present, Cyber or Networking era. "People tend to be more socialized at a distance, than they are in their immediate, limited, and local selves; their intercourse sometimes proceeds best, when neither group is visible to the other." (*Lewis Mumford, 1934*)

Since its earliest days, the Internet has been used as a means of communication and interaction. With the evolution of the World Wide Web during the 1990s and its increasing presence in both the home and at work, Computer Mediated Communication (CMC) has become a omnipresent way to interact with friends and family, professionals and even strangers. It helps in maintaining old relationships and building new ones. The absence of geographical barriers is further allowing the free flow, the Internet has taken control of human lives and there seems no escape.

Among the various communication tools of Internet like Search engines, Web pages, e-mails, e-books,

e- journals, e- newspapers, Internet banking, conferencing, Gaming, Shopping, Internet telephony, Multi-media sharing, Blogging, Social networking, the latter is emerging out as a global phenomenon. According to Wikipedia, there are more than 300 Social networking sites and 1.5 billion members worldwide. In India alone, in 2011 there were around 50.20 million users which grew to 129.30 million by 2012. It is estimated that by 2014, it will be double the current amount.

It took 38 years to attract 50 million listeners for the Radio, 13 years for Television to attract 50 million viewers, 4 years for the Internet to draw 50 million surfers. iPods took 3 long years to arrive at 50 million users, but Facebook, a leading social networking site, managed to add over 200 million users in just 1 year. This shows the dissemination potential and popularity of social networking sites.

Most SNSs also provide a means for users to put down messages on their friends' profile. This feature classically involves leaving 'comments', even though sites utilize diverse labels for this mark.

A few have photo-sharing or video-sharing capabilities; while others have en suite blogging and instant messaging expertise. There are mobile- definite SNSs like Dodgeball, but some web-based SNSs also sustain limited mobile communications e.g. myspace, facebook. SNSs aim people from explicit geographical regions or linguistic groups, even though this does not for eternity settle on the site's citizenry.

Social Networking

It is the way the 21st century communicates today.

What does social networking actually mean?

Social networking is the grouping of individuals in to definite groups, resembling petite rustic communities or a locality sub separation. Social networking is possible especially in the workplace, universities and high schools. It is actually a communal configuration made of individuals or organizations called 'Nodes', which are united up by lone or additional detailed types of interdependency, such as companionship, association, fiscal exchange, dislikes or affairs of attitude, familiarity or esteem.

Why is social networking so in style and accepted worldwide?

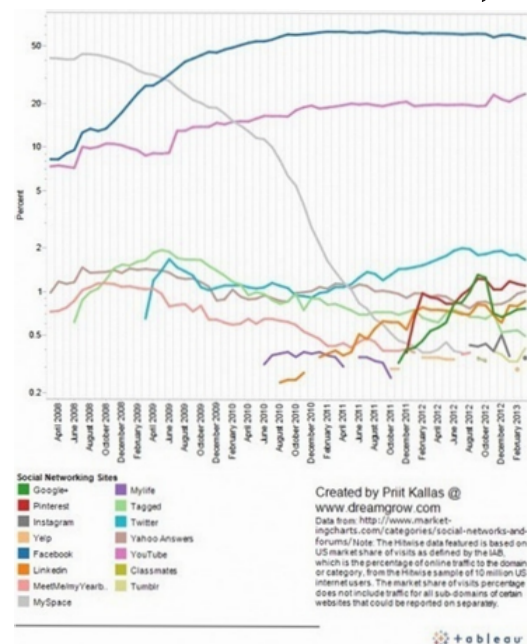
It is most popular tool of Internet. Because unlike most high school colleges, or work places, the internet is full with millions of persons who are looking to meet other people, to build relationships or maintain old relationships, to possibly to create awareness, or to i.e.- Experiences about cooking, golfing, gardening, developing friendships or professional alliances, finding suitable job offers, business to business marketing and even group sharing information e.g. Damini's rape

protests, Arushi murder case- candle march for justice, Anna Hazare hunger strike, Maya calendar.

To highlight this voiced social network as a critical organizing characteristic of these sites, we tag them as "Social Networking Sites". These sites functions akin to an online community for internet users. Depending on the website, loads of online community members share universal benefit in hobbies, religions, or political affairs. Once you have an established right to use a social networking website you can embark on socializing. This socialization may embrace –going through the profile pages of other members and perhaps even approaching them.

Top 10 Social Networking Sites (2008-2013)

(BY U.S MARKET SHARE OF VISITS)



REVIEW OF LITERATURE

Title of the study- IOSR Journal of Business & Management (IOSRJBM)

ISSN: 2278-487X Vol. 1, Issue 2, PP 48-52

Year- May- June 2012

Subtitle- A Conceptual Analysis of Social Networking and its affect on Employee Productivity.

Authors- Benjamin B. Aguenza, Ahmad Puad Mat Som

Methodology- conceptual analysis

Aim - The aim of this exploratory study is to-

1-Analyze the application of collaborative

technology at workplaces, as to how they affect the productivity of the employees and to what extent.

Objectives –

- i. To study the pros and cons of social networking sites.
- ii. Render the relationship between social networking sites and employee productivity.
- iii. Analyze if social networking sites can elevate the level of employee conduct and atonement.

Major Findings –

- i. Many of the studies have found out that using social networking sites at workplaces affects the productivity of employees in an unfavorable manner but this particular study says otherwise.
- ii. According to the study, it is for the organizations to get the whole picture clear about 'social networking' and then teach their employees how to use them in their own favour, benefitting the organization at large. It is then, that appropriate policies and strategies should be implemented.

<http://iosrjournals.org/iosr-jbm/papers/vol11-issue2/F0124852.pdf>

II.

Title of the study- The Journal of Technology, Management, and Applied Engineering (Vol. 28, No. 1)

Year- Jan-March 2012

Subtitle- The Impacts of Social Networking Sites on Workplace Productivity

Author- Femi Awolusi

Methodology- Content Analysis

Aim- To study the effects of social networking sites at workplaces and to examine how it effects the-

- i. Productivity
- ii. Organizational working
- iii. Organizations functions namely- as training, recruitment, communication, and brand management.

Objectives- Examine if Enterprise and Consumer Social Networking Sites benefits or hampers the working of

organizations.

Major findings-

i. Social networking websites could heavily influence organizational productivity outcomes in terms of effective collaboration across geographical and hierarchical work structures, the marketing of its products and collection of feedback responses from the market place, and its visibility in the increasingly crowded world of online commerce.

ii. Both the enterprise and consumer social networking sites could be effectively used to an organization's benefit, but issues like corporate network security, bandwidth capacity, privacy, and costs associated with maintaining a social network need to be managed to minimize the risk/reward trade-offs associated with the use of a social networking site.

iii. An outright ban of the use of social network in the work place would not only limit an organization's visibility in the online world but could also deprive it of the benefits that social networking provides when used as a productivity tool in the work place.

<http://www.atmae.org/jit/Articles/Awolusi-Social-Networking-Work-Productivity-2012-01-30.pdf>

III.

Title of the study: Social Capital and College Students' Use of Online Social Networking Sites: JCMC, Vol. 12

Subtitle: The benefit of Facebook 'friends'

Authors: Ellison, Stainfeild, Lampe

Year: 2007

Methodology: a survey was carried out amongst the undergraduate students.

Aim: to find out the benefits of social networking sites.

Objective: to examine the relationship between the use of social networking sites and the relation within and between the social networks.

Major findings: the survey concluded:-

Social networking sites were used to connect with new people and stay in regular touch with friends and family.

SNS also enabled students to stay connected with the college alumni's and college community, which in turn provided them with getting desirable

- ✓ jobs and good internship opportunities.
- ✓ The study also revealed that SNS does not disconnect people from the offline world; rather it helps in maintaining relationships and keeps people in contact regardless of the distance.

<http://jcmc.indiana.edu/vol12/issue4/ellison.html>

IV.

Title of the study: Who's space? Difference among users and non-users of social networking sites: JCMC, Vol.13, issue. 1

Authors: Hargittai, Eszter

Year: 2007

Methodology: a survey was conducted among college students of Illinois and Chicago. The survey was not conducted online but on paper. It was intentionally carried out on paper so as to avoid any partiality, because people who use internet more would be more willing to fill the questionnaires hence affecting the end product of the survey. The average time to fill the questionnaire was approximately 30 minutes. The survey included questions regarding respondent's internet usage, e.g., sites frequently visited, their experiences and online activities.

Aim: to find out the usage of Social Networking Sites particularly focusing on Facebook, MySpace, Xango and Friendster.

Objective: to see if a person's social and demographic surroundings affect the use of these social networking sites.

Major findings: the findings of the survey suggested that:

The highly wired users are not only the one who is using SNS.

The use of these sites also depends upon a person's gender, race, and ethnicity, parental and educational background.

<http://jcmc.indiana.edu/vol13/issue1/hargittai.html>

V.

Title of the study: Predictors and Consequences of SNS Usage Intensity

Authors: Eszter hargittai, Yu-li Patrick Hsieh

Year: February- March 2007

Methodology: a survey of 1,060 first year college

students was conducted in the Midwest where the researchers collected the grade point average of the intensity of the usage of the social networking sites. The study collected reports by the students on their usage of social networking sites like Bebo, Facebook, MySpace, Orkut, Friendster, and Xanga.

The researcher classified the participants by their usage of social networking sites. According to the researcher-

- “Omnivores” – frequent use of multiple SNS's
- “Samplers” - infrequent use of multiple SNS's
- “Devotees” - frequent use of a single SNS site
- “Dabblers” - infrequent use of a single SNS site or non-users.

Aim: to find out if there was any correlation between a student's participation in social networking sites and his academics. The study mainly analyzes the connection between SNS engagement and the academic performance of college freshman.

Objective: to explore how engagement with these sites affects well-being and the consequences for areas such as educational achievement.

Major findings: key findings were as the following-

- The most prevalent pattern of SNS engagement is that of the omnivore; close to half of study participants — 45.3% — visited two or more sites often. Women (48.2%) are more likely to fall into the omnivore category than men (41.2%). Additionally, “The more committed users of such sites engage in more social activities on SNSs than those who spend less time on them and only use one such site.”
- Women were also more likely to engage in stronger-tie activities — those with less social distance — than men, and omnivores are more likely to engage in both weaker-tie and stronger-tie activities on social networking sites.

Hispanic and African-American students were more likely to meet new friends, continue relationships that began solely online, and review strangers' photos.

• There was no correlation between a student's participation in social networking online and his or her grade point average. The researchers explain that "social practices could both support (e.g. offer help with homework) and detract from (e.g. offer alternatives to focusing on school obligations) academic work, and thus their effects could cancel each other out."

• The researchers identified a positive correlation between a student's facility using the Internet and academic achievement. However, they found that "neither SNS usage intensity nor social practices performed on these sites exhibit a systematic relationship with academic performance."

<http://journalistsresource.org/wp-content/uploads/2011/09/HargittaiHsiehICS10.pdf>

VI.

Title of the study: A Look Out for Academic Impacts of Social Networking sites (SNS's): A student based perspective

Authors: Ishfaq Ahmed* and Tehmina Fiaz Qazi

Year: 20 April, 2011

Methodology: a sample of thousand students was selected from different universities in Pakistan. Multi stage sampling was done to carry out the study. In the first stage, with the use of simple random sampling technique, 6 universities were chosen. These 6 universities consisted of 2 private sector universities and 4 public sector universities. These universities were further divided into clusters which consisted of four faculties i.e. faculty of social sciences, faculty of engineering, faculty of business/management sciences and faculty of natural sciences. Data collection tool of the study was personally administered questionnaires to which 73% students responded.

Aim: to see how SNS's have an impact on the educational performance of the students.

Objective: to see if using SNS's lead towards enhanced learning and better academic

performance of the students.

Major findings: Findings suggested that despite of spending time on internet or on using SNSs, students are efficient enough for their studies that they do not face any deficiency in meeting their studies requirements and can cover their syllabus even with little time devoted to their studies and still getting better grades even with less investment of their time. Also they were assertive about their competencies to compete easily in studies.

<http://www.academicjournals.org/ajbm/PDF/pdf2011/18June/Ahmed%20and%20Qazi.pdf>

AIMS AND OBJECTIVES

2. To determine the ratio of users and non users of social networking sites.
3. To determine how much time was spent on social networking sites.
4. To determine the psychographic usage.
5. To study association between demographic variables, nature and usage of SNS.
6. To study the Need and Gratification

Operational terms:

Uses and gratification theory- focuses on how media is used to satisfy different types of needs* of individuals.

Types of needs*-

- *Cognitive needs*- for acquiring knowledge.
- *Affective needs*- include emotions and pleasures.
- *Personal integrative needs*- need for self-esteem, a status in the society.
- *Social integrative needs*- include the need to socialize with family and friends.

Escapist needs- to escape from a situation and find solace in something else that provides relief.

METHODOLOGY

Methodology deals with the method of study i.e. how the study was conducted and what were the various techniques used. Research methodology comprises of defining and redefining problems, collecting and evaluating data, making important calculations and

reaching a conclusion.

Research Design: Survey

Sample Design:

Sample size- 60 students.

