

Growth of New Media in India: An Analytical Study in the Digital Media

Context

SHIVANI PANT , Assistant Professor, Department of Media & Mass Communication , Graphic Era Hill University, Dehradun Uttarakhand India 248002 ,

Abstract

The growth of new media in India has been exponential in recent years, particularly in the context of digital media. This analytical study aims to investigate the evolution of new media in India and its impact on the media landscape. The study examines the rise of digital media, including social media, news websites, and streaming platforms, and its impact on traditional media such as television, radio, and newspapers. The study also examines the challenges faced by new media, including issues of fake news, privacy, and government regulation. The study concludes with recommendations for the continued growth and development of new media in India.

Keywords-Digital Media, Social Networking, Newspapers

Introduction

With the rise of new media, India's media landscape has witnessed tremendous upheaval in recent years. New media, particularly digital media, has supplemented and even challenged established forms of media such as television, radio, and newspapers. Social networking, news websites, and streaming services are examples of digital media platforms that have grown commonplace in Indian society. The emergence of new media has changed the way people consume and engage with information, and it has had a significant influence on India's media business. Traditional media, which was previously the sole source of information for the general public, has been forced to adapt and compete with new media platforms. The emergence of new media has also brought new obstacles, such as the proliferation of false news and privacy and regulatory issues.

The purpose of this analytical research is to investigate the emergence of new media in India, particularly in the context of digital media. It seeks to investigate the influence of new media on traditional media, as well as the issues that new media faces in India. In addition, the research includes suggestions for the sustained growth and development of new media in India. The research has been carried out utilising a mixed-methods approach that includes both qualitative and quantitative data. Interviews with major players in the media sector, such as journalists, media executives, and academics, It is used to acquire qualitative data. A poll of the general population has been used to acquire quantitative data, with the goal of gauging their media consumption patterns and opinions towards new media.

This study highlights on India's shifting media environment and its influence on society. The research contributes to the scholarly literature on new media and give suggestions to policymakers and media practitioners on how to handle the problems and possibilities that new media present. To summarise, the emergence of new media in India, particularly digital media, has had a significant influence on the media business and society as a whole. This research gives important insights into the emergence of new media in India, its influence on traditional media, and the difficulties and possibilities it brings. In addition, the research will include suggestions for the sustained growth and development of new media in India.

Literature Review

In recent years, the rise of new media in India has been exponential, particularly in the context of digital media. Technological improvements and shifts in consumer behaviour have fueled the evolution of India's media environment. The purpose of this literature study is to investigate the emergence of new media in India and its influence on the media business. The phrase "new media" refers to emerging digital media channels in recent years. Social networking, news websites, and streaming services are examples of these platforms. The spread of mobile devices and the internet has contributed to the emergence of new media in India. The Internet and Mobile Association of India (IAMAI) predicts that the number of internet users in India will reach 850 million by 2025, up from 560 million in 2018.

Its expansion has been fueled by the rising availability of low-cost cell phones and internet services. In India, social media has emerged as one of the most popular types of new media. According to Statista, India has the most Facebook users in the world, with over 320 million members. WhatsApp, Instagram, and Twitter are other prominent social media sites in India. The proliferation of social media has altered how individuals receive and exchange information. Social media platforms have evolved into a source of news and information as well as a venue for social and political debate.

In India, news websites have also evolved as a prominent form of new media. According to a Reuters Center for the Study of Journalism analysis, digital news consumption in India has increased by 30% in the last year. According to the research, the majority of Indians now get their news online, with news websites and social media being the most popular outlets. The expansion of news websites has upset the conventional media sector, with many newspapers and television stations now competing for audience share with digital platforms. Streaming services like Netflix and Amazon Prime Video have grown in popularity in India. The rise of streaming services has upended the conventional television business, with many consumers increasingly preferring to view material on mobile devices rather than television.

The advent of new media in India has had a huge influence on conventional media. Traditional media, which was previously the sole source of information for the general public, has been forced to adapt and compete with new media platforms. Newspapers, for example, have had to build digital platforms in order to compete with streaming services, while television networks have had to boost their online presence in order to compete. The rise of new media has also resulted in a drop in conventional media consumption.

The expansion of new media in India has brought a number of issues, notably in terms of regulation. The proliferation of fake news and disinformation is one of the key difficulties that new media faces. Social media sites have been chastised for their involvement in the propagation of misinformation and propaganda. The dissemination of misleading information on social media has increased community tensions as well as political polarisation. To prevent the spread of fake

news and disinformation on digital media, the Indian government has enacted legislation. In 2018, the government enacted new guidelines requiring social media sites to delete anything deemed objectionable or in violation of Indian laws within 24 hours of receiving a complaint (Ministry of Electronics and Information Technology, 2018). In order to combat the spread of fake news, the government has also issued instructions for social media sites to check users' identities.

Another difficulty confronting India's new media is the question of privacy. Individuals' privacy has been jeopardised as a result of digital platforms' gathering and usage of personal data. The Cambridge Analytica affair, which involves the unauthorised collection of data from Facebook users, emphasised the need for improved privacy laws in India. The government introduced the Personal Data Protection Law in response to these concerns. The law establishes a framework for both government and commercial institutions to gather, store, and process personal data. The measure also includes requirements to safeguard sensitive personal data, such as financial and health information. Another obstacle that India's emerging media faces is the topic of net neutrality. The notion of net neutrality states that all internet traffic should be handled similarly, without prejudice or favouritism. The Telecom Regulatory Authority of India (TRAI) announced new laws in 2018 that made it illegal for internet service providers to charge different rates for various types of internet traffic. The restrictions were designed to ensure that all internet traffic is treated fairly, without bias or favouritism.

