

A STUDY ON ISSUES AND CHALLENGES FACED BY ONLINE MEDIA PEOPLE WITH REFERENCE TO CHENNAI

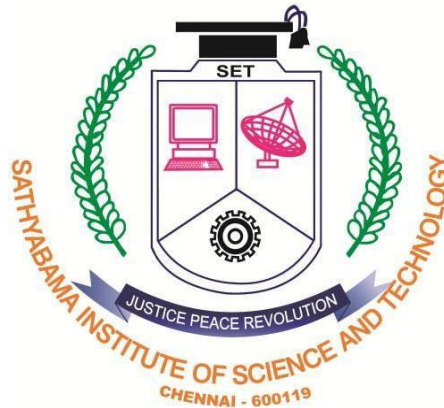
Submitted in partial fulfillment of the requirements for the award of

BACHELOR OF BUSINESS ADMINISTRATION

by

VIMAL.B

Register No. 38280098



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

MARCH 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Vimal B (38280098)** who carried out the project entitled “**A study on issues and challenges faced by online media people with reference to Chennai.**” under our supervision from January 2021 to March 2021.

Dr. ILANKADHIR. M

Internal Guide

Dr. BHUVANESHWARI .G,

Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I Vimal B (Reg.No. 38280098) hereby declare that the Project Report entitled “A study on issues and challenges faced by online media people with reference to Chennai” done by me under the guidance of Dr.TR. Kalai Lakshmi, M.A., MBA, M.Phil, Ph.D. and Mr.M.Ilankadhir , MSc., is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree .

DATE:30-04-2021

PLACE:CHENNAI

VIMAL.B

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VIMAL

ABSTRACT

In India serving the information with 792 channels, among them 392 are news Channels, most 24 x 7, the Indian news television and 13,519 newspapers genre are booming in the country in English and various Indian languages. The development as already taken place in media Domain. The Traditional closed access libraries are shifting towards automated elibrary. The automated one towards the electronics, the electronics to digital and finally and in Digital library and its different aspects / badan barman virtual library. Information and communication technology has revolutionized the concept of Newspaper libraries. Each and every media library is slowly getting digitized. A virtual library comprises digital collections, services and infrastructure to support lifelong learning, Journalism, scholarly communication as well as preservation and conservation of recorded knowledge. Information archiving methods in virtual media library, media library toughing on the different selective government, information, reference, political, social networking, photo, images and video websites. Also given selective information of media archives and information of news clip ping service

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1.INTRODUCTION

The mass media used for the purpose of social interaction is called social media. More aptly, social media can be defined as: “Activities that integrate technology, social interaction, and content creation...microblogs, and more.”

For any media to be interactive, it needs to co-exist with some sort of communication techniques, for which social media is not an exception. In order to twirl communication into an interactive dialogue, the social media turns to be one of the most successful applications of Sat mass Media (Suman K Kasturi, 2013:183) (a word coined by Dr. Suman K Kasturi to indicate the mass media that work in conjunction with the satellite communications). As of now, there is no single renowned definition of social media. However, of the many definitions that exist, it can be said that social media is the set of web-based broadcast technologies that enable the democratization of content , giving people the ability to emerge from consumers of content to publishers. With the ability to achieve massive scalability in real time, the social media technologies allow people to connect with each other to produce or re- produce value through online conversation and collaboration .

In the beginning days, social media was limited to fundamental tools and websites used mainly by professors often technology and computer geeks. Over a period of time, social media changed into a behemoth that is changing the way how people connect and converse with corporations, governments, traditional media, and each other. The monopoly of the message held by the traditional media lost its reins with the advent of social media due to the domineering facts of social media over the traditional media. In case of the traditional media, the communication was merely monologue or, at the most a restricted two-way . Without using any interactive means, through the traditional media, the individuals used to share information or ideas about an organization. Such a communication was established mainly through one-to-one communication – either in person or on the phone; either through the mail or via e-mail. With the progression of time from mid to late 90s, slowly the conventional and traditional media started getting replaced by the social media. Various forms of social media like Internet forums, personal websites, advanced bulletin board systems and online chat ensured that the individual's voice reached to the mass audience. Many organizations still housed in monologue mode but started reckoning the need to adapt the new media in general and social media, specifically. As the time passed, today, social media has rapidly turned to be the way of how

people communicate with each other. Over the past one decade, it has transformed the way people and organizations communicate. This has become a reality with the ubiquitous spreading of broadband internet in every nook and corner of the societies. The multimedia compatibility of the social media like easy uploading of audio-video content, text and images, another dimension of immediate global access has been added to the social media, thereby causing a great threat to the prevailing traditional and conventional media. Social media paved a way for every individual to become a publisher of his ideas and views. The social media not only brought advantages, but also equal number of threats along with its inception.

1.2 INDUSTRY PROFILE

- **Free web space:** The social media websites provide the users or the so called audience with free web space to upload their personalized content.
- **Unique web address:** The audiences are provided with a personalized unique web address to have a unique identity, which makes them to share their content in real time. It remains intact till the time they maintain their online account.
- **Possibility of building profiles:** With the possibility of building personalized profiles, the social media enables an individual to have access to the likeminded people to interact with each other. It is also possible to conceal the profile from pirates and making it accessible to only a desired group of people.
- **Virtual connections with friends and relatives:** Social media websites turns to be the platform for virtual meetings. People, who are miles away from each other, can get in touch virtually with each other through such website enabled chat engines. The websites even make it possible to share valuable files, photos and multimedia content with each other.
- **Real time content upload facility:** Through social media, it is possible for the audience to have a chance to upload their personalized content or other files as the services are open round the clock 24x7 for all 365days in a year.
- **Feedback:** With the online social networks, feedback, the key element in the communication process becomes vital. Feedback is immediate like in face to face communication through new media or social media communication, provided the responder is also online, at the time when the sender initiates the dialogue. Time stamp: Each and every post in the social media has a time stamp indicating if the post is either

fresh or stale. Depending on the freshness of the post, the responder may either choose to respond or not to respond.

Key Roles Played by Social Media

Of the many roles executed by the social media, the following are the most prominent and key roles played by the social media. Social media has wide-ranging functions that turned imperative in a person's day to day life. Life without social media is beyond imagination and turns to be very crucial.

- **Communicate:** Nevertheless social media is of most recent origin, it turned to be one of the most effective communication tools in the history of communication. The entire organizations can turn to be a single social community which is more aptly known as town square. With the more interactive technology involved in this form of communication, the feel through this way of communication is rather very lively and gives a feel of face to face communication. It has an added advantage of the ability of very easily monitoring change initiatives. Social media is not only the media of extroverts, but also of introverts. They have the freedom of communicating at an ease without directly facing the responder, unlike in face to face communication or the so called interpersonal communication.
- **Collaborate:** Collaboration is off the charts. Today, it's very common that almost all Netizens get themselves involved in social media chats, blogging and hangouts of google talk etc. One person initiates the communication by his posts with or without the support of multimedia content and it is circulated among a closed or open group of Netizens. People keep on adding the comments to the post which further processes the communication. The comments can be considered as the feedback to make the conversation adynamic one. The entire process turns to be innovative and collaborative.
- **Educate:** The third major role played by the social media is educating the masses. The entire organization of community is made a global class room on the social media platform. Virtual classes around the world are made possible through social media. People in nooks and corners of the world can attend an online lecture delivered by a resourceful person from a remote location. Even the audience can pose their doubts and get them clarified. Such a facility is more similar to that of a live class room environment.

- **Engage:** Every employee of the organization can be made equally responsible by engaging them in some or other way. Such a process not only brings up their morals high, but also paves them a way to feel as part of the team and to come out with more innovative ideas, to improve the overall performance of the organization, at any given time. It happens so because, when people are engaged, they feel respected and valued. As a result, they ponder the most, deliver extra, and even work with a heightened strength. The ultimate result is the great productivity from the employees; it happens because of the happiness of the employees.
- **Monitor:** Monitoring is another crucial function of the social media. It gives a clear picture of the situation in the real time. For example google analytics gives the clear picture of the number of visitors at any given time. Such type of monitoring facilities not only makes the team leaders to have virtual access to the situation, but also enables them to change the strategy in accordance to the situation. Setbacks are easier to spot, and losses can be cut, adjustments can be made, or reinforcements can be sent in. Social media functions in a similar vein just like the central nervous system of human body and paves the leaders a way to respond, accordingly
- **Maximize:** Social media usage makes the employees more excited and extracts more from the employees in any given organization, as the social media tools have the capability of letting the people to work with an ease, thereby achieving the maximum for the organization.
- **Entertain:** Social media is the new media that offers the audience a great entertainment. It enables the user to get all sorts of multimedia content, thereby dispelling all the limitations which otherwise are possessed by each of the traditional media. It has all good qualities of each and every conventional media embedded in it and more advanced features added to it.

Key Challenges Posed by Social Media:

Despite the fact that social media play the vital roles such as communication, collaboration, education etc. it poses few major challenges too. The following are the most prominent challenges posed by the social media.

- **Privacy:** The primary challenge posed by the social media is the privacy. Many people

restrain themselves from taking part in a dialogue with a fear of losing their privacy.