Sampling method- Random sampling

Unit of analysis- each respondent

Data Collection-

- **Primary source:** A semi-structured Questionnaire is used for collecting responses. The questionnaire consists of both open-ended and closed-ended questions.
- **Secondary source:** Secondary data is collected from different research papers and websites.

Data presentation- Tabular and Graphic

Data Analysis- Microsoft Excel was used

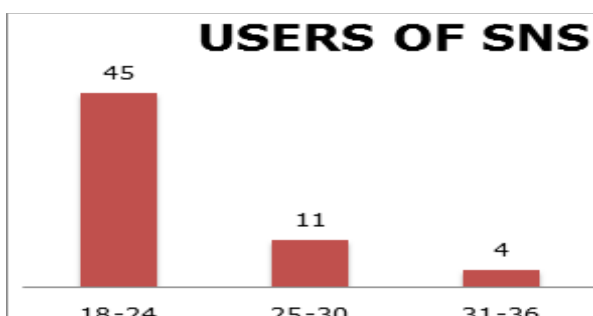
DATA ANALYSIS

Total 60 respondents were surveyed in the campus of Panjab University itself which included graduates, post graduates and research scholars.

AGE

It was found out that among these 60 respondents students between the age group 18-24 dominated the other age groups. 75% of them were found to be students who used SNS the most.

AGE	TOTAL	PERCENT
18-24	45	75.00%
25-30	11	18.33%
31-36	5	6.67%
	60	100.00%

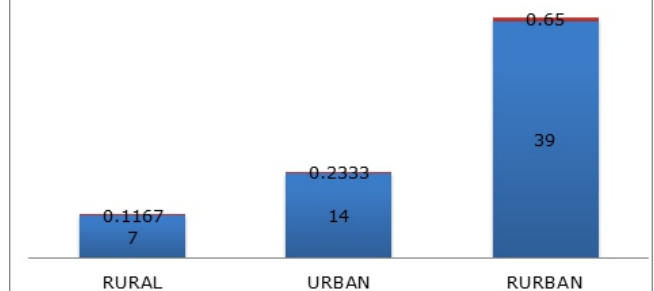


From total of 60 respondents 65% of them were from Rurban background, and 11.67% and 23.33% were from rural and urban background respectively.

BACKGROUND

BACKGROUND	TOTAL	PERCENT
RURAL	7	11.67%
URBAN	14	23.33%
RURBAN	39	65.00%
	60	100.00%

BACKGROUND OF THE RESPONDENTS



11.67%- Rural Background

23.33%- Urban background

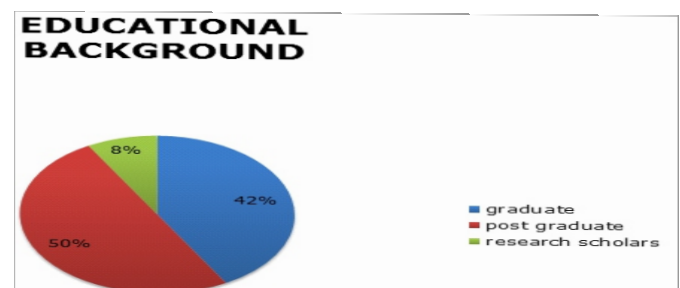
65%- Rurban Background

Hence majority of the respondents surveyed were from rurban background.

EDUCATIONAL QUALIFICATION

30 of them were post graduate students, constituting total of 50%.

BACKGROUND	TOTAL	PERCENT
RURAL	7	11.67%
URBAN	14	23.33%
RURBAN	39	65.00%
	60	100.00%



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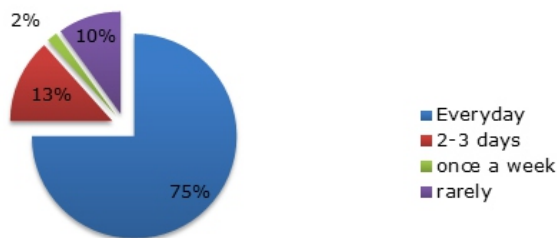
Majority of the respondents were Post Graduate student from different disciplines.

42% were Graduates and only 8% Research Scholars.

On asked- How often you log in? Following was observed.

CODE	RESPONSE ITEM	FREQUENCY	PERCENT
1	Everyday	45	75%
2	2-3 days	8	13%
3	once a week	1	2%
4	rarely	6	10%
	TOTAL	60	100.00%

How often do you log in?



75% of the total respondents logged in everyday.

13% - 2-3 days a week

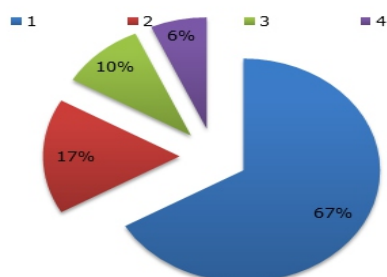
2%- once a week

And, 10%- rarely

On asked about their favourite Social Networking Site-

CODE	RESPONSE ITEM	FREQUENCY	PERCENT
1	Facebook	40	66.67%
2	Twitter	10	16.67%
3	Google +	6	10.00%
4	other	4	6.67%
	TOTAL	60	100.00%

FAVOURITE SNS?



67% voted Facebook as their favourite Social Networking Site.

17% voted for Twitter

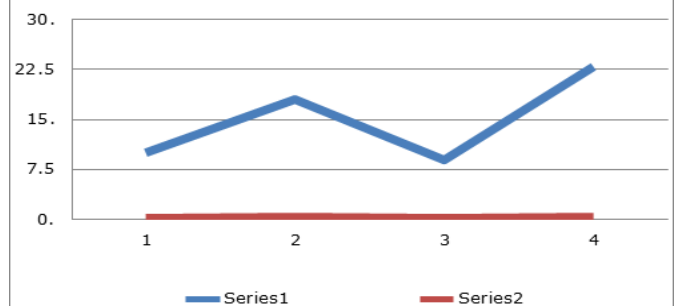
10% for Google+

And, 6% for other.

Primary motive for using Social Networking Sites

CODE	RESPONSE ITEM	FREQUENCY	PERCENT
1	Business	10	16.67%
2	socializing	18	30.00%
3	information	9	15.00%
4	entertainment	23	38.33%
	TOTAL	60	100.00%

PRIMARY REASONS FOR USING SNS



Socializing> Entertainment> Business> Information

(23)

(18)

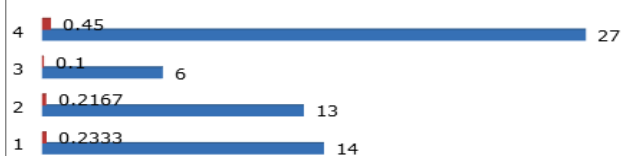
(10)

(9)

Methods used to communicate on a daily basis?

CODE	RESPONSE ITEMS	FREQUENCY	PERCENT
1	face to face	14	23.33%
2	SNS	13	21.67%
3	E-mails	6	10.00%
4	Text messaging	27	45.00%
	TOTAL	60	100.00%

METHODS USED TO COMMUNICATE



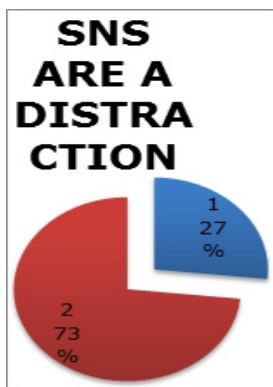
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Text messaging ruled the charts with 45% of the total respondents rating it as their first preference to communicate with people on a daily basis.

Second was face to face communication with 23.33% , followed by SNS with 21.67% and e-mails with only 6 respondents saying they prefer communicating via emails on a daily basis.

Are Social Networking Sites a Distraction?

COD E	RESPONSE ITEM	FREQUENC Y	PERCEN T
1	Yes	16	26.67%
2	No	44	73.33%
	TOTAL	60	100.00%



73% of the total respondents said that Social Networking Sites are not a Distraction While 27% believed that they are a distraction and hinder the social and psychological development of an individual.

OBJECTIVE1:

TO DETERMINE THE RATIO OF USERS AND NON USERS

There are more Users than Non-users.

From the total number of respondents there are more users than non-users of Social Networking Sites. This hypothesis is taken to determine if, from the total number of respondents, there are more users of Social Networking Sites, or non-users.

CODE	RESPONSE ITEM	FREQUENCY	PERCENT
1	YES	60	100.00%
2	NO	0	0.00%
	TOTAL	60	100.00%

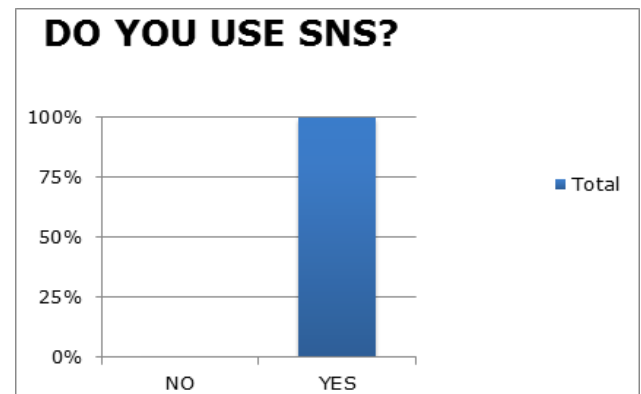
67% voted Facebook as their favourite Social Networking Site.

17% voted for Twitter

10% for Google+

And,6% for other.

Primary motive for using Social Networking Sites



Since the total number of respondents, 60, all answered yes, we discern that the users of Social Networking Sites are definitely more than non-users.

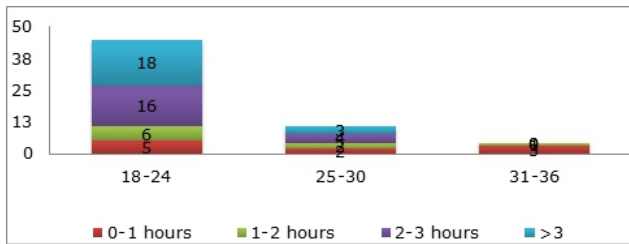
The reason for some non-users, not in the sample could not be determined from this sample because everyone responded as to be a user of Social Networking Sites in this survey.

OBJECTIVE 2: TO DETERMINE HOW MUCH TIME WAS SPENT ON SNS

FINDINGS

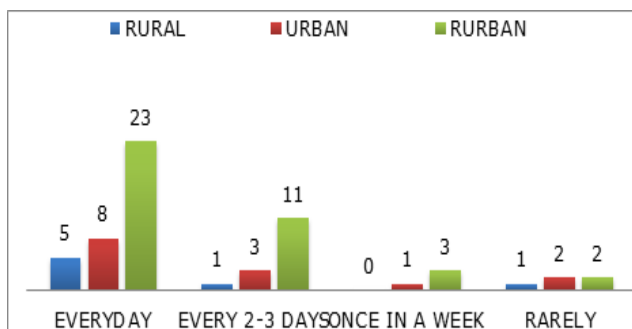
Age of a person is the deciding factor behind individual spending hours on the Social Networking Sites.

Column1	18-24(AGE)	25-30(AGE)	31-36(AGE)	TOTAL	PERCENT
Hours					
0-1 hours	5	2	3	10	17%
1-2 hours	6	2	1	9	15%
2-3 hours	16	4	0	20	33%
>3	18	3	0	21	35%
TOTAL	45	11	4	60	100%



➤ The background of a person does not determines how often he/she uses SNS.

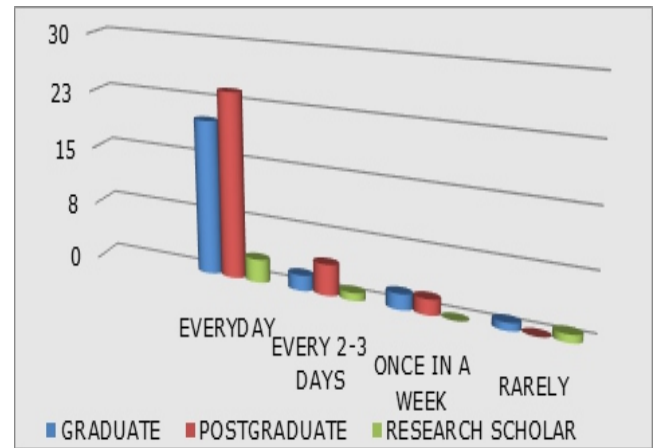
	RURAL	URBAN	RURBAN	TOTAL	PERCENT
SNS USAGE					
EVERYDAY	5	8	23	36	60.00%
EVERY 2-3 DAYS	1	3	11	15	25.00%
ONCE IN A WEEK	0	1	3	4	6.67%
RARELY	1	2	2	5	8.33%
TOTAL	7	14	39	60	100.00%



Depending on the number of respondents surveyed, it has been proved that background does not determine the time spent on SNS.

➤ Educational qualification does not determine how often he/she uses SNS.

	GRAD	POSTGRAD	RESEARCH SCHOLAR	TOTAL	%
SNS USAGE					
EVERYDAY	20	24	3	47	78%
EVERY 2-3 DAYS	2	4	1	7	13%
ONCE IN A WEEK	2	2	0	4	7%
RARELY	1	0	1	2	0.03%
TOTAL	25	30	5	60	100%



Qualification does not decide how often an individual uses Social Networking Sites. According to the percentage of graduate (25), post graduates(30) and research scholars (5) who took the survey, it is evident that qualification does not decide how often an individual use SNS.

