

**SOCIAL MEDIA USE BY RURAL YOUTH :
A CASE STUDY OF VILLAGE ABBUWAL**

Project Report

**Submitted to the Punjab Agricultural University
in partial fulfillment of the requirements
for the degree of**

**MASTER OF JOURNALISM AND MASS COMMUNICATION
(Minor Subject: Sociology)**

By

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LUDHIANA-141004**

2018

CERTIFICATE-I

This is to certify that the project report entitled, “**Social media use by rural youth: A case study of village Abbuwal**” submitted for the degree of **MJMC**, in the subject of **Journalism** (Minor Subject: **Sociology**) of Punjab Agricultural University, Ludhiana, is a research work carried out by **Arun Kumar (L-2015-BS-251-M)** under my supervision and that no part of this project report has been submitted for any other degree.

The assistance and help received during the course of investigation have been fully acknowledged.

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ACKNOWLEDGEMENT

*First and foremost, I bow my head before the Almighty for His blessings that He has showered upon me. I would like to pay my sincere gratitude to my **Major Advisor, Dr Sheetal Thapar**, Professor of Journalism, for the continuous support and help in my study and research, also, for her patience, inspiration, enthusiasm and immense knowledge. Her direction helped me during my whole research and writing of this thesis.*

*Besides my major advisor, I would like to thank the rest of my advisory committee, **Dr Sarabjeet Singh**, Professor of Journalism, Department of Agricultural Journalism, Languages and Culture, **Dr Gagandeep Banga**, Professor of Management, School of Business Studies and **Dr Simran Kang Sidhu**, Professor of Sociology, Department of Economics and Sociology.*

I would like to thank my parents for their unconditional support, both economically and emotionally all through my degree. I would not have reached my goals without their much needed motivation.

I heartily thank my fellow mates, my seniors, my juniors and all my friends for their valuable support and help in completion of the project.

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Place: Ludhiana

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Title of Project Report : Social media use by rural youth: A case study of village Abbuwal

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Degree to be Awarded : Master of Journalism and Mass
Communication

Year of award of Degree : 2018

Total pages in Project Report : 54 + Appendices + VITA

Name of University : Punjab Agricultural University, Ludhiana-
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Abstract

The present study was carried out to assess the awareness of youth, using social media, especially for political and agricultural news. Responses from a total of 100 youth (Men) in village Abbuwal were analysed. Male youth were randomly chosen, because of agriculture profession that is mostly adopted by the males. The first section of demographic profile of the respondents included 7 questions. Second section with 34 questions included queries on mobile, PC or laptop and social media using pattern. While, third was the reasons for using social media apps and sites, which included 9 questions. From the results, it was noted that almost every youth has a smartphone and there is a big effect of 4G services in village. Most of the youth use social media on their mobile phone. For information and knowledge area, responses were good. Most of the youth were using it for information regarding work. For watching videos, listening to music the responses were on medium level and information on studies had poor response. Social network was playing an important role in friendship and many of the youth were using it, because it was used by their friends. But, number of youth picking social issues on social media was not enough. Social media is affecting regular life a lot as youth use it upto 2-3 hours in a day. However, they have some interest in political and especially in agricultural news.

Keywords: Social media, Youth, Smartphone, Agricultural News.