- **Access for those with disabilities:** Section 508 of the Rehabilitation Act of the US provides guidelines for making federal websites accessible to people with disabilities, including the visually and hearing impaired.
- **Commercial advertising on social media:** Advertising on social media should follow the formalities of censor; and porn content in advertisements should be avoided on the websites, intended for the very purpose of social networking. If such restrictions are not imposed, strictly, it may ruin the minds of youth, thereby indirectly increasing the crime rate. This is one of the vital challenges posed by the social media in the contemporary web world.
- **Terms of agreements:** Most of the social media sites allow the audience to create an account, after accepting terms of agreement, which are often vague. The terms of agreement can be interpreted in multiple ways. They pose a threat, indirectly. Most of the social networking websites get an agreement accepted by the users that their information can be used by the owners of the social media. It indirectly causes invasion of privacy. Such a challenge is one of the crucial confront posed by the social media.
- **Security Concerns:** Social media sites pose an equal threat to the security of personal information and other concerned data. Hacking of the websites is the most common feature; with hacking there is an imminent threat to the audience of social media. This turns to be another key challenge posed by the social media.
- **Deception:** The identity of the individual who joins the social networking sites may either original or fake. The veracity of his/her identity is not known to the fellow user. In the recent past, many cases of deception around the world have been registered. Social media turns to be an easy way of deceiving people using the technology.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

Williams et al (2008) in A review of online social networking profiles by adolescents states that Social networking profiles involve individuals creating and maintaining personal Internet sites allowing authors and other users to post content, thus creating a personal network. Lenhart and Madden (2007) in Adolescent social networking, said that in the past five years social networking has “rocketed from a niche activity into a phenomenon that engages tens of millions of Internet users.

- The study proposes that online social networking profiles posted by adolescents contain intimate, candid, and observable self-disclosure and peer interaction that can be analyzed creating an overall picture of adolescent behavior, highlighting specific areas needing additional research, and addressing implications for parental monitoring and intervention. Lehn hart and Madden state that fifty-five percent of teenagers use and create online social networking profiles.
- They opine that with more than half of teenage Internet users interacting online, the concept of blogging is a salient research topic investigating what adolescents are blogging about, how they are socially interacting, and what potential effects this phenomena may have on other dimensions of their lives.
- Boyd (2007) says that gender appears to influence participation on social network sites. Younger boys are more likely to participate than younger girls (46% vs. 44%) but older girls are far more likely to participate than older boys (70% vs. 57%).
- Older boys are twice as likely to use the sites to flirt and slightly more likely to use the sites to meet new people than girls of their age.
- Older girls are far more likely to use these sites to communicate with friends they see in person than younger people or boys of their age. Larsen (2009), based on the empirical data, says that both genders seek the acknowledgement they get from having their looks commented on, but the girls are more preoccupied with what kind of comments they get and whom they come from. In general, it is very important that the comments come from

friends and people they know, rather than strangers. This indicates that photo comments are not just about having ones outer looks valued and acknowledged (identity construction), but also about practising and maintaining friendships.

- Lenhart (2009) reveals that the share of adult Internet users who have a profile on an online social network site has more than quadrupled in the past New media and society 129 four years – from 8% in 2005 to 35% now, according to the Pew Internet & American Life Projects December 2008
- While media coverage and policy attention focus heavily on how children and youth use social network sites, adults still make up the bulk of the users of these websites.
- Adults make up a larger portion of the US population than teens, which is why the 35% number represents a larger number of users than the 65% of online teens who also use online social networks.
- Still, younger online adults are much more likely than their older counterparts to use social networks, with 75% of adults (18-24) using these networks, compared to just 7% of adults 65 and older.
- At its core, use of online social networks is still a phenomenon of the young. Knight (2006) in the article Is Social Networking Losing Clout With Youth? explains that according to ratings, in 2003, teens were most likely to visit icon sites for instant messaging.
- The most popular sites then were OriginalIcons.com (77%) and BluntTruth.com (76%). Today (in 2006) the most popular sites are PLyrics.com (68%) and SnapVine.com (67%). Both of these sites offer social networking tools.
- The older generation is also visiting these sites, according to comScore. More than half of the visitors to popular My Space were 35 and over. For marketers, this is a good thing.
- A new report from Compete indicates that social networkers, no matter their age, are creating their own e-commerce system. According to the report, those on social networking sites have more discretionary income, shop online more and pay less attention to traditional media. That is a host of potential customers just waiting to be tapped into.
- Subrahmanyam (2006) suggests that youth spending on data services represents almost 50 percent of all mobile spending in most mature markets. Not only are youth the early

adopters of most new technologies, they are also among the more sophisticated users of it as well. In fact, Livingstone and Bober (2005) have coined the term reverse socialization to characterize the shifting nature of socialization that occurs in many families, as teenage children are often more knowledgeable than their parent about these technologies.

- Research has also suggested that adolescents interactions with these new technologies are often at the vanguard of trends. Among adolescents, communication is the most important use of the Internet and the popular communication applications include, e-mail, instant messaging (private, one-on-one, text based conversations), chat rooms (communication systems that allow text- 130 Dr. M. Neelamalar & Ms. P. Chitra based conversation among multiple users), and the newest craze social networking sites (connects people together) including blogs (www.livejournal.com), My Space and Facebook.
- Although we know that adolescents are spending considerable amounts of time on these applications, many questions remain. Firstly, what are teens doing in communication forums such as chat rooms and blogs? What do they talk about? Secondly, are these online communication activities fundamentally changing adolescent behavior or are they simply providing new venues for traditional adolescent behavior? Lastly, what is the relation between teen virtual worlds and real worlds? Are teen participants leaving behind real lives when interacting online or do virtual worlds reflect themes that are traditionally adolescent ones?
- Wintour (2009) in the article titled Facebook and Bebo risk infantilizing the human mind says that Social networking sites, such as Facebook, are putting attention span in jeopardy.
- Wintour refers to Baroness Greenfield who believes ministers have not yet looked at the broad cultural and psychological effect of on-screen friendships via Facebook, Bebo and Twitter ; She has told the House of Lords that children's experiences on social networking sites "are devoid of cohesive narrative and long-term significance and as a consequence, the mid-21st century mind might almost be infantilized, characterized by short attention spans, sensationalism, inability to empathize and a shaky sense of identity". Arguing that social network sites are putting attention span in jeopardy, she said: "If the young brain is exposed from the outset to a world of fast action and reaction, of instant new screen images flashing up with the press of a key, such rapid interchange

might accustom the brain to operate over such timescales. Perhaps when in the real world such responses are not immediately forthcoming, we will see such behaviours and call them attention-deficit disorder. “It might be helpful to investigate whether the near total submersion of our culture in screen technologies over the last decade might in some way be linked to the threefold increase over this period in prescriptions for methylphenidate, the drug prescribed for attention-deficit hyperactivity disorder.”

- Tynes (2007) in an article Internet Safety Gone Wild? Sacrificing the Educational and Psychosocial Benefits of Online Social Environments indicates that online socialization through networks like Facebook are more beneficial to the development of adolescents than they are harmful or dangerous. “Many Internet safety and parenting experts suggest that parents prohibit their teens
- New media and society 131 from social networking sites and other online spaces where predators may lurk [But] banning adolescents from social networking sites - if this were even feasible - as well as monitoring too closely might close off avenues for beneficial cognitive and psychosocial development that are available to young people in the online social world,” claims Tynes, Assistant Professor of African American Studies and Educational Psychology at the University of Illinois at Urbana-Champaign.
- In Mumbai mirror daily (2006), it was reported that so many terrorists and under world people have got connected through Orkut, for example Dawood Ibrahim, Chotted Shakkil and so many underworld dawns are getting new man power through Orkut. Times of India (2006) in Hatred communities – with spreading violence among the people- India court accuses Googles Orkut of spreading hatred states that the Aurangabad bench of Bombay high court has directed the Maharashtra government to issue notice to Google for the alleged spread of hatred about India by its social network services .The article says that the petition has sated that a picture of burning the national tricolor, bearing anti-India messages, has been put on www.orkut.com and a community We hate India has been created on the site

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED OF STUDY

The research has made use of survey method. Survey was conducted among randomly selected social networking sites users in India with a sample size of 100 between age group of 17 to 22 yrs who were school students and college students. The age group youth (17-22yrs) was chosen since they are the heavy users of social networking sites and also early adopters of advanced technological applications. Another reason for choosing this age group is that:

Youth of the age group (17-22 yrs) View world idealistically Become involved with world outside school/home

- Relationships stabilize in that
- Sees adults as equals
- Seeks to firmly establish independence

The surveys were done using web where the questionnaire are circulated through e-mail and also some of the data were collected through interview on telephone where the respondents are called over telephone to get a deeper insight and more information regarding the research.

Also data were collected through direct conversation in which the questionnaires were distributed directly to the respondents and had face-to-face conversations questioning them to know on the impact, behavioral changes caused on them by the networking sites. This research also involves observation-both direct and participatory method, where direct observation was done with family members, peers, friends, colleagues which helped knowing some of the facts related to the research.

The other method participatory observation was done by being active members in one or more social networking sites and taking part in conversations, and by becoming community members. While discussing the topics in forums, observations were made that helped in knowing about the information and facts related to the research

3.2 SCOPE OF THE STUDY

- The research measures the experiences of direct sellers.
- Defines and analyses the experiences based on key deliverables.
- Gains insights into seller's perspective.

3.3 OBJECTIVE OF THE STUDY

This study is intended to get acquaintance on the following with the help of a field study of chennai:

- To discuss the significances of social media;
- To discuss the key features of social media;
- To discuss the major roles played by social media;
- To discuss the key challenges posed by social media;
- To seek the opinion of audience of social media on various aspects.

3.3.1 Primary objective: -

A study on seller's perspective towards market situation and impact.

3.3.2 Secondary objectives: -

- To study on perception towards impact of direct market online sellers.
- To understanding their problem
- To study on perception towards the loan procedure

3.4 RESEARCH DESIGN

3.4.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 108 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles
the study.

3.6 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about seller's perspective and the second part contained the respondent's opinions about impact due to covid 19.