OBJECTIVE 3: TO STUDY NEED AND GRATIFICATION

Affected need is the most fulfilled one.

Respondents were asked to grade from 1-5 where 1 stood for Maximum and 5 for Minimum.

Subsequent responses were established.

Grading was to be done of the different types of needs from the Uses and Gratification theory.

These needs are as the following-

a) Cognitive needs (keeps you updated, gives you important information, makes you more attentive)

b) Affective needs (keeps you entertained, acts as a stress-buster)

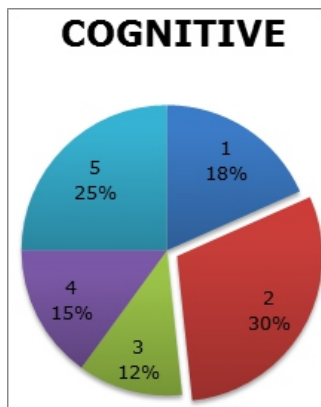
c) Personal Integrated needs (helps enhance your personality, boost your self-esteem, the 'likes; and 'comments' make you feel good about yourself) Age of a person is the deciding factor behind individual spending hours on the Social Networking Sites.

a) Social integrated needs (you get a chance to be in touch with your family and friends and different groups and communities)

b) Escapist needs (using social networking sites enable you to forget about your worries and problems, you like to be in virtual world more than surviving in real world)

NEEDS	1	2	3	4	5	TOTAL
COGNITIVE	18%	30%	12%	15%	25%	100%
AFFECTIVE	50%	8%	13%	15%	13%	100%
PERSONAL INTEGRATED	12%	30%	30%	15%	13%	100%
SOCIAL INTEGRATED	15%	22%	18%	30%	15%	100%
ESCAPIST	5%	10%	27%	25%	33%	100%
	100%	100%	100%	100%	100%	

a) COGNITIVE NEEDS



Respondents ranked cognitive needs as the following-

18% - 1st

30%- 2nd

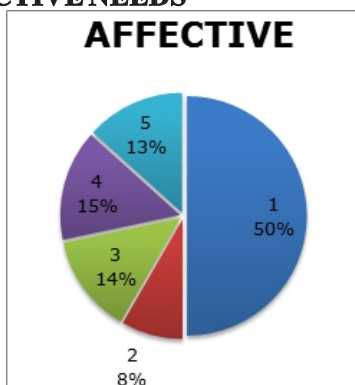
12%- 3rd

15%- 4th

25%- last preference

Hence we can conclude that Cognitive need is the second most fulfilled need of an Internet user using Social Networking Sites

b) AFFECTIVE NEEDS



Respondents rated Affective Needs as the following-

50%- 1st

8%- 2nd

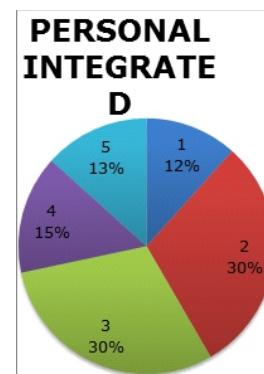
14%- 3rd

15%- 4th

13%- 5th

From the above statistics we can say that Affective need is the most gratified need with 50% ranking it as their first gratified need. They say Social Networking Sites keeps them entertained and give them a means to voice out their day to day frustrations; in short it acts like a perfect stress buster.

c) PERSONAL INTEGRATED NEEDS



Respondents ranked the Personal Gratified Need as the following-

12%- 1st

30%- 2nd

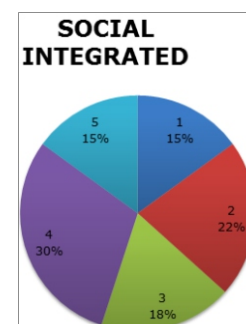
30%- 3rd

15%- 4th

13%- 5th

There is a tie at the second and third rank with 30% respectively. Only 12% said that SNS helps enhance their personality and that the likes and comments make them feel good about themselves.

d) SOCIAL INTEGRATED NEEDS



15% say that using SNS helps them stay in touch with their family and friends.

22% rated this as their second preference

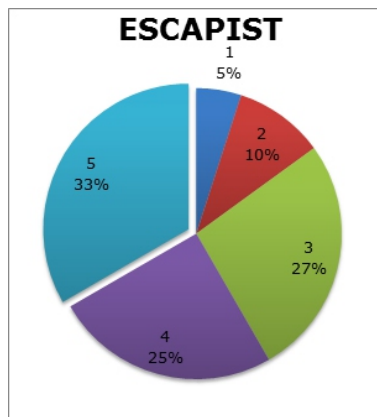
18%- 3rd

30%- 4th

15%- 5th

Personal cognitive need is the fourth most gratified need.

e) ESCAPIST NEEDS



Only 5% of the total respondents ranked it as their first choice.

10%- 2nd

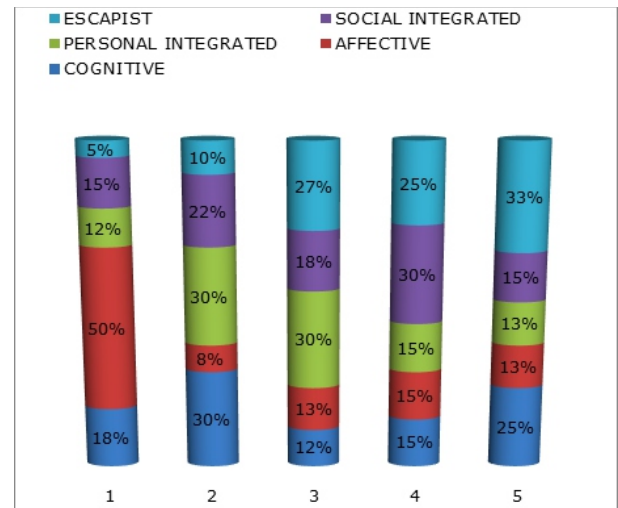
27%- 3rd

25%- 4th

33%- 5th

Networking Sites are not used as a means to satisfy Escapist needs, i.e. escape from reality into the virtual world. There were mixed responses, but one thing that was clear-cut was the response for the gratification of the Escapist Needs as to be negative. According to the responses, it can be said that the first fulfilled need is Affective Need- the need to be entertained as the Social Networking Sites are a perfect stress buster. For a while it helps in making you forget all your worries and also tears out the day to day struggles. Hence it gratifies the Affective Need the most followed by social integrated need, personal integrated need and cognitive need. Escapist need is the last preference of the respondents with only 5% saying they find solace in the virtual world than in the

real world.real world.



Objective 4: TO DETERMINE THE PSYCHOGRAPHIC USAGE OF SNS

> An individual seeks the need of being appreciated the most.

To find out what psychological need does Social Networking Sites cater to. It is assumed it is the need to be Popular, to be talked about, the need to be Appreciated.

The question was on the scale of 1-5, where 1 was for maximum and 5 for minimum.

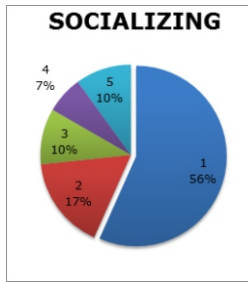
The options were as the following:-

- Socializing.
- Extrovert
- Experimenting
- Aware of all the political/social issues
- Seek Appreciation.

1, 2, 3, 4, 5 stand for the ranking in which they consider that particular need stands at.

CHARACTERISTIC TRAIT	1	2	3	4	5	TOTAL
SOCIALIZING	57%	17%	10%	7%	10%	100%
EXTROVERT	18%	40%	23%	8%	10%	100%
EXPERIMENTING	3%	12%	20%	40%	25%	100%
AWARE	7%	8%	17%	22%	47%	100%
SEEK APPRECIATION	15%	23%	30%	23%	8%	100%
	100%	100%	100%	100%	100%	

a) SOCIALIZING



Respondents ranked 'Socializing' as the most apt trait of their character with 57% of them rating option (a) as Number 1. 17% their second, 10% as their third, 6% as fourth and 10% as their last.

They graded-

57%- 1st

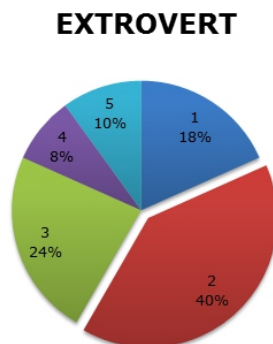
17%- 2nd

10%- 3rd

6%- 4th

10%- 5th

b) EXTROVERT



The respondents acknowledged 'Extrovert' as their second choice with 40% identifying it as their second most characteristic trait.

Rankings were as the following:-

19%- 1st

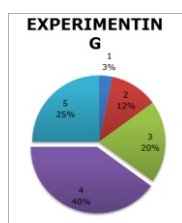
40%- 2nd

23%- 3rd

8%- 4th

10%- 5th

c) EXPERIMENTING



40% branded themselves as the adventurous kinds, who loved experimenting and are a game for anything exquisite and untamed.

Rankings were as the following:-

3%- 1st

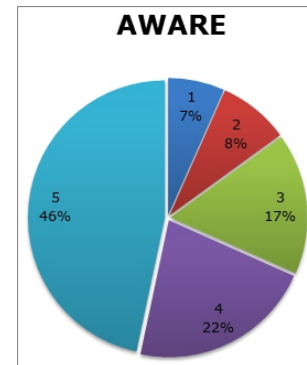
12%- 2nd

20%- 3rd

40%- 4th

25%- 5th

d) AWARE



We think we know it all! But that is not the case with the respondents of this survey. Only 7% of the total respondents gave a 'Go ahead' nod to ask them about anything, while 47% identified it as the least parameter to measure their personality.

Rankings were like this:-

7%-1st

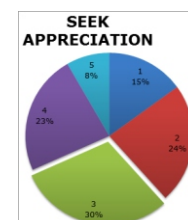
8%- 2nd

16%- 3rd

22%- 4th

47%- 5th

e) SEEK APPRECIATION



15% of the respondents agreed to the fact that they seek appreciation through Social Networking Sites. Only 8% of them said that they do not seek appreciation rather like Socializing, meeting new friends and interacting with them. This individualistic trait was recognized as the third most identifiable trait of the respondents' character.

Trinity Media Review

15% - 1st

24% identified it as 2nd most identifiable trait.

30%- 3rd

23%- 4th

8%- 5th

Hence, subsequent rankings were discovered, as graded by the respondents.

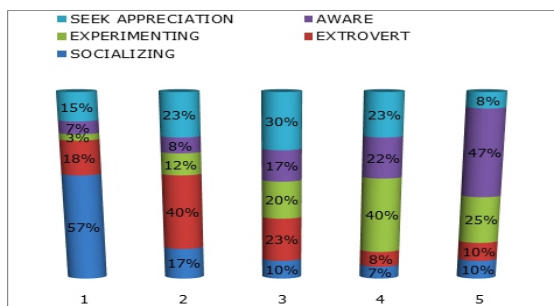
1st - Socializing

2nd - Extrovert

3rd - Seek Appreciation. They like it when they get appreciated in real or while social networking.

4th - are keen to Experiment. Be it trying an exquisite cuisine or adapting a new fashion.

5th - respondents who underwent this survey were found out to be scoring pretty low on 'know-it-all' quotient. It was the least individuality parameter documented by the respondents, with only 7% giving a nod to ask them anything about any political or social issue!

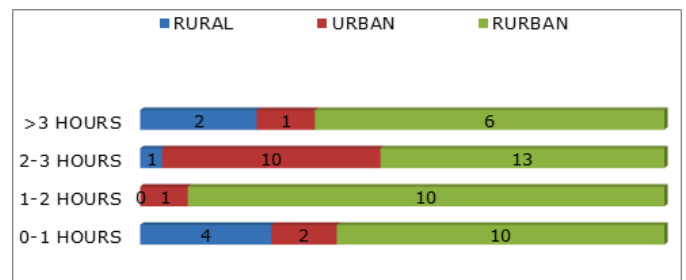


The answers to this question were very fascinating. There is a kaleidoscope of different people, each having their own opinion, their own thought process and that was quite evident in this case. People rated themselves from being totally extrovert to not seeking appreciation. There were varied types of answers. But one thing which was very prominent was that people who use Social Networking Sites tend to be more sociable and extroverts. Also they have a strong desire for appreciation.

OBJECTIVE 5: TO DETERMINE THE ASSOCIATION BETWEEN DEMOGRAPHIC VARIABLES, NATURE AND USAGE

- > Background of a person determines the 'x' number of hours he/she spends on SNS.