Technological improvements and shifts in consumer behaviour have fueled the emergence of new media in India. With the growth of social media, news websites, and streaming services, people's consumption and sharing of information has changed. Yet, the rise of new media has brought with it a number of new issues, notably in the areas of regulation and privacy. The Indian government has enacted legislation to fight the spread of fake news and disinformation, as well as to safeguard individuals' privacy. The TRAI has also drafted regulations to address the problem of net neutrality. As more individuals acquire access to the internet and mobile devices, the expansion of new media in India is projected to continue.

Objective

1. To explore the factors of growth of new media in India
2. To ascertain the influence of new media in India

Methodology

In the present study 247 people were surveyed to know the factors of new media growth in India. A structured questionnaire was prepared and with its help the survey was conducted. A sampling method named convenient sampling method was chosen to collect the primary data. After the completion of fieldwork, the collected data was inspected and calculated by mean and t-test.

Findings

Table 1 below is sharing the respondent's general details in which it is found that in total 247 respondents males are 52.7% and females are 47.3%. 25.6% are of 21 – 27 years old, another 32.4% are 27 – 34 years of age, 21.7 % are of 35 – 40 years old and remaining 20.3% are above 40 years of age. Talking about their education level, 24.4% of the respondents have done diploma, 31.5% have done bachelors, 25.5% have done masters and remaining 18.6% have done doctorate. Talking about their working experience, 25.1% have 0 – 2 years of experience, 29.9% have 2 – 5 years of experience, 23.5% have 5 – 10 years of experience and rest 21.5% have 10+ years of experience.

Table 1 General Details

Variables	Respondents	Percentage
Gender		
Male	130	52.7
Female	117	47.3
Total	247	100
Age (years)		
21 – 27	63	25.6

28 – 34	80	32.4
35 – 40	54	21.7
Above 40	50	20.3
Total	247	100
Education Level		
Diploma	60	24.4
Bachelor	78	31.5
Masters	63	25.5
Doctorate	46	18.6
Total	247	100
Working Experience		
0 – 2 years	62	25.1
2 – 5 years	74	29.9
5 – 10 years	58	23.5
10 years above	53	21.5
Total	247	100

Table 2 Factors of New Media Growth in India

S. No.	Statements	Mean Value	t value	Sig.
1.	New media is less costly than conventional media as we have to pay very less for the advertisements	4.31	16.862	0.000
2.	New media is more collective than conventional media as new media sources like social media allows for straight connection between business and consumer	4.16	15.026	0.000

3.	New media is more of data driven media where it is very easy to get exact analysis of media reach among viewers	4.26	16.581	0.000
4.	New media sources like social media allows to build a great trust among consumers and helps to promote effective word of mouth advertising	3.25	3.223	0.001
5.	In new media the results are received in actual time which grants you to make quick revisions in order to have maximum reach and effectiveness	3.98	12.843	0.000
6.	With the help of new media, we can reach globally in a fraction of the cost	4.23	15.848	0.000
7.	New media allows to have your choice of audience as it is highly targeted	4.07	13.917	0.000
8.	New media has the power to go viral and reach millions of people in very less time, which helps in boosting your integrity	4.18	15.416	0.000
9.	People connect more with new media versus conventional media as people often spend more time over their smart phones rather than TVs	4.22	15.747	0.000
10.	New media can be comfortably personalized as per the requirements of the business	3.87	11.426	0.000

Table 2 above is showing the factors of growth of new media in India. The respondent says that new media is less costly than conventional media as we have to pay very less for the advertisements with mean value 4.31, new media is more of data driven media where it is very easy to get exact analysis of media reach among viewers with mean value 4.26 and with the help of new media, we can reach globally in a fraction of the cost with mean value 4.23. The respondents also says that people connect more with new media versus conventional media as people often spend more time over their smart phones rather than TVs with mean value 4.22, new media has the power to go viral and reach millions of people in very less time, which helps

in boosting your integrity with mean value 4.18 and new media is more collective than conventional media as new media sources like social media allows for straight connection between business and consumer with mean value 4.16. The respondent also says that new media allows to have your choice of audience as it is highly targeted with mean value 4.07, in new media the results are received in actual time which grants you to make quick revisions in order to have maximum reach and effectiveness with mean value 3.98, new media can be comfortably personalized as per the requirements of the business with mean value 3.87 and new media sources like social media allows to build a great trust among consumers and helps to promote effective word of mouth advertising with mean value 3.25. Further t-test shows that all the statements are significant (with the value below 0.05).

Conclusion

Changes in consumer behaviour and technology improvements have fueled the expansion of new media in India. The way individuals consume and exchange information has changed as a result of social media, news websites, and streaming services. People now have a platform to express their thoughts, exchange ideas, and interact with one another in ways that were not possible with conventional media thanks to the rise of new media. The development of new media has, however, also brought forth a number of difficulties, notably in the field of regulation. Political polarisation and a surge in intergroup conflict are results of the proliferation of false information and fake news on social media platforms. To stop the spread of false information on digital platforms, the Indian government has put restrictions in place. Nevertheless, conventional media and how people consume information have both been significantly impacted by the advent of new media in India. It will be interesting to watch how the sector develops and responds to upcoming difficulties and changes.

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