3.7 SAMPLING TECHNIQUE

3.7.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach

3.8 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study.

3.9 LIMITATIONS OF THE STUDY

The analysis of the present study has been carried out based on the information has collected. The study is an opinion survey caution may have to be exercised while extending the result to other areas. Due to time constrict only 108 numbers of respondents were considered The result fully depends on the information given by the respondents which may be based.

CHAPTER 4

DATA ANALYSIS AND INTERPRTATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1 Gender

S.no	Particular	Respond	Percentage
1	Male	58	53.7
2	Female	49	45.3
3	Not answered	1	0.10
TOTAL		108	100

Source: Primary data

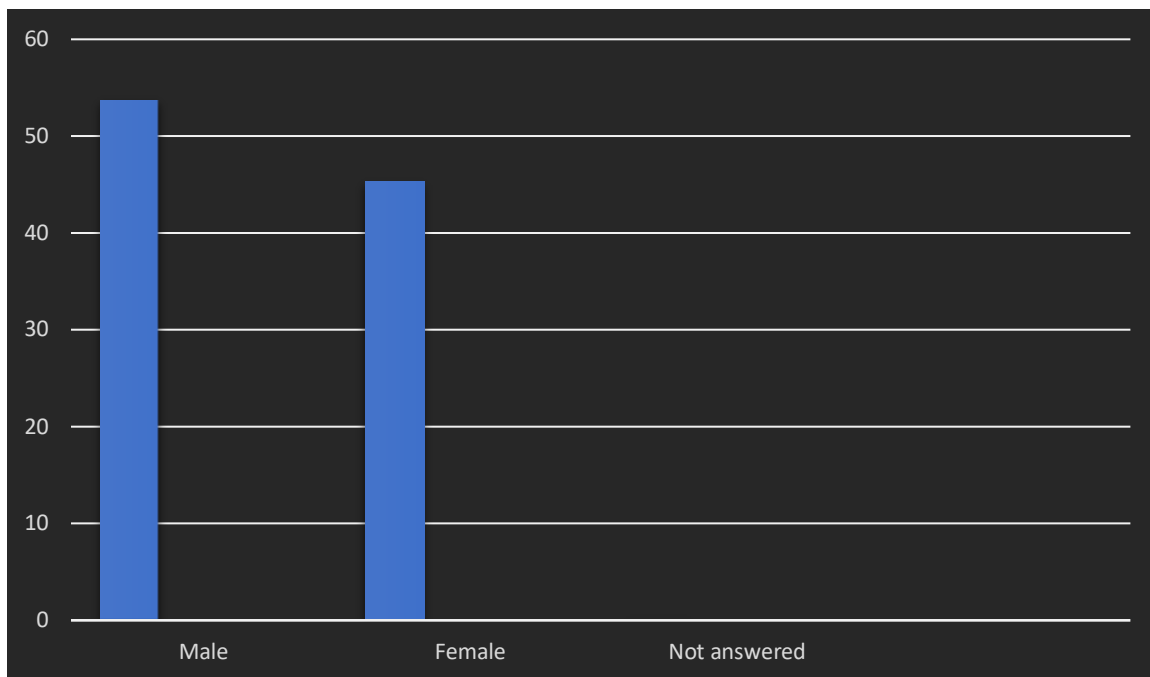


Chart4.1.1: Gender

Interpretation

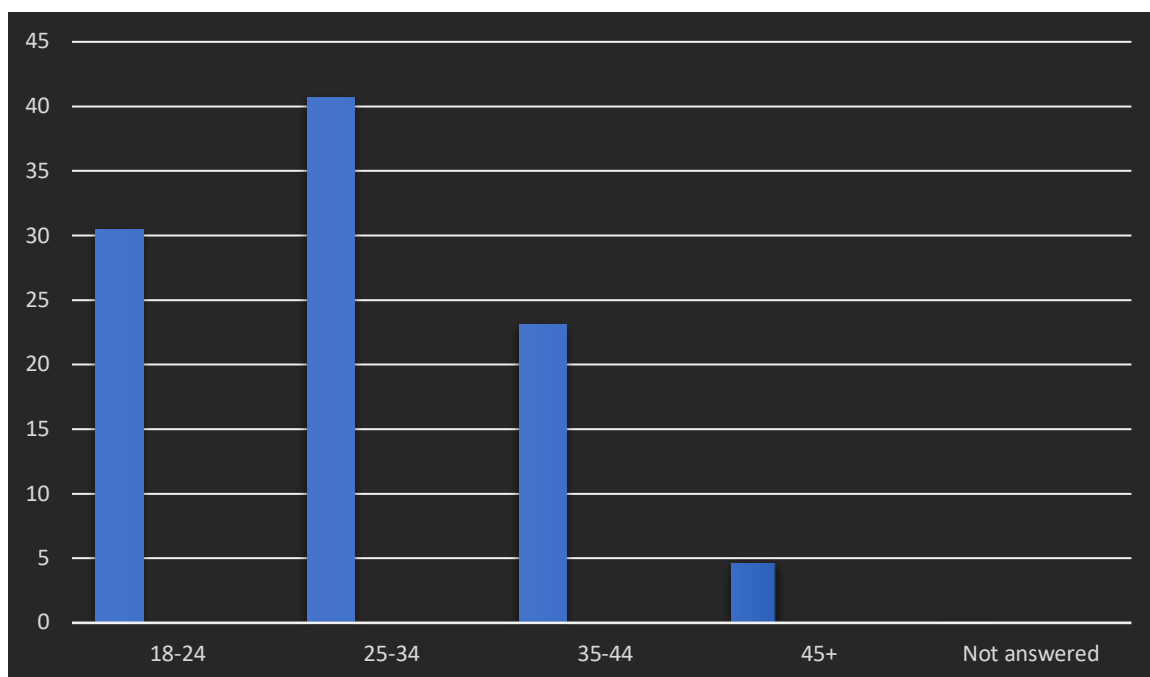
From the above table it is interpreted that the number of respondents Male is 53.7% and Female is 45.3%

Inference

Majority (53.7%) of the respondents are Male

TABLE 4.1.2 Age

S.no	Particular	Respond	Percentage
1	18-24	33	30.5
2	25-34	44	40.7
3	35-44	25	23.1
4	45+	5	4.6
5	Not answered	1	0.10
Total		108	100



Source: Primary data

Chart4.1.2: Age

Interpretation

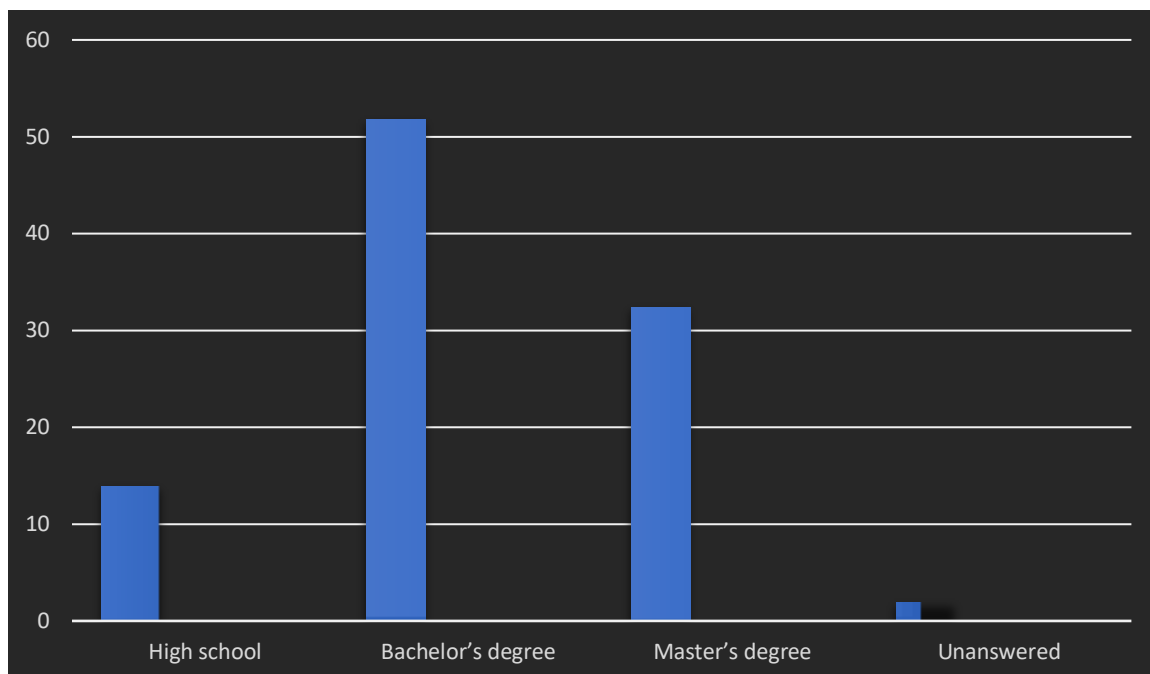
From the above table it is interpreted that the number of respondents between 18-24 age of respondent are (30.5%), between 25-34 age of respondent are(40.7%),between 35-44 age of respondent are (23.1%), 45+age of respondent are (4.6%), Not answered respondent (0.10%).