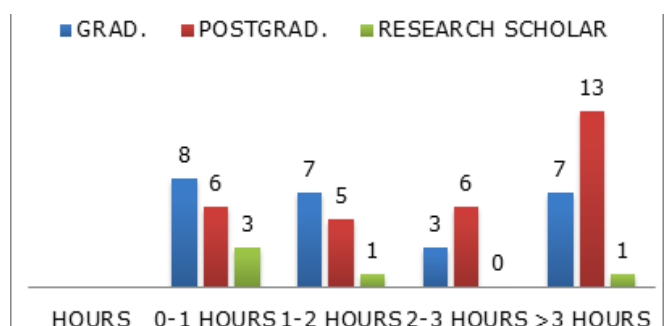
	RURAL	URBAN	RURBAN	TOTAL	PERCENT
HOURS					
0-1 HOURS	4	2	10	18	30%
1-2 HOURS	0	1	10	21	35%
2-3 HOURS	1	10	13	13	22%
>3 HOURS	2	1	6	8	13%
TOTAL	7	14	39	60	100%



Background of a person decides the hours spent on a SNS by a person.

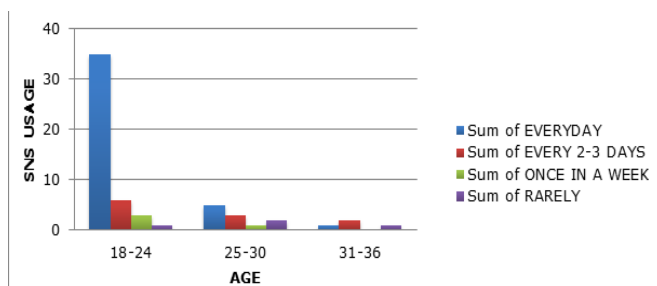
- > Educational qualification of a person does not determine the 'x' number of hours spent on SNS.

	GRAD.	POSTGRAD.	RESEARCH SCHOLAR	TOTAL	PERCENT
HOURS					
0-1 HOURS	8	6	3	17	28%
1-2 HOURS	7	5	1	13	22%
2-3 HOURS	3	6	0	9	15%
>3 HOURS	7	13	1	21	35%
	25	30	5	60	100%



➤ Age of a person determines how often he/she uses the Social Networking Sites.

AGE	HOW OFTEN DO YOU USE SNS?				TOTAL
	EVERYDAY	EVERY 2-3 DAYS	ONCE IN A WEEK	RARELY	
18-24	35	6	3	1	45
25-30	5	3	1	2	11
31-36	1	2	0	1	4
TOTAL	41	11	4	4	60



35 out of 60 from the age group 18-24 use Social Networking Sites on a daily basis. While only 5 from the age group 25-30 and 1 from the age group 31-36 use SNS every day. Hence, age is a deciding factor for how many people uses Social Networking Sites.

CONCLUSION

Social Networking sites (SNSs) are increasingly attracting the interest of studios and researcher's intrigues by their affordances and reach.

The study and the analysis of the data collected with the help of a questionnaire comprising of both Open-ended and Close-ended question yielded the following conclusion:

1. The study helped me to explore the popularity of Social Networking Sites.
1. Everyone uses social networking sites. India is a developing country and with the emergence of Internet, and the urge to connect and maintain relationships, every individual take full advantages of these Social Networking Sites, which are usually free.
2. 75% of the total respondents logged in everyday.
3. Among the many different Social Networking

Sites, Facebook is the most favourite one of all the internet users.

1. Among the many different Social Networking Sites, Facebook is the most favourite one of all the internet users.

2. The primary reason for using SNS services by majority of the persons remain Entertainment. Also with increase in age, the use of SNS services for Business increases.

3. Social Networking Sites are not completely responsible for killing other means of communication. People still prefer Text messaging and Face to face communication over Social Networking.

4. Social networking Sites have become a basic need for all- to connect, build relationships and maintain old relationships. 73.33% of the total respondents felt that SNS are not a distraction.

5. Demographic like age, determines how often an individual uses Social Networking Sites. However Educational qualification and Background of a person does not affect how often an individual uses Social Networking Sites.

6. Age, Background and Educational Qualification, however does determine the time or the hours spent by an individual on a Social Networking Sites. Youth i.e. the respondents between the age group of 18-24 are very active on Social Networking Sites.

7. People use SNSs to keep them entertained. Affective need is the most gratified need of all the other needs. The SNSs act as a perfect stress- buster. People also use SNSs to keep in touch with family and friends, but not many use it as a medium to escape from reality to a virtual world.

8. However the psychographic need of socializing, the level of extroversion and the need for appreciation is influenced by Social Networking Sites.

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Effect on Readers with Emergence of E-Books

Saloni Bhatia

Abstract

The main purpose of study is to analyze the relevance of e books in the readers pattern and how drastically have the people's perception changed after the coming up of E books. The study would broadly classify various categories to study the ideology of avid readers with the emergence of these digital books. The focus of this research is to understand the e book industry in depth and also evaluate through proper methods if there has been a shift in people's reading habits since the coming of e-books. The method that would be undertaken to evaluate the ideology of people towards print books and digital books would be questionnaires and interviews. It would provide a better perspective to evaluate the study and file a proper report. The area of this study primarily shall include people who are using sources like Flipkart.com or Kindle application to install and read digital books and secondly focus on those groups who still prefer the printed books over these e books.

Key Words: Digital books, evaluation, analyzing, e readers

INTRODUCTION

An electronic book (variously: e-book, eBook, e-Book, e book, digital book, or even e-edition) is a book-length publication in digital form, consisting of text, images, or both, and produced on, published through, and readable on computers or other electronic devices. Sometimes the equivalent of a conventional printed book, e-books can also be born digital. The Oxford Dictionary of English defines the e-book as "an electronic version of a printed book, but e-books can and do exist without any printed equivalent. Commercially produced and sold e-books are usually intended to be read on dedicated e-book readers. However, almost any sophisticated electronic device that features a controllable viewing screen, including computers, many mobile phones, and nearly all smart phones, can also be used to read e-books. Some companies, such as Amazon, with their Kindle for PC software, provide an emulator that allows a user to read

their format on other platforms.

E-books slowly appeared on the web, were easily shared and stored on a hard drive or storage disk, hence quickly began to proliferate. Early e-books were generally written in specialty areas, intended to be documents that only small groups might share, and therefore were few and far between. Their subject matter ranged from technical manuals for cutting-edge hardware and manufacturing techniques to slowly trending in the novel market and everywhere in-between.

One of the first genres to become successful in the e-book field was that of the romance story. Romance novels were perfect for e-books, the genre already considered a "guilty pleasure" by most of the public, due to its oft-ridiculed and notoriously salacious content. E-book romances were easy to shop for and buy from the privacy of your home, and just as easy to read without revealing your guilty pleasure to others. Unbeknownst to the rest of the world, romance e-books had become a quiet success.

The major publishing companies finally took notice of the e-book movement around 2001. The publishers, at first frightened of the capabilities of the new ultimately took advantage of, the new e-book formats. They have established online stores and partnered with e-reader manufacturers to establish themselves in the e-book market. Concurrently, electronics hardware manufacturers are working on dedicated e-book readers, also hoping to capitalize on the e-book movement. As e-book formats emerged and proliferated, some garnered support from major software companies such as Adobe with its PDF format, and others supported by independent and open-source programmers. Different readers followed different formats, most of them specializing in only one format, and thereby fragmenting the e-book market even more. Due to exclusiveness and limited readerships of e-books, the fractured market of independent publishers and specialty authors lacked consensus regarding a standard for packaging and selling e-books. However, in the late 1990s a consortium formed to develop the Open eBook format as a way for authors and publishers to provide a single source-document which

many book-reading software and hardware platforms could handle. Open eBook defined required subsets of XHTML and CSS; a set of multimedia formats (others could be used, but there must also be a fallback in one of the required formats); and an XML schema for a "manifest", to list the components of a given e-book, identify a table of contents, cover art, and so on. Google Books has converted many public-domain works to this open format.

The importance of e-book collections continues to grow among academic libraries. Dowdy, Parente and Vesper (2001: online) noted that it is difficult to define e-books because its environment is constantly evolving. Mason and Rennie (2008: 98) define an e-book as essentially a portable device that has various functions that are supported by the different readers. In the context of this study, e-books are defined as the electronic versions of books that are generally accessible via the Internet or the electronic version of traditional print books that can be read by using a personal computer or by using an e-book reader.

The e-book has many advantages although there are still a few deficiencies and vulnerabilities. There is a restriction on electronic equipment, internet reliability, fragment reading, compatibility of software, and the initial cost. Other disadvantages are navigation implications on an e-book device and unreliable life span in terms of long term digital storage. The concept of the reader's first edition will be lost due to the fact that one digital copy cannot be visually different from the next (Wikipedia Contributors, 2009a: online). When the electricity is out and the battery runs flat, you cannot read your book(s). If a certain format is discontinued, you may not be able to acquire the new titles, especially if your reader is locked into that format. However, a change of software can sometimes fix that. It's usually extremely difficult to purchase electronic books without a credit card or PayPal account. Most handheld reading devices still cost too much. But you can still use your desktop computer or laptop or even your Pocket PC.

Aims and Objectives

Objectives of the research are:-

1. To analyze the emergence and growth of the e book industry.
2. To inspect whether more people are preferring to read e-books than printed books
3. To understand the reasons behind the shift of people preferring to read e books nowadays

Review of Literature

The review of literature is an important part of the research process, because the researcher gets a wide perspective on what all has been written or published about the same topic before. We shall look into similar aspects and do a complete follow up on what all has been written about the e book industry.

A Survey conducted by e-book publisher Bookboon (December 2012) revealed that eBooks are facing a very interesting time ahead as about 75% of the respondents are expecting to be reading eBooks in 2015, and half of the respondents expect the majority of their book reading to be eBooks. As a result, 2015 may in many ways be a defining year for eBooks, as they will overtake printed books in units sold.

The huge success of tablet computers and e-readers is the major driver behind this development and in most markets these portable e-reading devices will reach a 50% market penetration by the end of 2013. New eBook markets such as Germany and Scandinavia will see a significant adaptation to eBooks in 2013. At the same time, more developed markets such as the UK and the US will still see a significant growth.

In the same research the following trends were seen that Looking at the people who already own an e-reading device, our results show that in terms of tablets, the US is leading (30.6%), followed by the Netherlands (29.4%) and the UK (28.1%). The country with the least tablet owners is Germany with 11.7%. Estimating that the ownership of tablets has a positive influence on the purchase of eBooks, this graph shows the recent eBook potential in the respective countries. This also applies to e-readers: the higher the number of e-readers, the more likely it is that consumers download an electronic title.

Another amazing revelation in this survey was the fact that a lot of people confessed to be buying the e-books regularly. When looking at the results shown in the graph below you can see that in over half of the analyzed countries 2/3 of respondents intend to buy their first eBook within the next 3 years. This applies to Norway (69.9%), Denmark (68.9%), Sweden (69.5%) and Germany (68.9%). In the Netherlands the willingness to purchase an eBook within the next 3 years is also high (64.4%). When it comes to buying eBooks regularly, the winners are American readers (27.1%) and UK readers (24.4%).

According to me this research simply shows that how drastically the market of readers is changing. The gradual change has come in the way people present the wish to choose e-books over print publications, however among some people it hasn't changed at all and they still choose to prefer print books over e-books.

In another article recently there was another deep discussion about how to some people the upcoming of Kindle books makes no significant difference. Louise Grey (July, 2013) believes that just a few years after the launch of the Kindle, old fashioned books are making a comeback as authors promote the joy of bookshelves and well thumbed pages over the e-book. She shared A year ago Amazon reported its Kindle e-books were outstripping its sale of printed books. However summer reading lists this year show that most authors prefer a proper old-fashioned book to touch screens. Writers prefer a well stuffed book shelf to one slim tablet and admire well illustrated book over a touch-screen. "Ugly adverts" appearing on screens is also a problem for authors. Alain de Botton, the philosopher, said he soon dumped e-books when he realised the information didn't really sink in without physical contact with a real book. "I'm a recent apostate from e-books. I found that whatever I read on my Kindle I couldn't really remember in the long term. It was as if I had never read it," he told the Sunday Times.

This article depicts the personal opinion of the writer, and I would agree because reading from an e-book cannot provide the same pleasure as reading from a print publication as the print book holds the power to captivate

its reader. This is a lengthy discussion as opinions can vary from person to person.

Jilly Cooper (Sunday Times) missed the ability to make notes on e-book readers in the same way as with traditional books. "I like to scribble all over [books] and write things and say 'Well done' and 'God how awful' and 'Let's remember that bit'. I always underline good bits and turn over the pages of bits that absolutely knock me out," she said.

In a story that the newspaper The Guardian covered a story by Stuart Kelly dated March, 2013 which said that there are two aspects to the e-book that seem to me profoundly to alter the relationship between the reader and the text. With the book, the reader's relationship to the text is private, and the book is continuous over space, time and reader. Neither of these propositions is necessarily the case with the e-book.

She clearly thought that most readers would by now have seen the "Medieval Helpdesk" sketch from Norwegian TV, where an exasperated monk requires assistance to start working with a new-fangled and daunting "book". Its fun – if loopily anachronistic, the codex having been around since the 1st century AD. But it does rest on a presumption that I'm increasingly beginning to question: that technological changes to the way we read affect only the secondary, cosmetic and non-essential aspects of reading. Once these features of privacy and continuity are acknowledged, the eBook might well come into its own.