Inference

Majority (40.7%) of the respondents in the age of 25-34

TABLE 4.1.3 Education Qualification

S.no	Particular	Respond	Percentage
1	High school	15	13.9
2	Bachelor's degree	56	51.8
3	Master's degree	35	32.4
4	Unanswered	2	1.9
TOTAL		108	100



Source: Primary data

Chart4.1.3: Education Qualification

Interpretation

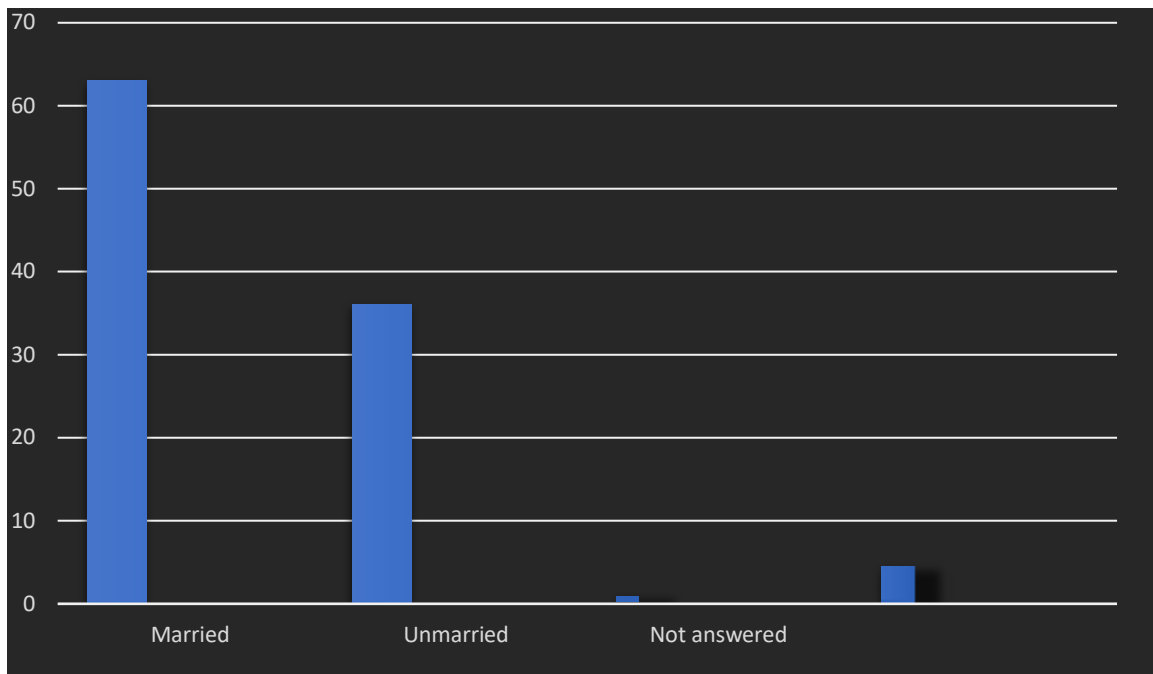
From the above table it is interpreted that the number of High school qualification respondent are 13.9%, Bachelor's degree qualification respondent are 51.8%, Master's degree qualification respondent are 32.4%, Unanswered respondent 1.9%

Inference

Majority (51.8%) of the respondents in the education qualification of Bachelor's degree.

TABLE 4.1.4 Martial status

S.no	Particular	Respond	Percentage
1	Married	68	63
2	Unmarried	39	36.1
3	Not answered	1	0.9
TOTAL		108	100



Source: Primary data

Chart4.1.4: Martial status

Interpretation

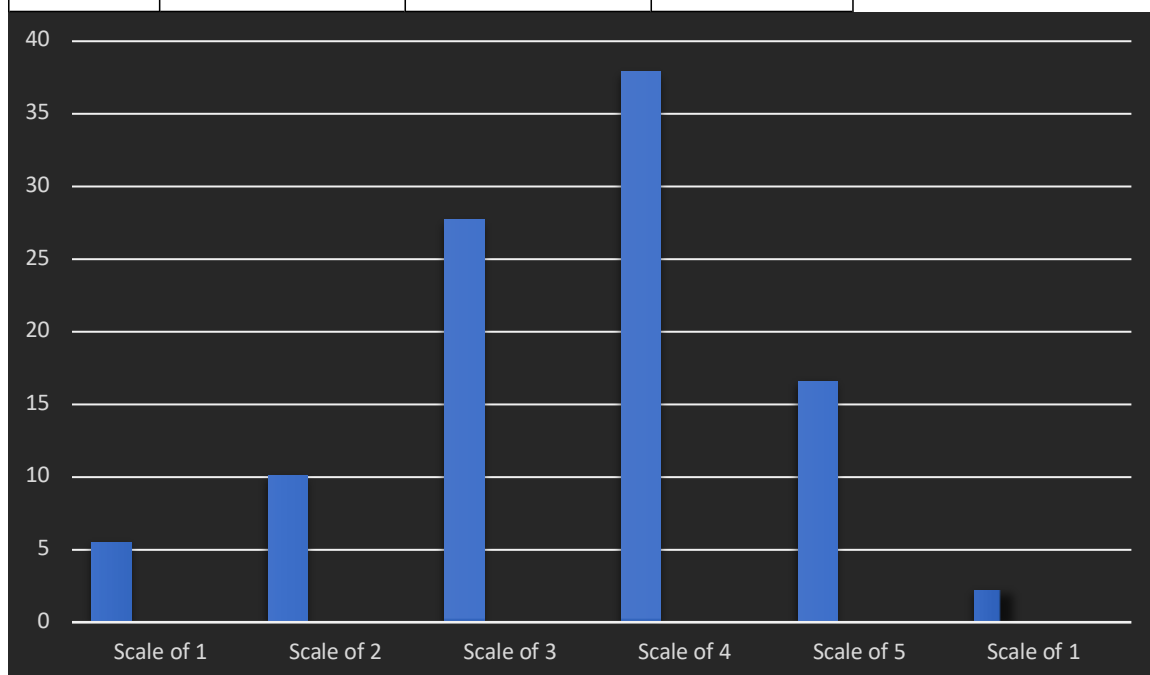
From the above table it is interpreted that the number of Married respondent are 63%%,Unmarried respondent are 36.1%,Unanswered respondent 0.9%

Inference

Majority (63%) of the respondents are Married.

TABLE 4.1.5 How well are young upcoming artists recognised on a large scale ?

S.no	Particular	Respond	Percentage
1	Scale of 1	6	5.5
2	Scale of 2	11	10.1
3	Scale of 3	30	27.7
4	Scale of 4	41	37.9
5	Scale of 5	18	16.6
6	Not answered	2	2.2
TOTAL		108	100



Source: Primary data

Chart4.1.5: How well are young upcoming artists recognised on a large scale

Interpretation

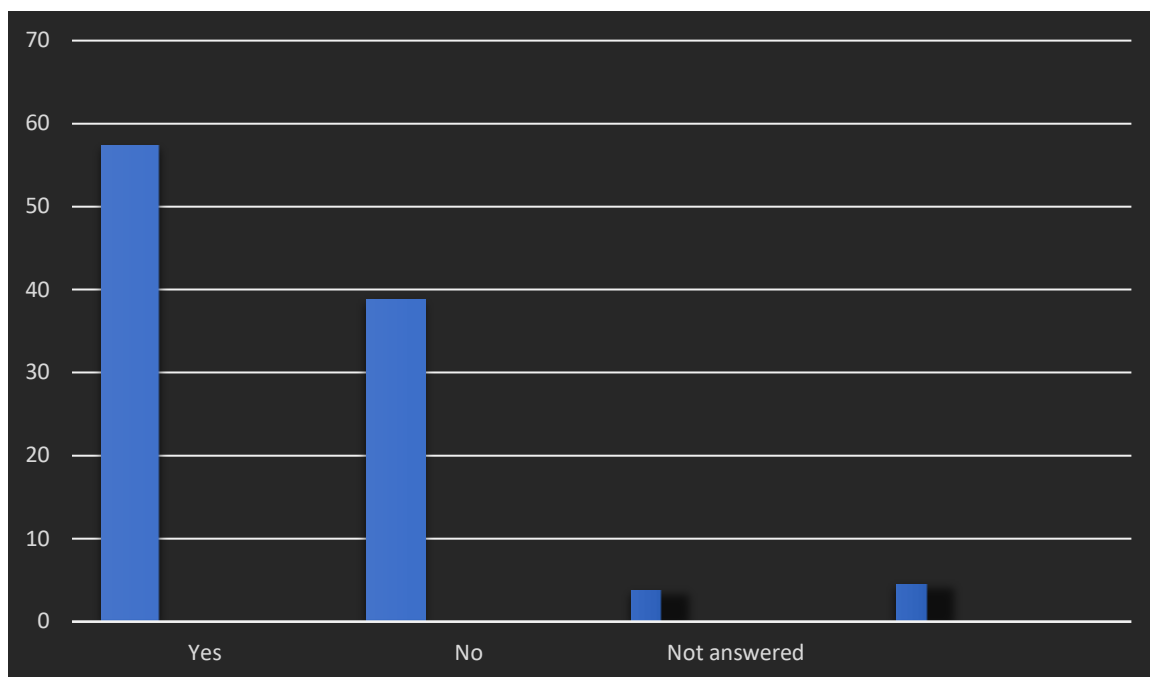
From the above table it is interpreted that the number of young upcoming artists recognized on a scale of 1 Respondent are 5.5%, Scale of 2 Respondent are 10.1%, Scale of 3 Respondent are 27.7%, Scale of 4 Respondent are 37.9%, Scale of 5 Respondent are 16.6% Unanswered respondent 0.9%

Inference

Majority (37.9%) of the young upcoming artists recognised on a scale 4.

TABLE 4.1.6 Are you being dominated by other giant channels?

S.no	Particular	Respond	Percentage
1	Yes	62	57.4
2	No	42	38.8
3	Not answered	4	3.8
TOTAL		108	100



Source: Primary data

Chart4.1.6: Are you being dominated by other giant channels?