She added in her article that Realising the specific nature of the book ought to make us more considerate of what the form does achieve, and could well unsettle the eBook into being more daring. It wouldn't be a book, but it might be something as yet unthought.

The US Journal covered a similar story unraveling the truths about the E-books vs. print book depicting that the struggle between old and new technology which was covered by Julia Brown on March 2013. It talked about that when a new technology emerges, there is always talk about what will happen to the outdated product. It happened with vinyl records when CDs were introduced

and with CDs when MP3s came out. It happened with the VHS when DVDs came out and DVDs when Blu-Ray was introduced. Now the question is what will happen to print books with the growing popularity of e-books? “As more and more people have handheld devices that are incorporated more seamlessly in everyday life, the demand for e-books will increase,” said UIS librarian, Jane Treadwell as covered by the newspaper. “There will still be some books printed but I think, over the next decade, it will move to more e-book publications.”

It also discussed that in a society where many people have an e-reader, tablet or both, it is easy to see the appeal of e-books over traditional print books. One relatively thin, lightweight device can hold a person's entire library, making e-readers ideal for people nearing the end of a story or traveling and don't want the bulk of multiple books weighing them down.

However, it can be a real pain if you forget to recharge your device and get stuck on a train or plane without anything to read. Also, glare from the sun can be annoying if you're enjoying a book on your e-reader outdoors.

This inclusiveness has also attracted the attention of textbook publishers and students. Students can either rent or purchase many of their textbooks in electronic form, saving themselves from lugging the backbreaking load of multiple required texts across campus.

“Textbooks already have a format that would be easy to make electronic. Videos could be embedded in the text and there could be sidebars that you can click on,” Treadwell explained.

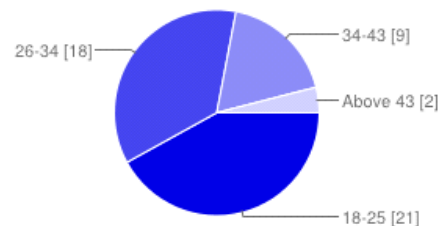
Making textbook publication primarily electronic can also reduce the costs of these expensive books. Textbooks are constantly coming out with new additions, making the previous addition as good as a doorstop. That being said, the price is my biggest hang up about e-books. Several popular e-books sell for the same price as the paperback version. Electronic copies of books don't have the production costs as traditional print books. Publishers don't have to pay for paper, ink, a printer or distribution fees. An alternative for people like myself with issues of e-book pricing is borrowing e-books from libraries. Several

libraries across the country now offer this service and Brookens Library will soon be following their example. Treadwell explained that the library already has over 200,000 e-books, mostly academic and scholarly titles, available right now. However, they are not compatible with handheld e-readers.

DATAANALYSIS

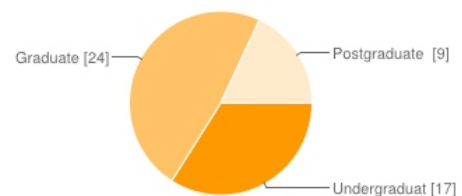
Since there were two separate questionnaires so the results have also been analyzed separately. Here is the summary of responses of E-Books

Q1 What is your age?



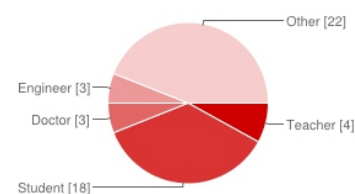
18-25	21	42%
26-34	18	36%
34-43	9	18%
Above 43	2	4%

Q2 What are your Qualifications?



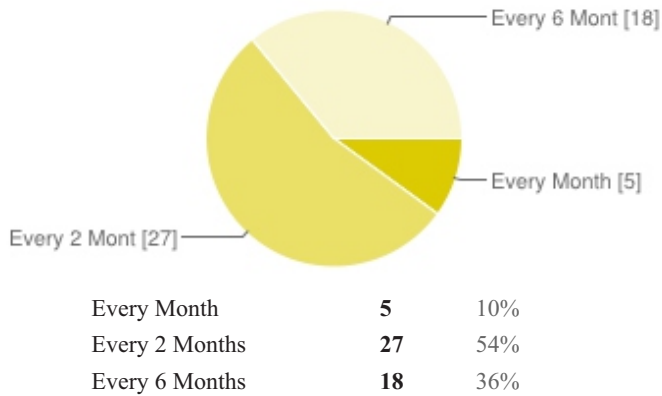
Undergraduate	17	34%
Graduate	24	48%
Postgraduate and above	9	18%

Q3 What is your Profession?

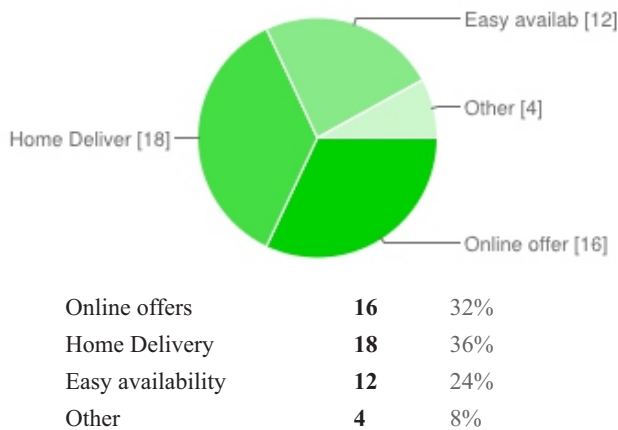


Teacher	4	8%
Student	18	36%
Doctor	3	6%
Engineer	3	6%
Other	22	44%

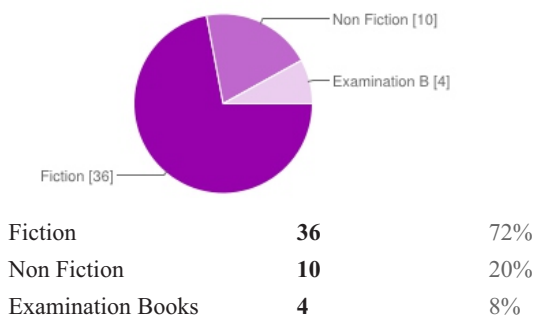
Q4 How often do you purchase books from Flipkart?



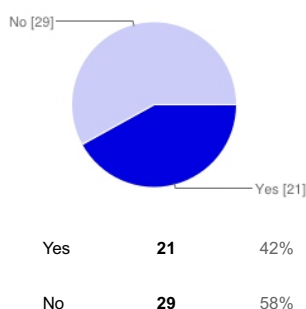
Q5 What influences you to make a purchase?



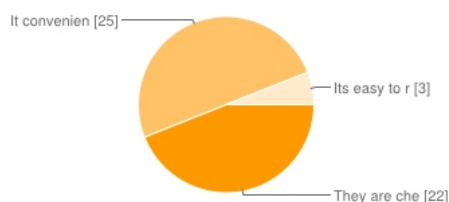
Q6. What category of books do you generally purchase?



Q7 Do you prefer e-books over hard copies?

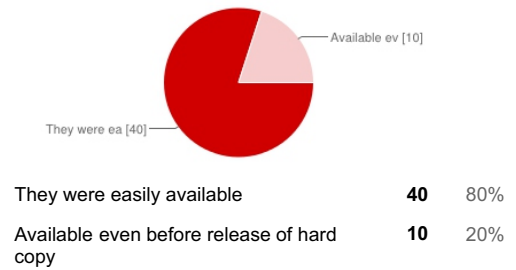


Q8 You purchase E-books because ..

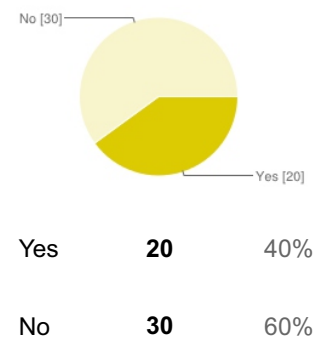


They are cheaper	22	44%
It convenient while travelling	25	50%
Its easy to read from tabs and phones	3	6%

Q9 Reasons why you opted books from Flipkart.



Q10 Would you completely switch to online in future?



4.1 (b) Analysis Report

This summary of responses accumulates all the results together and gives a clear picture of what the digital readers think. It is very clear that 54% of the users login to purchase books from Flipkart every 2 months and another 36% purchase twice a year. This clearly shows that people are not hesitant purchasing books from online portals. Another useful fact was that major proportion of people purchase books from Flipkart because online offers and home delivery which is 32% and 36% respectively. Another 24% mentioned that they ordered books online because of the easy availability. Some of the basic things were that 42% of respondents were aged 18-25 and 36% were students, whereas 72% respondents only purchased fiction books form this online portal.

Coming to the use of e-books only 42% people said to have preferred digital books over hard copies whereas 52% still agreed they would still choose to read print publications. 50% respondents said that they chose e-books over print books because they provide an ease while travelling and 44% agreed that they are these books are also cheaper than the print publications. The reason they said they prefer e-books on Flipkart is that they are easily

Trinity Media Review

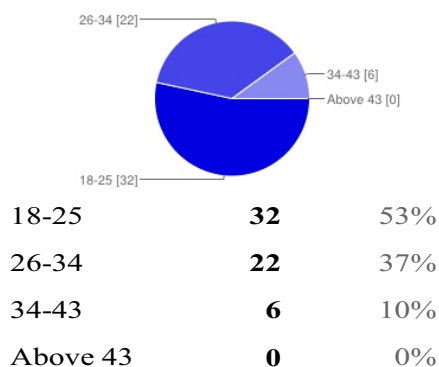
available, where 80% said that, another 20% of respondents said they purchased because these books were available even before the release of the hard copy. In this report 60% of the respondents refused to completely switch to the use of e-books whereas only 40% were in favor of using e-books.

This clearly states that people might have started purchasing e-books or would have reading form them but not many are willing to completely switch to reading digitally and giving up on print books.

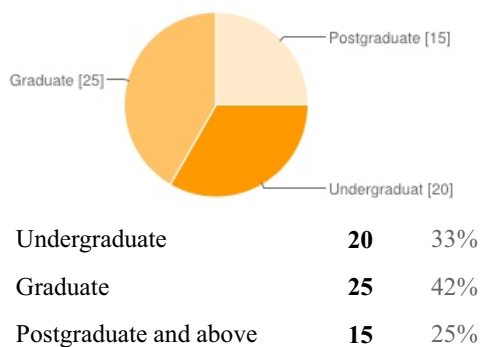
4.2 E-Books

4.2 (a) Number of Responses- 60

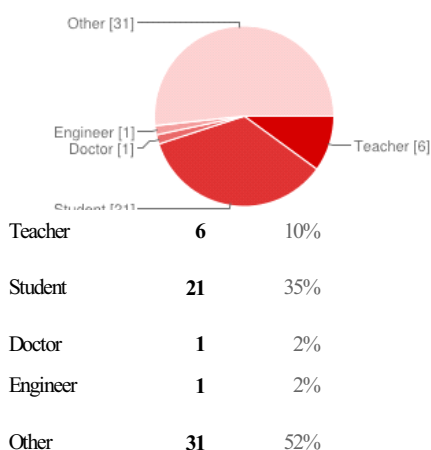
Q1 What is your age?



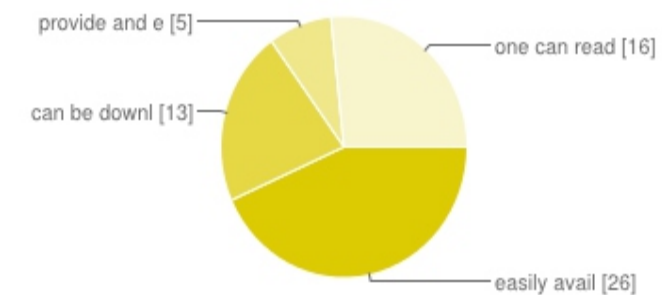
Q2 What are your qualifications?



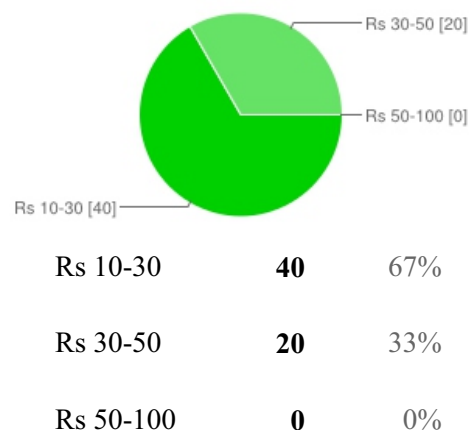
Q3 What is your Profession?



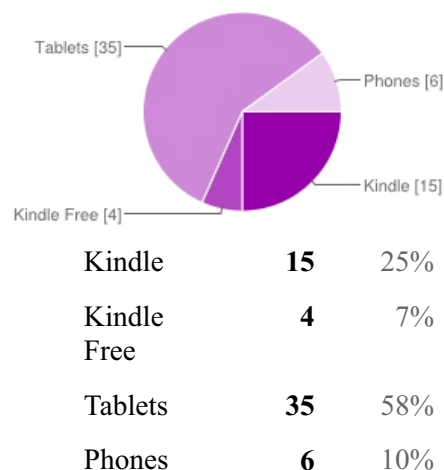
Q4 Why do you purchase and e-book?



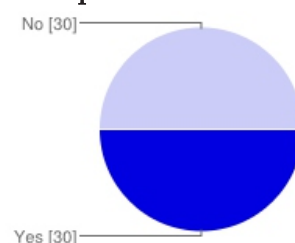
Q6 What platform do you use to read and e-book?



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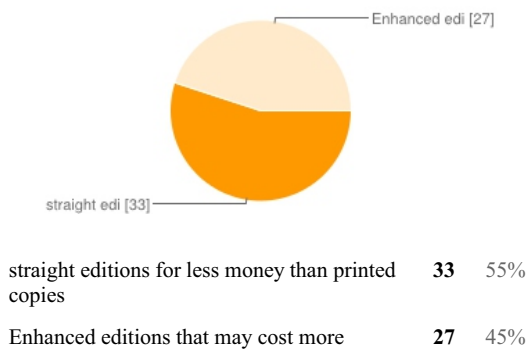


Q7 Are the hard copies of books difficult to manage?

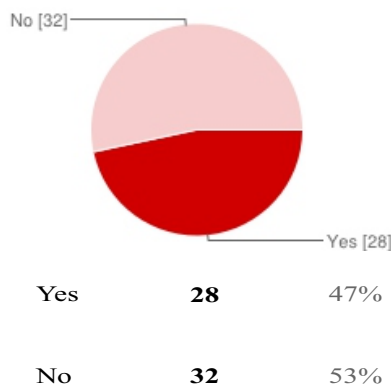


Yes	30	50%
No	30	50%

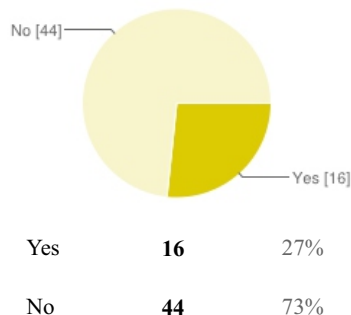
Q8 What do you normally purchase in e-books?



Q9 Do e-books provide the same pleasure as printed books?



Q10 Would you completely switch to e-books in future?



4.2 (b) Analysis Report 2

This questionnaire was particularly framed to understand the minds of the readers and how it has changes over the years with the emergence of e-books. In this report one can clearly see that the prime reason why people purchase e-books is that they are easily available and can be downloaded. As 43% respondents said that they buy e-books because of easy availability and 22% because they can be downloaded whereas 8% said that it provides an ease while travelling and 27% because they can read samples. However when the money was concerned 67%

agreed pay an additional some of 10-30 for the purchase of an e-book and no one wanted to pay above 50 Rs to buy an. Once again in this report it was seen that 73% refused to completely switch to reading e-books. It is believed that though people are trying the new technological methods and enjoying e-reading, it is not something that they would ultimately switch to. They might also feel that the hard copies of books are hard to manage but still it is seen that they have a better inclination and love for the print books rather than the digital books.

Findings and Conclusion

In this study entitled 'Effect on Readers with the Emergence of E-books' the researcher aimed to achieve a clear understanding of the reader's perceptions these days and how are they responding to the advancement in the technology in the readership industry. The main focus was to identify the factors that mainly affect the readership in these books, and know about it. However the main objectives of the researcher are as follows:

4. To analyze the emergence and growth of the e book industry.
5. To inspect whether more people are preferring to read e-books than printed books
6. To understand the reasons behind the shift of people preferring to read e books nowadays

The research design that was used in this research was descriptive research method wherein the questionnaire method was used. The findings of this research are as follows:

- It is seen that the younger generation purchases more books from online portals and mostly who are buying these books have educational qualification only up to graduation
- It is also seen that mostly students and people with desk jobs are using the online shopping portals to purchase these books and are comfortable in using the online media
- Mostly people are frequent in purchasing books from online media and make a purchase within two months
- Majority of people are influenced by the online offers and the ease of home delivery and that is the reason they pick online portals for books

- Fiction is the category of books that is most purchased on these online portals. This shows us the idea and
- A significant number of people still prefer hard copies of books and even if they purchase e-books it is because of the ease they provide in travelling
- People prefer online shopping portals mainly Flipkart because books are easily available and easy purchase
- Another major reason why people prefer e-books is that they are easily available on the internet and provide a great ease while travelling
- Many people are also willing to pay extra amount up to 30 rupees to make a purchase in the regard of the digital books. This clearly shows that they are not hesitant in shedding extra money if they want to purchase e-books
- Tablets and Kindle are the major platforms where people prefer to read digital books and are less comfortable with phones as a platform
- It was seen that where many people do not have a problem managing these print books many people still do and they believe it becomes digital books
- People prefer to buy straight editions from the online portals which are available at a low price than enhanced editions
- However people have opened up to the idea of digital books and many have accepted and enjoy reading from these books but it is seen that still a major part believes that printed books provide more pleasure to a reader than these digital books
- This research shows that no matter that the Indian reader market has accepted the changes in the media and have opened up to the idea of digital books but they find great pleasure in reading from printed books and however it is sometimes difficult to manage hard copies of books where on the other hand e-books provide a great ease while travelling, but they still enjoy reading from printed copies of books.

Survey on Effect of Lifestyle Journalism on Youth

By-Yukti Seth

Abstract

Lifestyle journalism is most popular among youth these days. Lifestyle journalism is a type of soft news which mainly focuses on audiences as consumer, which provides them factual information and suggestions, often in been done by cross sectional survey. The sample size of the study is 100. The method used was purposive and judgmental method. Data collection has been done through questionnaire, graphs and pie-charts. The study in all concludes that youth finds television as the best medium for following lifestyle journalism. Fashion and Bollywood news are the most followed news by youth. Lifestyle news is read and followed for entertainment purpose as well as for keeping in touch with latest trends in the market.

INTRODUCTION

Lifestyle Journalism was first seen back in 1950s and 1960s when the emergence of consumer culture aroused. Lifestyle Journalism was started by Clay Felker, also the founder of New York in 1968. His articles included lengthy investigative and literary pieces which included tips and features regarding fashion, food, and travel. "Five years ago lifestyle was just building a wave of popularity. It was at its height three years ago and is now on a downward curve."



Type of soft news

Lifestyle journalism is a type of soft news which mainly focuses on audiences as consumer, which provides them factual information and suggestions, often in entertaining ways, may be its about goods and services or some interviews etc. This type of lifestyle news is most entertaining and relaxing for consumers.

Definitions of Lifestyle Journalism

According to anonymous "A broader definition an account of the existing real world as appropriated by the journalist and processed in accordance with the particular requirements of the journalistic medium through which it will be disseminated to some section of the public. Allows for other forms of journalism that still document the real world."

"News you can use" "The way the news media provide their audiences with information, advice and help about the problems of everyday life".

Lifestyle journalism is a most liked soft news which entertains the audiences and has the ability to change their preferences and needs.

Beat areas of lifestyle journalism

- 1) Travel
- 2) Fashion
- 3) Style
- 4) Health
- 5) Fitness
- 6) Wellness
- 7) Entertainment
- 8) Leisure
- 9) Lifestyle
- 10) Food
- 11) Music
- 12) Arts
- 13) Personal technology
- 14) Gardening and living

Mediums of covering lifestyle journalism

- 1) Newspapers
- 2) Magazines
- 3) Radio
- 4) Television

1) Interviews of celebrities: Different celebrities interviews are being covered celebrities are from Bollywood or sports person etc. It's written for readers in such a way that they get fascinated by the lifestyle of their favorite celebrities.

2) House interiors and decors columns: it's the column with maximum pictures. All new designs of furniture, interiors of home, and how to decorate home at low cost suggestion are given.

3) Travel column: It's one of the most read column as its written in such a way that a reader feels that they are travelling to that place. Its most imaginative column and knowledgeable too.

Fashion column: This column is maximum read column by youth. This includes the latest fashion trends going around in market. All fashion tips and make up tips are given.

5) Art and culture columns: Most knowledgeable and worthy column. As readers get to know about the different cultures in the world as well as cultures. It's written in a story telling way mostly.

6) Cuisines columns: A food column is a type of news paper column dealing with food. It may be focused on recipes, health trends or improving efficiency. It is generally geared towards gourmets or "foodies" Different place for different types of food are also suggested in this column.

7) Agony art columns: An agony column is a type of newspaper column which gives suggestions or opinions for one's personal problems. These authors are often called as "agony aunts" or "agony uncle". He often is perceived to have an image of an experienced, friendly figure that may be able to offer sound and useful advice, and also sometimes, the author may in fact be an experienced professional in a field like medicine or psychology. Many newspapers today are seen to carry agony columns, which can be viewed in house or perhaps bought from their organizations.

Lifestyle news coverage in magazines

Lifestyle magazine is an umbrella term for magazines concerned with lifestyle. It is often used for a number of

women's magazines, men's magazines and magazines about health, tourism, leisure, fashion, culture, or decorations. News covered my magazines are more descriptive, more fancy. Youth generally gets attracted by the glossy pages and the style in which lifestyle news is presented in magazines.

Fashion magazines

Fashion for both men and women are given in different publications that outline the most recent fashion trends at home or overseas. It also gives a yearly guide to what is in trend and to what is not. In addition, it also gives news and interviews of people from the fashion world. The most recent designs, patterns, colors, styles, hair, accessories and many others are featured. There are also suggestions and ideas on how one can make one's fashion statement as individual as possible.

Health magazines

Health magazines cover all health tips to be fit. Different types of exercises are suggested for keeping body in shape. Maximum percentage of women in comparison to the men follows these magazines. Various health magazines are:

- 1) Easy health
- 2) Men's health
- 3) Attractive shape etc.

Cuisine and travel magazines

It's the most entertaining and refreshing magazines. Various recipes of food are mentioned as well as places where you get the most authentic food. In travel magazines history of monuments or how the places were discovered columns are written. It also includes columns on new travel places as well as maps. Such magazines are total time pass magazines.

Lifestyle news coverage by television

The lifestyle news is covered by different news channels but there are many lifestyle channels which only focus on lifestyle news.

Some of the different lifestyle examples are:

- 1) MTV
- 2) UTV
- 3) NDTV good times

4) Bindass

5) Zoom etc

Review of literature

<http://folkerhanusch.com/lifestyle-journalism/>

Journalistic practice

Volume 6 issue 1, 2012

Special issue: lifestyle journalism

Lifestyle journalism as popular journalism strategies for evaluating its public role.

This essay argues that lifestyle Journalism, which is often considered trivial, should be analyzed for its public potential. how lifestyle journalism dimensions of reviews , advice, and commercialism can be transformed into strategies for research that probe the social , cultural and economic context of the media output, Then how it discourses its worth analyzing for its ideological connection has been discussed. John fiske's ideas on popular news and irena costera Meijer, concept of public relevance of this type of journalism. Findings from studies on the globalization discourse in travel journalism and music journalism are used to exemplify this research frame work.

<http://www.divinecaroline.com/life-etc/momhood/negative-effects-barbie-young-girls-long-term-results>

The negative effect of Barbie on young girls and the long term results

Is forever young and beautiful Barbie doll a simple child's toy or a superficial cultural tyrant?

By Stephanie Hoskins

Britannica encyclopedia states that “Barbie is a plastic doll, 11.9 inches tall with the figure of an adult woman. Today Barbie is a symbol of consumer capitalism and is a global brand. But in 1995, in Saudi Arabia banned the sale and purchasing of Barbie because it violated street dress code for women.

May be she has a great influence and psychological effect on the young girls of the world and the girls who will turn into woman. Barbie makes young girls self-conscious about their physical appearance because of its unrealistic features of body. Psychological experiment was done in

the U.K.in 2006 by Helga Ditmar. Their experiment is called “does Barbie make girls want to be them?”

The effect of experimental exposure to images of dolls on the body image of 5-8 year old girls. They discovered that those exposed to Barbie images produced, lower Self-esteem and a greater desire for the thinner body.

Barbie is to blame for women developing body dimorphic disorder.

http://eprints.qut.edu.au/16455/1/Jinna_Tay_Thesis.pdf

Looking modern: fashion journalism and cultural modernity in Shanghai, Singapore and honking By jinnatay

This thesis examines the development of Asian cultural modernity in the cities of Singapore, Hong Kong, and shanghai through fashion magazines. There has been a parallel growth in the consumption of interest in fashion and life development in these cities, particularly through global brand names. It focuses on cultural transformations by examining the production of fashion text in the context of their cities. It does this by utilizing the concept of fashion journalism (As a product of fashion, journalism and the city) as a means of identifying the contemporary social, cultural and political articulations of this fashion text.

<http://www.rogerwimmer.com/mmr9e/Media%20Effects%20MMR%209e.pdf>

Research in media effect

Roger D. Wimmer and Joseph R.Dominick

The antisocial effect of viewing television and motion pictures is one of the most heavily researched areas in mass media studies. The concern over the social impact was evident as far back as the 1920's when many critics charged the motion pictures had the negative influence on children. In 1928, the motion picture research council, with the support from the Payne fund, a private philanthropic organization, sponsored a series of 13 studies on movies influence on children. After examination of the film content, information gain, attitude change, and influence on behavior it was concluded that the movies were potent sources of information, attitudes, and behavior of children.