Interpretation

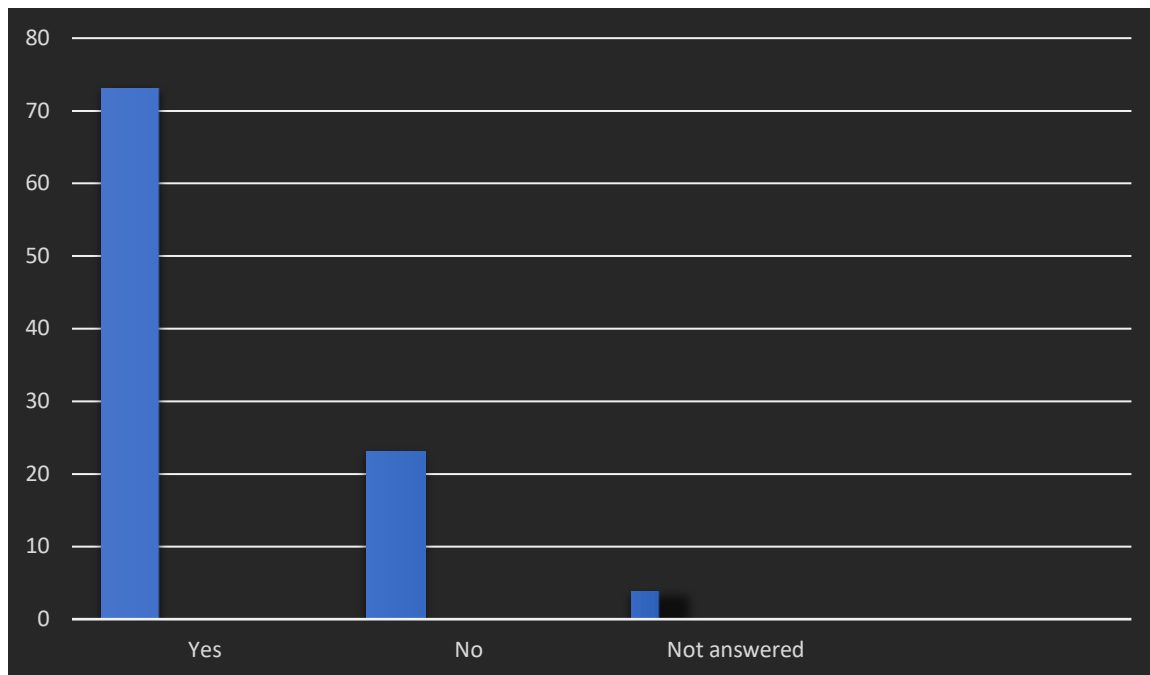
From the above table it is interpreted that being dominated by other giant channel YES respondent are 57.4%,NO respondent are 38.8%,Unanswered respondent 3.8%

Inference

Majority (57.4%) of the YES respondent are being dominated by other giant channel

TABLE 4.1.7 Do you watch low budget films ?

S.no	Particular	Respond	Percentage
1	Yes	79	73.1
2	No	25	23.1
3	Not answered	4	3.8
TOTAL		108	100



Source: Primary data

Chart4.1.7: Do you watch low budget films ?

Interpretation

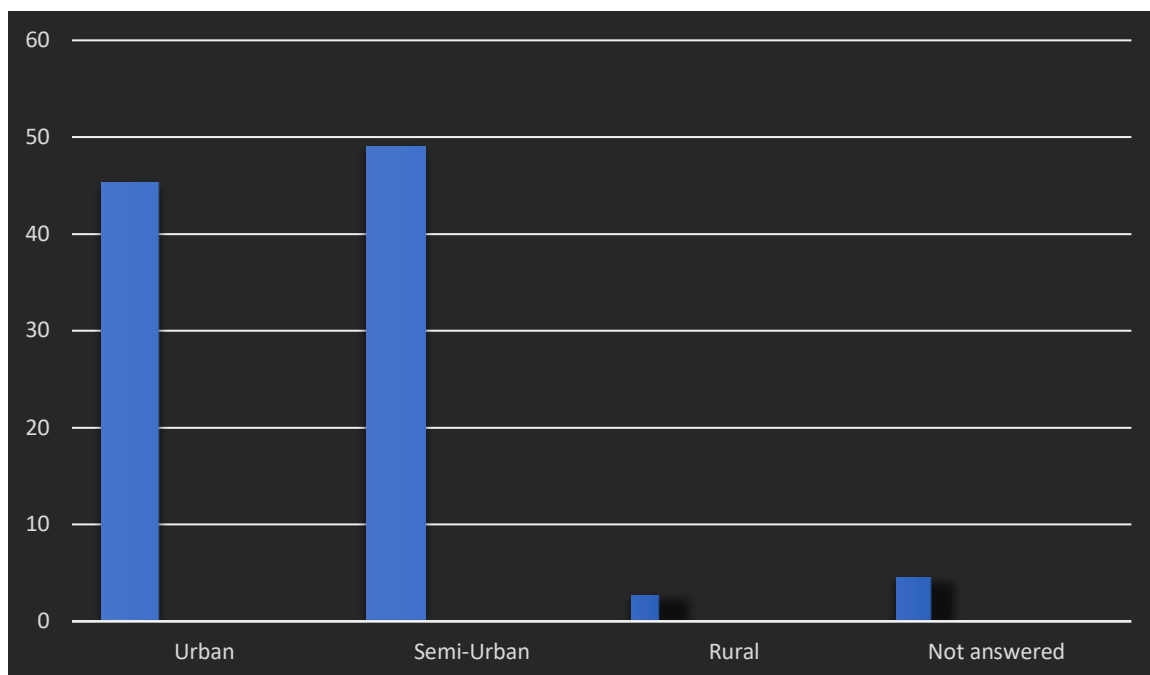
From the above table it is interpreted that respondent watch low budget films YES respondent are 73.1%,NO respondent are 23.1%,Unanswered respondent 3.8%

Inference

Majority (73.1%) of the YES respondent watch low budget films

TABLE 4.1.8 Which centre audience are desperate towards OTT films ?

S.no	Particular	Respond	Percentage
1	Urban	49	45.3
2	Semi-Urban	53	49.07
3	Rural	3	2.7
4	Not answered	3	2.7
TOTAL		108	100



Source: Primary data

Chart4.1.8: Which centre audience are desperate towards OTT films ?

Interpretation

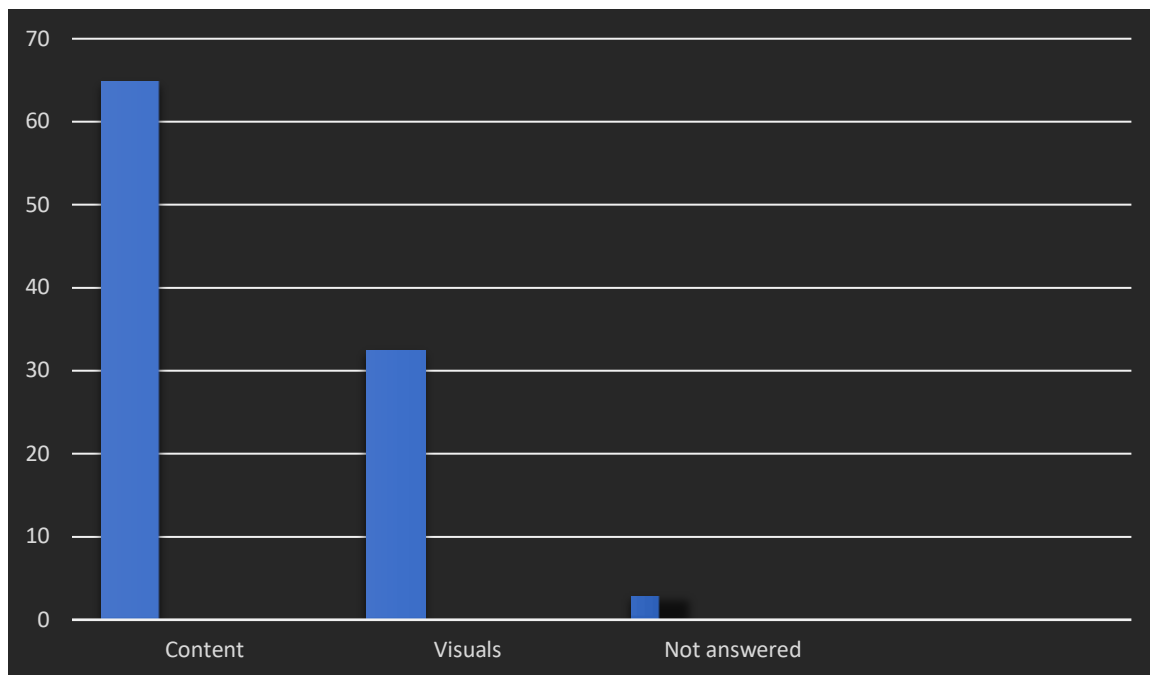
From the above table it is interpreted that respondent centre audience are desperate towards OTT films Urban respondent are 45.3%,Semi-urban respondent are 49.07%, Rural respondent are 2.7%,Unanswered respondent are 2.7%

Inference

Majority (49.07%) of the respondent are from Rural area.

TABLE 4.1.9 Your preferred part in a commercial film

S.no	Particular	Respond	Percentage
1	Content	70	64.8
2	Visuals	35	32.4
3	Not answered	3	2.8
TOTAL		108	100



Source: Primary data

Chart4.1.7: Your preferred part in a commercial film

Interpretation

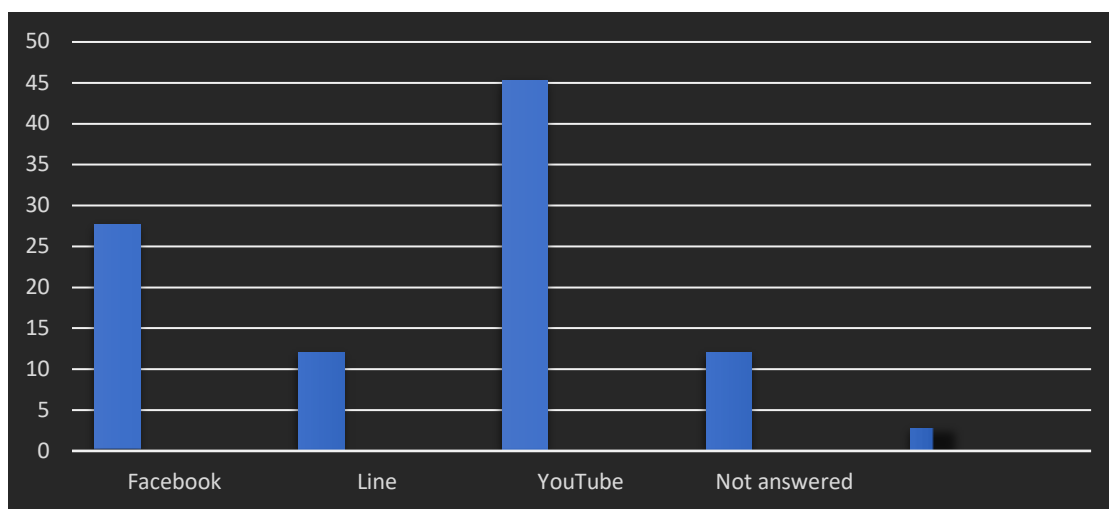
From the above table it is interpreted that preferred part in the commercial film respondent of Content respondent are 64.8%, respondent of visual respondent are 32.4%, Unanswered respondent are 2.8%.

Inference

Majority (64.8%) of the Content respondent preferred part in a commercial film.

TABLE 4.1.10 Today the most popular social networking site is

S.no	Particular	Respond	Percentage
1	Facebook	30	27.7
2	Line	13	12.03
3	YouTube	49	45.3
4	Twitter	13	12.03
5	Not answered	3	2.77
TOTAL		108	100



Source: Primary source

Chart4.1.10: Today the most popular social networking site is

Interpretation

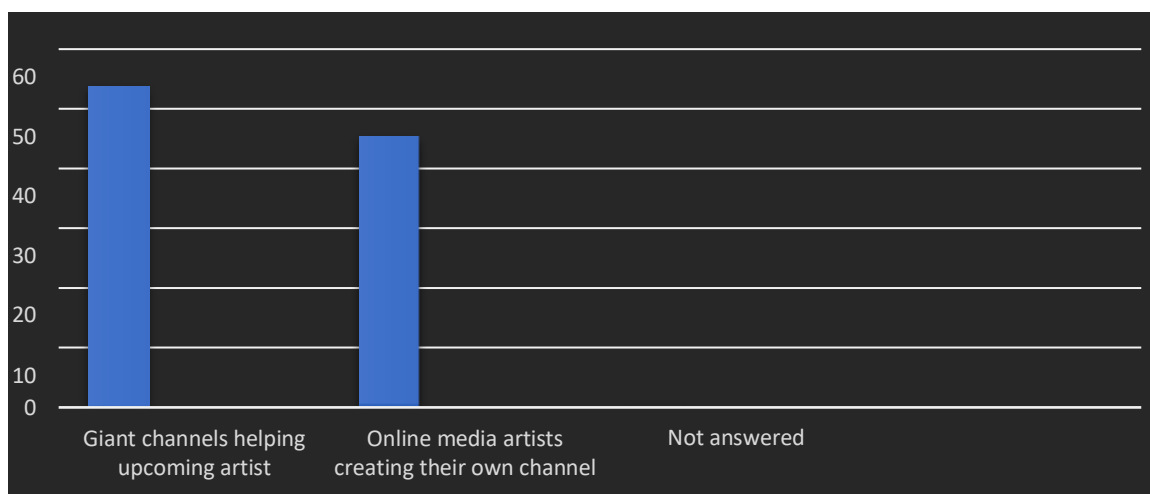
From the above table it is interpreted that most popular social networking site of Facebook respondent are 27.7%, Line respondent are 12.03%, Youtube respondent are 45.3%, Twitter respondent are 12.03%, Unanswered respondent 2.77%

Inference

Majority (45.3%) of the most popular social networking site is Youtube

TABLE 4.1.11 How can the development of new online media improve communication between collaborating researchers on an international scale?

S.no	Particular	Respond	Percentage
1	Giant channels helping upcoming artist	58	53.7
2	Online media artists creating their own channel	49	45.3
3	Not answered	1	0.10
TOTAL		108	100



Source: Primary data

Chart4.1.11: How can the development of new online media improve communication between collaborating researchers on an international scale?

Interpretation

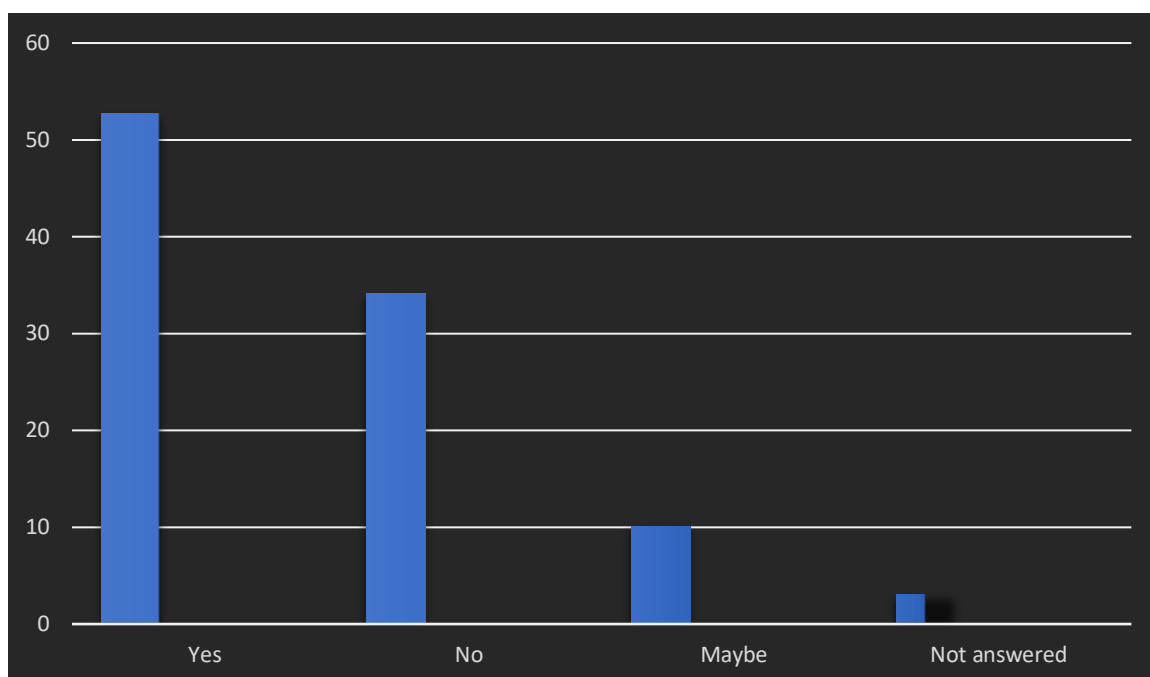
From the above table it is interpreted that development of new online media improve communication between collaborating researchers on an international scale Giant channels helping upcoming artist respondent are 53.7%, Online media artists creating their own channel are 45.3%, Unanswered respondent 0.10%.

Inference

Majority (53.7%) of the respondent are Giant channels helping upcoming artist

TABLE 4.1.12 Do you think social media is a mandatory step to become an recognisable artist?

S.no	Particular	Respond	Percentage
1	Yes	57	52.7
2	No	37	34.1
3	Maybe	11	10.1
4	Not answered	3	3.0
TOTAL		108	100



Source: Primary data

Chart4.1.12: Do you think social media is a mandatory step to become an recognizable artist?