<http://ezinearticles.com/?How-Much-Do-Magazines-Influence-Todays-Teens?&id=1062736>

How much do magazines influence today's teen

By Scottie Keith low

March 23, 2008

Teen magazines have a particularly high impact on the mindsets of the teens and they seem to be enamored by the information that is provided on the latest pop stars and models. Teen magazines have changed over time to cater to the growing curiosity of the children. Earlier magazines talked about the favorite color or the favorite attire of a celebrity but now the public relationship facts, makeup tips and hair tips to lure the teens into trying these themselves. Such things attract more to teen. The teen boys, however, have not been so influenced by the teen magazines are quite happy with their involvement in sports, bikes and mixing decks. They do get interested in and attracted to girls at a younger age these days but are not overly attracted by the corporate world with accessories, clothing and make-up.

Even as the parents protest about the influence that the teen magazines have over teen kids and the irresponsible manner in which the corporate companies are behaving, these protests are refuted by the companies under the pretext that these magazines are meant for the sixteen plus kids. In fact, these companies want to make the best of this trend and try and lure teens into more and more consumerism and modeling to make higher profits and earn more money.

<http://www.marketingcharts.com/wp/television/tv-still-most-effective-for-brands-targeting-youth-8974/>

Tv still more effective for brand targeting youth

May 5, 2009 by marketing charts staff

Television remains the most effective medium for reaching today's youth, and it also is most efficient for introducing young people to brands and helping to shape their decisions about purchasing, according to study results released by [MTV Networks International \(MTVNI\), a unit of Viacom Inc.](#)

The beta life youth," finds that one in four young people between age of 12 -14 report that they first see or hear

brands of products from TV ads and 60% claim that TV adds play a role in their brand decision. TV advertising endorses a brand position and image and also has an effect on purchase decisions for clothes and fashion items (50% agree TV has an effect on youth).

A beta life youth was designed to understand how technology has impact on social lives of young people around the world and explores how these lifestyle changes affect their relationship with friends, family, entertainment media, communication technologies, and brands.

http://www.teenink.com/opinion/entertainment_celebrities/article/82342/Celebrities-and-Their-Influence/

Celebrities and their influences

By anonymous, ranchor, PA

Living in technological era, we have access to TV, newspapers, magazines, internet blogs etc. youngsters are more influenced by celebrities by watching them on media channels. They adapt what they don't care. Based on recent news week poll, 77% of American believes that celebrities have too much influence on young girls. This effect is especially evident in their appearance and attitude. Based on poll 40% of nine and ten years have started losing weight (body image and gender identity, 2002)

53% of girls were unhappy with their pictures (national institute on media and the family) and this is all because of the celebrities and their fashion. 88% to 92% of the top twenty five box office hits since 1995 have contained tobacco use. Celebrities have glamorized smoking in the media and are setting an example for supporters everywhere that it is acceptable to smoke.

http://www.ehow.com/info_8589489_impact-film-youth.html

The impact film has on our youth

By rianne hill Soriano

There are different kinds of films available for public viewing for Hollywood and other film industries in various countries, the main priority when producing a movie is not the social responsibility on how it affects the viewers. It's about the entertainment factors and how it

In 1950, another medium, the comic book was chastised for its alleged harmful effects (Wertham 1954)

In 1960, Joseph Klapper summarized about social impact of mass communication. He concluded that media most often reinforced an individual's existing attitudes and prepositions. Along with violence and pornography, the contrasting pro social effect of television was investigated as well.

http://www.ehow.com/info_8285845_influence-effects-tv-young-people.html

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http://www.ehow.com/info_8285845_influence-effects-tv-young-people.html

The influence and effects of TV on young people

By Athea Thompson

Television is a positive tool for education and development. It can educate children about other cultures and ways of life. Youth who watches extensive amount of TV are likely to display more aggressive behavior though television violence is not the only reason youth set out in violent behavior, it's a significant contributor.

Television has an impact on health and development of youth. Time spent viewing television programs takes away from physical activity. A contributor to childhood obesity is the sedentary lifestyle of those who watch excessive amount of TV.

Parents-tv.org states that 62% of youth say that sex on TV influences them to have sex when they are young.

<http://www.lifepaths360.com/index.php/how-magazines-affect-womens-lifestyle-choices-4240/>

How magazines affect youth lifestyle choices

Magazines often negatively affect many women's health by posting digitally enhanced images of very thin women. These images are not real images of real women. These models are seen as the epitome of beauty and women want to imitate that as it is seen as sought after and attractive. This in turn often causes many women to follow fad and crash diets, which are unhealthy for them in order to lose weight.

Regarding emotional health, these magazines make many women unsatisfied and they can suffer from low self-esteem and feel they are not good enough which affects their mental health.

attracts more money and more viewers. Blockbuster movies become major sources of the latest trends, merchandise items and even new words and expressions.

Apart from entertainment youth get from movie elements such as humor, drama, sex or violence, the movie scenes they enjoy can become temporary or permanent sources of inspiration for them. For example- someone who finds interest in vampire movies, may dress up gothic or someone who loves military movies may aspire of becoming military service member.

http://www.ehow.com/info_8041106_violence-games-its-effects-children.html

Violence on TV, movies, or games and its effects on children

By Vickie van Antwerp

The American Academy of Pediatrics issued a statement in October 2009 confirming that exposure to media violence is a health risk to children. Studies indicate children are likely to imitate behavior they are exposed to, according to the American Academy of Child and Adolescent Psychology. The subject of video game violence and its effect on children also has some skeptics and opposing research outcomes, as noted by MIT professor Henry Jenkins.

- Common Sense Media, a nonprofit organization led by concerned parents and child advocates, identifies media violence as anything from slapstick cartoons to violent video games showing killings. They state that by the time a child is 11 years old, he has viewed 8,000 murders on TV, according to a 2008 media report by Iowa State University. Children under the age of 7 distinguish reality and fantasy differently than older children and confuse the two. They can experience nightmares and fear of the world as a result of watching violent shows and video games.

Dr. Craig Anderson, psychology professor at Iowa State University, addressed the issue of media violence and its effect on children in an article for "Psychological Science in the Public Interest" in December 2003. He stated that there was an increase in aggressive thoughts, emotions

and arousal that is evident in increased heart rates immediately after viewing violent media behavior. Dr. Anderson concluded that the effect on children was evident by their attitude that violence is acceptable and normal. Their view of the world was more hostile than that of most people and it reduced their ability to handle situations through rational means rather than violence.

Objectives

1) To determine:

a) Who follow lifestyle journalism?

b) Who does not follow lifestyle journalism?

1) To determine which medium is the best for lifestyle journalism

2) To determine the reason why youth follow lifestyle journalism

3) To determine which medium is the best for different beat areas of lifestyle journalism

4) To determine which column is the most read in newspapers

5) To determine which TV channel is followed for lifestyle news

6) To determine which magazine is maximum read

7) To determine the effects of lifestyle journalism on youth

Scope and limitations of the study

Scope for study:

1) Study on particular area of news of lifestyle journalism could have been studied as lifestyle journalism includes vast news areas

2) The sample size could have been more

Limitations of study:

1) The study was too general on whole on lifestyle journalism as it included all general view on the areas of news of lifestyle journalism rather than specific study of each topic

2) The lack of time and logistic for the study in order for the study to be exhaustive or conclusive

3) The questions asked in questionnaire were general in nature

METHODOLOGY

Methodology deals with the method of study i.e. how the study was conducted and what were the various

techniques used to study the topic. Research methodology comprises of defining and redefining problems, collecting and evaluating data, making important calculations and reaching a conclusion.

Research Design: Cross-sectional survey

Sample Design:

Sample size- 100 students

Sampling method- Purposive or Judgmental sampling

Unit of analysis- each respondent

Data Collection-

- **Primary source:** A semi-structured Questionnaire is used for collecting responses. The questionnaire consists of both open-ended and closed-ended questions.
- **Secondary source:** Secondary data is collected from different research papers and websites.
- **Data presentation-** graphics and pie-charts
- **Data Analysis-** Microsoft word was used

Operational terms:

Lifestyle news is soft news

Lifestyle news is a type of soft news. It is totally for entertainment and informative purpose. Soft news generally does not deal with serious topics or events.

Beat area of lifestyle journalist

Beat area of lifestyle journalist is lifestyle news. News covered by lifestyle journalism is too vast. Beat area is basically the particular type/area of news covered by journalist. Different areas of lifestyle journalism are:

- 1) Agony art columns
- 2) Fashion columns
- 3) Bollywood news
- 4) Home décor and interiors
- 5) Art and culture news
- 6) Tour and travels columns

Lifestyle journalism is based on uses and gratification theory

Uses and gratification theory- focuses on how media is used to satisfy different types of needs of individuals (youth)

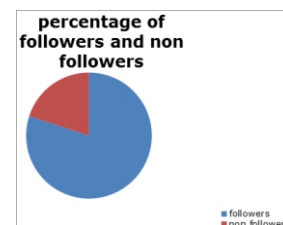
Types of needs -

- **Cognitive needs-** for acquiring knowledge.
- **Affective needs-** include emotions and pleasures.
- **Personal integrative needs-** need for self-esteem, a status in the society.
- **Social integrative needs-** include the need to socialize with family and friends.
- **Escapist needs-** to escape from a situation and find solace in something else that provides relief.

Writing style of lifestyle journalist

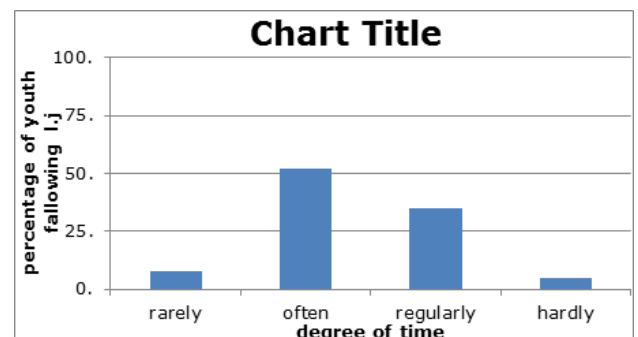
Lifestyle journalist writes in such a manner that consumers can very well relate to it and they get attract to the lifestyle news.

Followers of lifestyle news



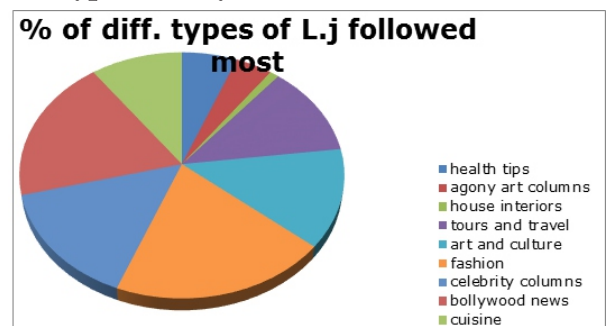
85 percent of youth follow lifestyle journalism whereas rest 15 percent people do not read the lifestyle column.

Follow up of lifestyle journalism by youth



8 percent of youth follows lifestyle journalism rarely
52 percent of youth follows lifestyle journalism often
35 percent of youth follows lifestyle journalism regularly
5 percent of youth follows lifestyle journalism hardly

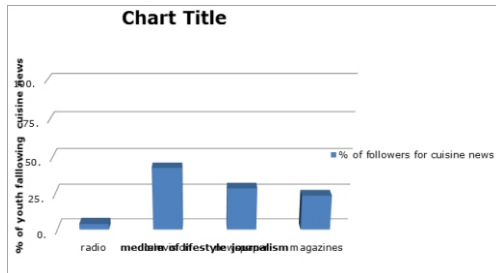
Type of lifestyle news followed the most



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Other magazines followed by youth are food and travel, beauty persona, men's journal, black men, cosmopolitan, glamour and In style.

Which medium is maximum follow for cuisine news?



Youth follows cuisine news through Radio- 4%

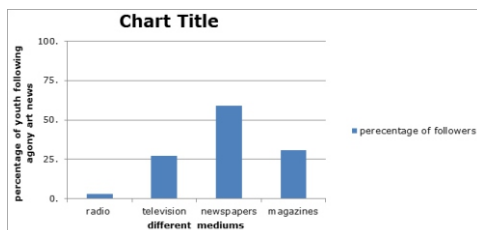
Youth follows cuisine news through Television- 43%

Youth follows cuisine news through Newspaper- 29%

Youth follows cuisine news through magazines- 24%

Which medium youth finds best for the following news?

Agony art column news followers



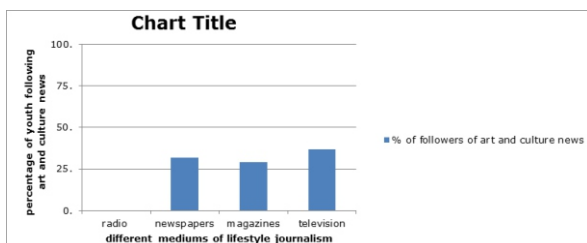
For agony art column news maximum read medium is newspapers – 59%

Followed by magazines - 31%

Then is television- 27%

And last is radio- 3%

Which medium is most used by youth for following art and culture column?