Interpretation

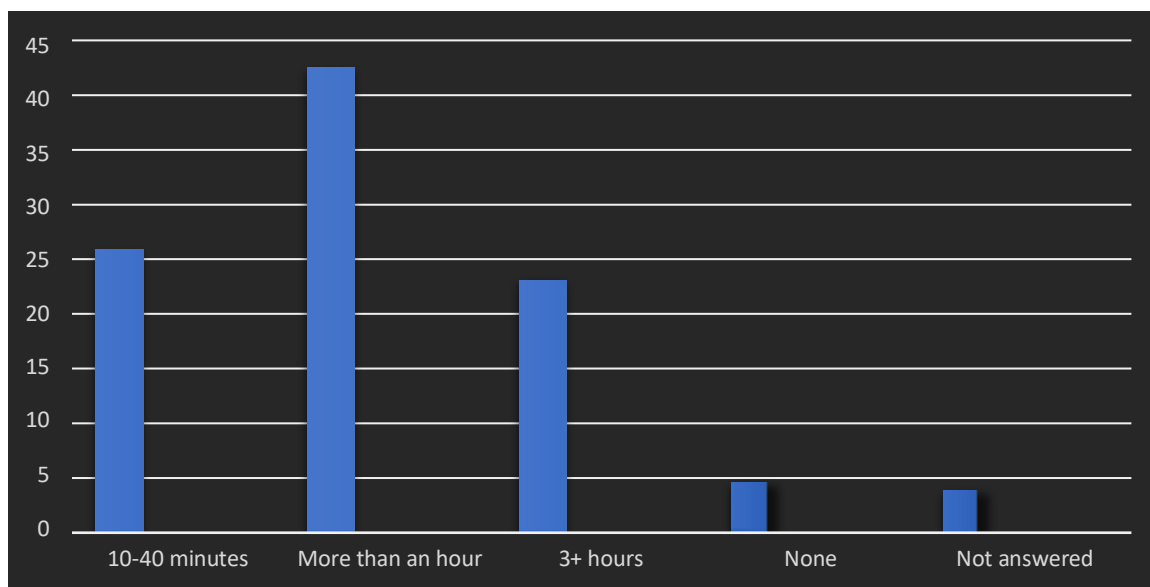
From the above table it is interpreted that social media is a mandatory step to become an recognizable artist YES respondent are 52.7%,NO respondent are 34.1%, MAYBE respondent are 10.1%,Unanswered respondent 3.8%

Inference

Majority (52.7%) of the YES respondent think social media is a mandatory step to become an recognizable artist

TABLE 4.1.13 How long do you spend on social networking sites during a typical day

S.no	Particular	Respond	Percentage
1	10-40 minutes	28	25.9
2	More than an hour	46	42.5
3	3+ hours	25	23.1
4	None	5	4.6
5	Not answered	4	3.9
TOTAL		108	100



Source: Primary data

Chart 4.1.13: How long do you spend on social networking sites during a typical day?

Interpretation

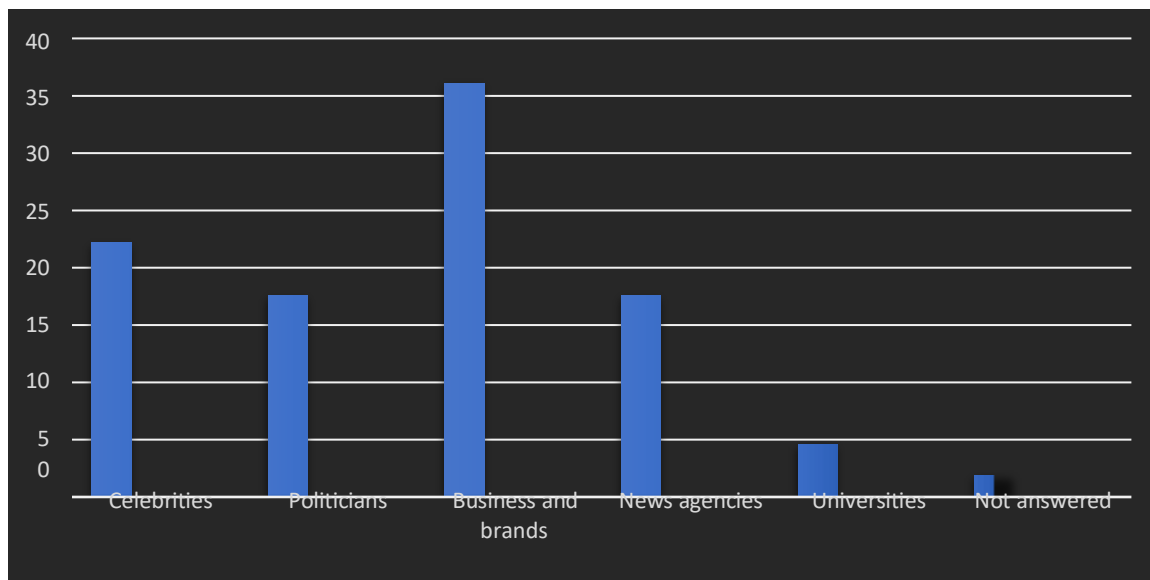
From the above table it is interpreted that long do you spend on social networking sites during a typical day 10-40 minutes respondent are 25.9%, More than a hour respondent are 42.5%, 3+ hour respondent are 23.1%, None respondent are 4.6%, Unanswered respondent are 3.9%

Inference

Majority (42.5%) of the respondent spend on social networking sites during a typical day More than a hour.

TABLE 4.1.14 Other than family and friends, who else do you include in your social networks ?

S.no	Particular	Respond	Percentage
1	Celebrities	24	22.2
2	Politicians	19	17.6
3	Business and brands	39	36.1
4	News agencies	19	17.6
5	Universities	5	4.6
6	Not answered	2	1.9
TOTAL		108	100



Source: Primary data

Chart 4.1.14: 14 Other than family and friends, who else do you include in your social networks ?

Interpretation

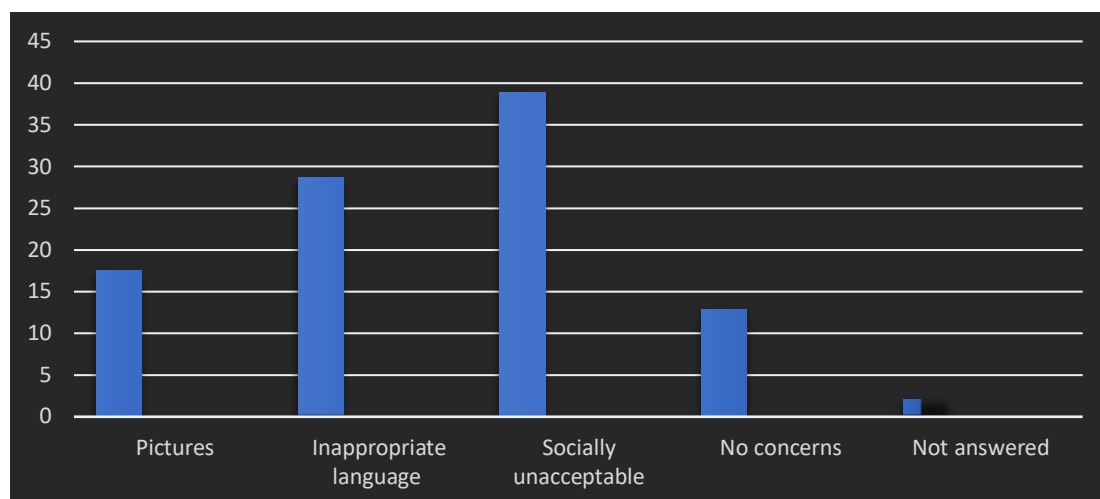
From the above table it is interpreted Other than family and friends, who else do you include in your social networks Celebrities respondent are 22.2%, Politician respondent are 17.6%, Business and brands respondent are 36.1%, News agencies respondent are 17.6%, Universities respondent are 4.6%, Unanswered respondent are 1.9%

Inference

Majority (36.1%) of the respondent Business and brands are Other than family and friend

TABLE 4.1.15 what is your biggest concern of including a faculty member on your social network?

S.no	Particular	Respond	Percentage
1	Pictures	19	17.5
2	Inappropriate language	31	28.7
3	Socially unacceptable	42	38.9
4	No concerns	14	12.9
5	Not answered	2	2.0
TOTAL		108	100



Source: Primary data

Chart 4.1.15: what is your biggest concern of including a faculty member on your social network?

Interpretation

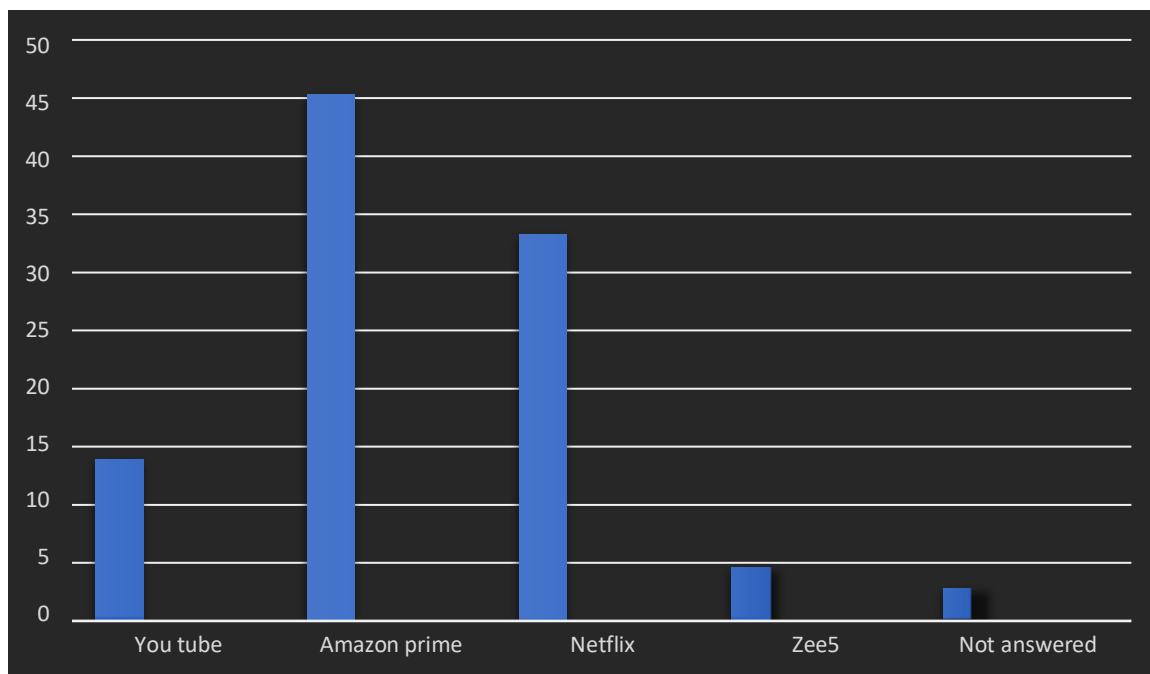
From the above table it is interpreted that biggest concern of including a faculty member on your social network Pictures respondent are 17.5%, Inappropriate language respondent are 28.7%, Socially unacceptable respondent are 38.9%, No concerns respondent are 12.9%, Not answered respondent are 2.0%.

Inference

Majority (38.9%) of the respondent Socially unacceptable is your biggest concern of including a faculty member on your social network.

TABLE 4.1.16 Which platform do you prefer for watching online movies?

S.no	Particular	Respond	Percentage
1	You tube	15	13.9
2	Amazon prime	49	45.3
3	Netflix	36	33.3
4	Zee5	5	4.6
5	Not answered	3	2.8
TOTAL		108	100



Source: Primary data

Chart 4.1.16: Which platform do you prefer for watching online movies?

Interpretation

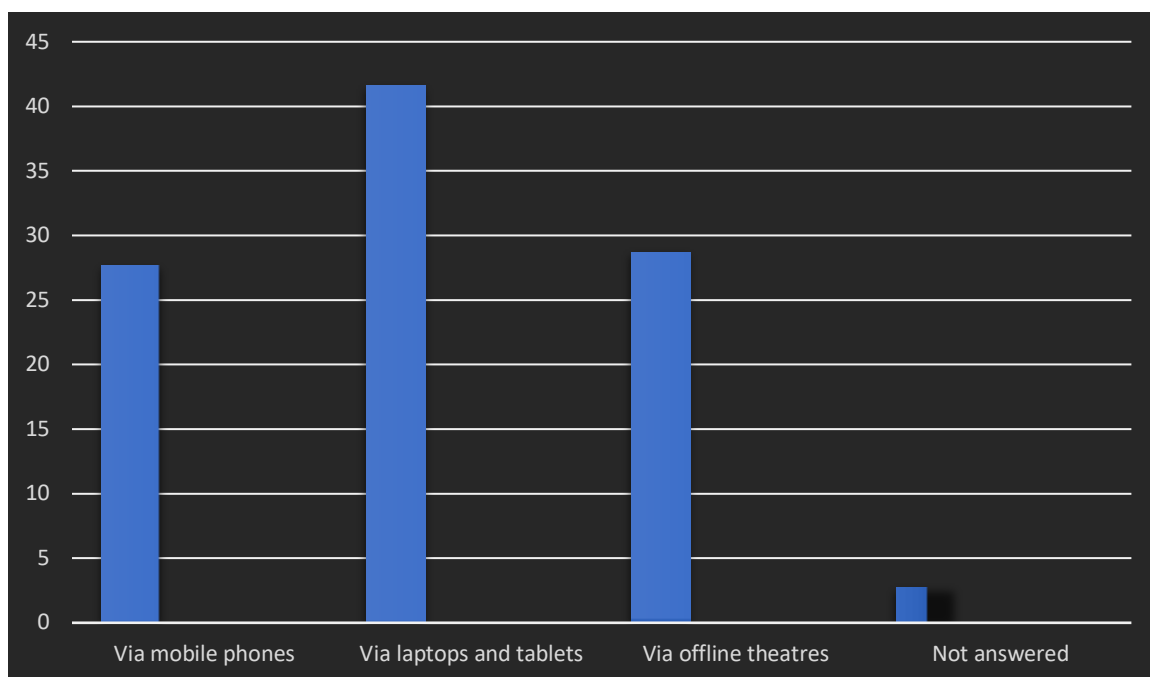
From the above table it is interpreted that platform prefer for watching online movies of you tube respondent are 13.9%,Amazon prime respondent are 45.3%,Netflix respondent are 33.3%,Zee5 respondent are 4.6%,Unanswered respondent are 2.8%.

Inference

Majority (45.3%) of the respondent Amazon prime platform prefer for watching online movies.

TABLE 4.1.17 How do you watch movies ?

S.no	Particular	Respond	Percentage
1	Via mobile phones	30	27.7
2	Via laptops and tablets	45	41.6
3	Via offline theatres	31	28.7
4	Not answered	3	2.7
TOTAL		108	100



Source: Primary data

Chart 4.1.17: How do you watch movies ?

Interpretation

From the above table it is interpreted that Via mobile phones respondent are 27.7%, Via laptops and tablets respondent are 41.6%, Via offline theatres respondent are 28.7%, Unanswered respondent are 2.7%.

Inference

Majority (41.6%) of the respondent Via laptops and tablets

CHAPTER-5

FINDINGS

1. Majority (53.7%) of the respondents are Male
2. Majority (40.7%) of the respondents in the age of 25-34
3. Majority (51.8%) of the respondents in the education qualification of Bachelor's degree
4. Majority (63%) of the respondents are Married.
5. Majority (37.9%) of the young upcoming artists recognised on a scale 4
6. Majority (57.4%) of the YES respondent are being dominated by other giant channel
7. Majority (73.1%) of the YES respondent watch low budget films
8. Majority (49.07%) of the respondent are from Rural area
9. Majority (64.8%) of the Content respondent preferred part in a commercial film
10. Majority (45.3%) of the most popular social networking site is Youtube
11. Majority (53.7%) of the respondent are Giant channels helping upcoming artist
12. Majority (52.7%) of the YES respondent think social media is a mandatory step to become an recognisable artist
13. Majority (42.5%) of the respondent spend on social networking sites during a typical day More than a hour.
14. Majority (36.1%) of the respondent Business and brands are Other than family and friends, who else do you include in your social networks
15. Majority (38.9%) of the respondent Socially unacceptable is your biggest concern of including a faculty member on your social network.
16. Majority (45.3%) of the respondent Amazon prime platform prefer for watching online movies
17. Majority (41.6%) of the respondent Via laptops and tablets

SUGGESTIONS

The social media plays an important role in dissemination information among the people in the study area. From the analysis, it is inferred that the sample respondents of different age categories, gender, educational qualification and occupations do not differ in their opinion on availability of information. In the case of monthly income, the respondents of different monthly income groups differ in their opinion in this regard. As far as the impact of social media on entertainment, business development and public awareness are concerned; there is no any difference in the opinion of the sample respondents regarding the impact. The following points were found in supporting to these views

- .The information necessary to the respondents are readily available or if there is no the required information, they can be easily accessible
- .Entertainment to a particular extent of time is must for everyone to relax form the current works. Sometimes many useful ideas are found from the entertainment news.
- The social media is much helpful to the business development is a matter of great concern. Exchanging of ideas, transactions are now become very easy.
- Public awareness is a notable impact of social media. The social media is an effective weapon in spreading awareness on the topical issues among the people. For example, mobilizing youths in large scale in the Marina beach in Chennai was due to usage of social media. The social media is much helpful to the business development is a matter of great concern. Exchanging of ideas, transactions are now become very easy.

CONCLUSION

- In the present century the globe is shrinking due to science and development. The emerging world is witnessing information revolution. The social media is now blended with every walk of our life. Cell phone is said to be sixth finger of every man.
- The social media in Tamil Nadu creates many impacts on various dimensions. The impact of social media on availing information, entertainment, business development and public awareness are the matters of great concern. At the same time, these social media should be used for constructive purposes not destructive purposes.
- The last two decades have witnessed a rapid transformation of traditional media into new media that includes computerized, digital, and networked information and communication technologies.
- Today, an increasing entertainment of social phenomena, ubiquitous data and computational process can be observed in many domains and context, including social media. There is a palpable shift from conventional media to new media.
- This shift has raised many concerns and discussions around the pros and cons of the new media, and other related issues.
- From one end, the respondents are of the opinion that they cannot even imagine a world without new media; and from the other end, there are many challenges posed by the new media. At this juncture, the only option left with is, the addressing of these challenges posed by the new media in a desired way, so that the maximum can be obtained out of the social media. Both service providers and the concerned competitive authorities at appropriate level should look into this matter, so as to provide a better new media environment to the audience.

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APPENDIX(QUESTIONNAIRE)

1. Gender

- Male
- Female
- Others

2. Age

- 18-24
- 25-34
- 35-44
- 45+

3. Educational qualification

- High school
- Bachelor's degree
- Master's degree

4. Martial status

- Married
- Unmarried

5. How well are young upcoming artists recognised on a large scale ?

- 1
- 2
- 3
- 4
- 5

6. Are you being dominated by other giant channels?

- Yes
- No

7. Do you think there is more attention towards OTT platforms?

8. More recognition to new genre and creative films ?
9. Do you watch low budget films ?
- Yes
 - No
10. Are online movies preferred by general audience ?
11. What is the preferred time duration for an online movie ?
12. Which centre audience are desperate towards OTT films ?
- Urban
 - Semi-urban
 - Rural
13. Your preferred part in a commercial film
- Content
 - Visuals
14. Today the most popular social networking site is
- Facebook
 - Line
 - Youtube
 - Twitter
15. How can the development of new online media improve communication between collaborating researchers on an international scale?
- Giant channels helping upcoming artists
 - Online media artists creating their own channel
16. Do you think social media is a mandatory step to become an recognisable artist?
- Yes
 - No
 - Maybe
17. How long do you spend on social networking sites during a typical day ?
- 10-40 minutes
 - More than an hour
 - 3+ hours
 - None

18. Other than family and friends, who else do you include in your social networks ?

- Celebrities
- Politicians
- Business and brands
- News agencies
- Universities

19. Which platform do you prefer for watching online movies?

- You tube
- Amazon prime
- Netflix
- Zee5

20. How do you watch movies ?

- Via mobile phones
- Via laptops and tablets
- Via offline theatres