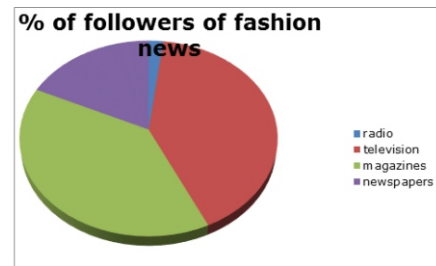
Youth following art and culture news through Radio – 0%

Youth following art and culture news through Newspapers- 32%

Youth following art and culture news through Magazines- 29%

Youth following art and culture news through Television - 37%

Through which medium youth follows the fashion news maximum

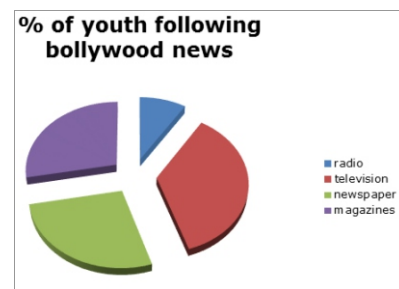


Youth follows fashion news through Radio – 2%

Youth follows fashion news through Radio Television- 41%

Youth follows fashion news through Magazines- 39%

Youth follows fashion news through Newspaper- 18% Youth follows which medium for Bollywood news?



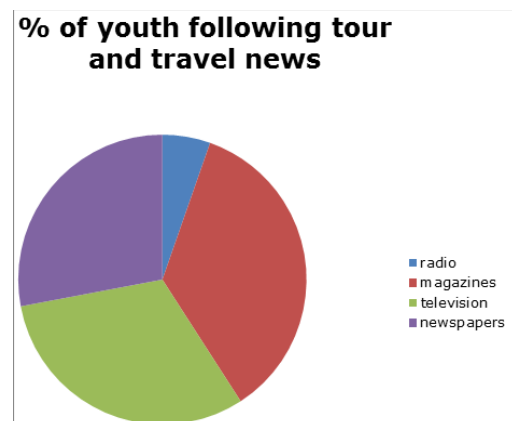
Youth following Bollywood news through Radio- 9%

Youth following Bollywood news through Television- 36%

Youth following Bollywood news through Newspaper- 27%

Youth following Bollywood news through Magazines- 28%

Which medium is most followed by youth for tour and travel news?



Youth following tour and travel news through Radio- 12%

Youth following tour and travel news through Magazines- 33%

Youth following tour and travel news through Television- 29%

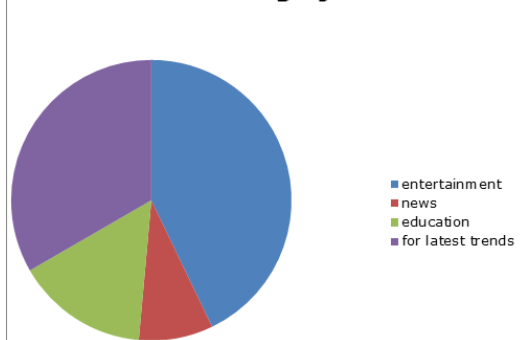
Youth following tour and travel news through Newspapers- 26%

Which medium youth prefers better for home décor and interior news?

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Heath tips followed by youth	6 percent
Agony art columns followed by youth	4 percent
House interiors followed by youth	1 percent
Tour and travel news followed by youth	12 percent
Art and culture news followed by youth	13 percent
Fashion news followed by youth	20 percent
Celebrity news followed by youth	15 percent
Bollywood news followed by youth	19 percent
Cuisines news followed by youth	10 percent
Reason for youth following lifestyle journalism	

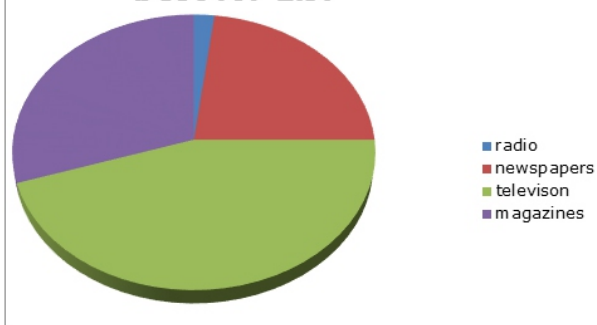
reason for following l.j.



L.J = lifestyle journalism

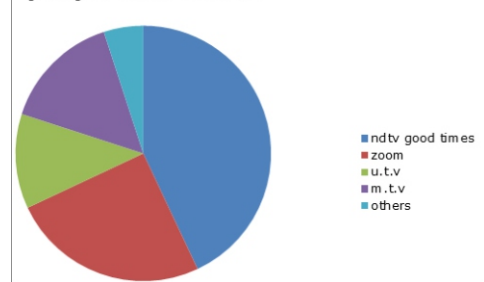
45 percent of youth finds it entertaining
 35 percent of youth follows L.J for education
 9 percent of youth follows it for news
 1 percent of youth follows L.J for latest trends
 Medium youth finds best for lifestyle journalism

medium which youth finds best for L.J.



Radio – 2 % of youth finds it the best medium for L.J.
 Newspaper - 23% of youth finds it the worthy medium for L.J.
 Television- 45% youth finds it worth for L.J.
 Magazines- 30 % of youth finds it the best medium for L.J.
Television channels youth find best for lifestyle news

people who watch

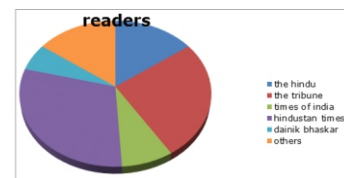


L.J. = Lifestyle Journalism

Ndtv good times – 43 percent youth follows this channel for L.J.
 Zoom channel – 25 percent of youth follows this channel for L.J.
 Utv channel - 12 percent of youth follows this channel for L.J.
 M tv channel – 15 percent of youth follows this channel for L.J.
 Others - 5 percent of youth follows this channel for L.J.

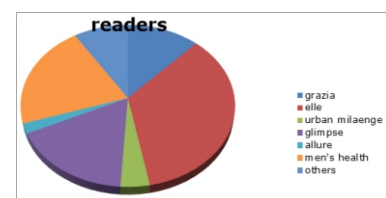
Other channels watched by youth were channel V and F TV

Preferred newspaper for lifestyle news

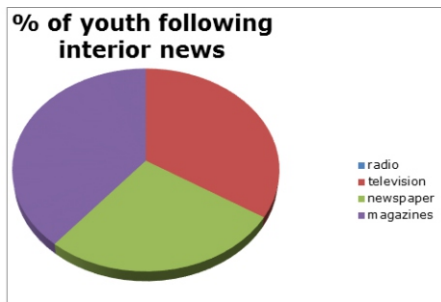


The Hindu – 15 percent readers
 The Tribune – 26 percent readers
 Times of India – 8 percent readers
 Hindustan times – 30 percent readers
 Dainik Bhaskar - 6 percent readers
 Others – 15 percent readers
 Other newspapers followed by youth for lifestyle journalism are Amar Ujala, Dainik Svera, Daily post , Indian express, Ajeet and Jagbani

Magazines read by youth



Grazia - 12% readers
 Elle – 35% readers
 Urban melange – 4 % readers
 Glimpse – 17% readers
 Allure - 2 % readers
 Men's health – 21% readers
 Others – 9% readers



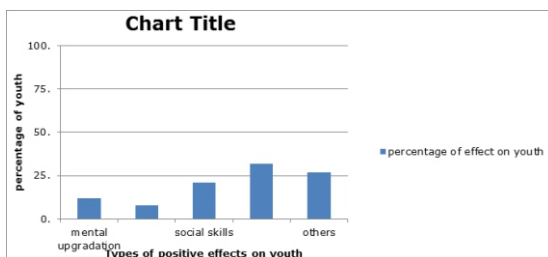
Youth following interior and décor news through Radio- 0%

Youth following interior and décor news through Television- 34%

Youth following interior and décor news through Newspaper- 27%

Youth following interior and décor news through Magazines- 39%

Effect of lifestyle journalism on youth Positive effect on youth



Mental Up-gradation -12 percent

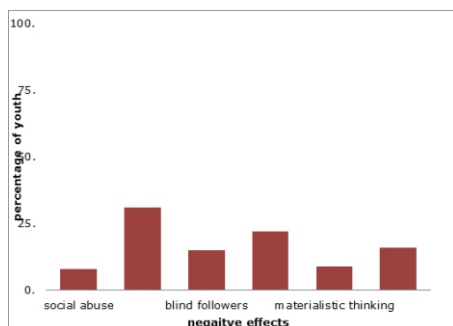
Physical up-gradation- 8 percent

Social skills- 21 percent

Fashion up-gradation- 32 percent

Others – 27 others

Negative effect of lifestyle journalism on youth



Social abuse -8 percent

Waste of money- 31 percent

Blind followers - 15 percent

Self -obsession- 22 percent

Materialistic thinking- 9percent

Others - 16 percent

Conclusion

Lifestyle journalism is most popular journalism among youth. Through this survey it has been observed that 85 percent of youth follows lifestyle news. Lifestyle news covers different beat areas as following:

- 1) Agony art columns
- 2) Art and culture news
- 3) Fashion news
- 4) Bollywood news
- 5) Tour and travel
- 6) House décor and interior column
- 7) Cuisines

But out of these beats the most popular one is the fashion and Bollywood column which is followed by maximum number of youth. These days the first page of newspaper which the youth read is lifestyle page as to get updated on what is going on in their favourite celebrity's life or what new fashion tips is being given. Agony art columns are also very popular on the lifestyle page which explains a personal problem and provides a solution related to that problem. Overall in newspapers on lifestyle page Bollywood news, fashion news and cuisine sections are the most preferred columns.

Newspapers followed by youth for lifestyle journalism

The Hindu – 15 percent readers

The Tribune – 26 percent readers

Times of India – 8 percent readers

Hindustan times – 30 percent readers

Dainik Bhaskar - 6 percent readers

Others – 15 percent readers

Other newspapers followed by youth for lifestyle journalism are Amar Ujala, Dainik Svera, Daily post, Indian express, Ajeet and Jagbani

Maximum number of teen follows magazines for health tips, fashion tips and to get updated with the gossip (Bollywood news). Youth is more interested to know about what is happening in the personal life of Bollywood actors or actresses. The most read magazine by youth is Elle. The glossy pages of magazines make the lifestyle news more attractive and tempting to read. All styling

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ways are given whether it is related to clothing or make up techniques or their styling.

Grazia -12% readers

Elle – 35% readers

Urban mélange – 4 % readers

Glimpse – 17% readers

Allure-2 % readers

Men's health – 21% readers others – Mental Up gradation -12 percent

Television is also one of the major medium of lifestyle journalism. Youth follows it for reality shows as they have major impact on them. Television is the medium through lifestyle programs retain in the minds of youth for maximum. 8 percent of youth follows lifestyle journalism rarely.

2 percent of youth follows lifestyle journalism often, 35 percent of youth follows lifestyle journalism regularly, 5 percent of youth hardly follows lifestyle journalism.

NDTV good times – 43 percent youth follows this channel for L.J

Zoom channel – 25 percent of youth follows this channel for L.J

UTV channel -12 percent of youth follows this channel for L.J

M.T.V channel –15 percent of youth follows this channel for L.J

Others -5 percent of youth follows this channel for L.J

Other channels watched by youth were channel V and FTV

Health tips followed by youth is 6 percent, Agony art columns followed by youth is 4 percent

House interiors followed by youth is 1 percent, Tour and travel news followed by youth 12 percent, Art and culture news followed by youth 13 percent, Fashion news followed by youth 20 percent, Celebrity news followed by youth is 15 percent, Bollywood news followed by youth 19 percent, Cuisines news followed by youth is 10 percent

Lifestyle journalism definitely have major positive impacts like youth gets to know about the fashion culture, social culture, different solutions for different column,

5 they get to know about the Bollywood news, health tips etc. Youth is well informed and entertained. They are updated with the style of life which is going on presently. There is an overall social up gradation in their lives.

Mental up gradation -12 percent

Physical up gradation- 8 percent

Social skills- 21 percent

Fashion up gradation- 32 percent

Others – 27 others

But on the contrary lifestyle journalism also have some negative effects as youth spends lot of money on their physical up gradation, fashion up gradation. Specially girls start spending a lot of money on their clothing, makeup, products advised for health care etc. Youth starts taking all news for real and become the blind followers which is wrong as sometimes in lifestyle journalism the question of ethics questions has been aroused so that's the biggest disadvantage of lifestyle journalism. Sometimes it happens that they just concentrate on materialistic things, they become stubborn and demand things from their parents which is not a good sign. Self-obsession is the other major effect that is seen in youth who follow lifestyle journalism. It has been seen that at one place lifestyle news provides health tips and on the other side provides with the food column which also includes junk food recipes or suggestions of restaurants which attracts the youth and in the end they follow it and has negative impact on their health and body. Lifestyle journalism has changed the life of youth as it provides with all day to day information related to their social development.

Social abuse -8 percent

Wastage of money- 31 percent

Blind followers - 15 percent

Self -obsession- 22 percent

Materialistic thinking- 9 percent

Others - 16 percent

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