Signature of Major Advisor

Signature of the Student

ਖੋਜ ਰਿਪੋਰਟ ਦਾ ਸਿਰਲੇਖ	: ਦਿਹਾਤੀ ਨੌਜਵਾਨਾਂ ਦੁਆਰਾ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ: ਪਿੰਡ ਅੱਬੂਵਾਲ ਦਾ ਇੱਕ ਕੇਸ ਅਧਿਐਨ
ਵਿਦਿਆਰਥੀ ਦਾ ਨਾਮ ਅਤੇ ਦਾਖਲਾ ਨੰ.	: ਅਰੁਣ ਕੁਮਾਰ (ਐਲ-2015-ਬੀ.ਐਸ-251-ਐਮ)
ਮੁੱਖ ਵਿਸ਼ਾ	: ਪੱਤਰਕਾਰੀ
ਉਪ ਵਿਸ਼ਾ	: ਸਮਾਜ ਸ਼ਾਸਤਰ
ਮੁੱਖ ਸਲਾਹਕਾਰ ਦਾ ਨਾਮ ਅਤੇ ਅਹੁਦਾ	: ਡਾ. ਸ਼ੀਤਲ ਥਾਪਰ ਪ੍ਰੋਫੈਸਰ
ਮਿਲਣ ਵਾਲੀ ਡਿਗਰੀ	: ਐਮਜੇਐਮਸੀ
ਡਿਗਰੀ ਮਿਲਣ ਦਾ ਸਾਲ	: 2018
ਖੋਜ ਰਿਪੋਰਟ ਦੇ ਕੁੱਲ ਪੰਨੇ	: 54 + ਅੰਤਿਕਾਵਾਂ + ਵੀਟਾ
ਯੂਨੀਵਰਸਿਟੀ ਦਾ ਨਾਮ	: ਪੰਜਾਬ ਖੇਤੀਬਾੜੀ ਯੂਨੀਵਰਸਿਟੀ, ਲੁਧਿਆਣਾ-141004, ਪੰਜਾਬ, ਭਾਰਤ।

ਸਾਰ-ਅੰਸ਼

ਇਸ ਅਧਿਐਨ ਦਾ ਉਦੇਸ਼ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਕਰਨ ਵਾਲੇ ਨੌਜਵਾਨਾਂ ਵਿੱਚ ਜਾਗਰੂਕਤਾ, ਖਾਸ ਕਰਕੇ ਸਿਆਸਤ ਤੇ ਖੇਤੀਬਾੜੀ ਨਾਲ ਸੰਬੰਧਤ ਖਬਰਾਂ, ਬਾਰੇ ਮੁਲਾਂਕਣ ਕਰਨਾ ਸੀ। ਪਿੰਡ ਅੱਬੂਵਾਲ ਦੇ ਕੁੱਲ 100 ਨੌਜਵਾਨਾਂ (ਪੁਰਸ਼ਾਂ) ਦੇ ਜਵਾਬਾਂ ਦਾ ਵਿਸ਼ਲੇਸ਼ਣ ਕੀਤਾ ਗਿਆ। ਨੌਜਵਾਨਾਂ 'ਤੇ ਅਧਿਐਨ ਕੀਤੇ ਜਾਣ ਦਾ ਪ੍ਰਮੁੱਖ ਕਾਰਨ ਜ਼ਿਆਦਾਤਰ ਪੁਰਸ਼ਾਂ ਵੱਲੋਂ ਹੀ ਖੇਤੀਬਾੜੀ ਦਾ ਕਿੱਤਾ ਅਪਣਾਉਣਾ ਸੀ। ਉਤਰਦਾਤਾਵਾਂ ਦੀ ਜਨ ਅੰਕੜਾ ਪ੍ਰੋਫਾਈਲ ਨਾਲ ਸੰਬੰਧਤ ਪਹਿਲੇ ਪੜਾਅ 'ਚ 7 ਸਵਾਲ ਸਨ। ਦੂਜੇ ਪੜਾਅ ਦੇ 34 ਸਵਾਲ ਮੋਬਾਇਲ, ਪਰਸਨਲ ਕੰਪਿਊਟਰ (ਪੀਸੀ) ਜਾਂ ਲੈਪਟਾਪ ਅਤੇ ਸੋਸ਼ਲ ਮੀਡੀਆ ਇਸਤੇਮਾਲ ਕਰਨ ਦੇ ਤਰੀਕਿਆਂ ਉੱਪਰ ਅਧਾਰਿਤ ਸਨ। ਜਦਕਿ ਤੀਜੇ ਪੜਾਅ 'ਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਜ਼ ਤੇ ਸਾਈਟਾਂ ਦੀ ਵਰਤੋਂ ਕਰਨ ਲਈ ਕਾਰਨਾਂ ਬਾਰੇ ਪੁੱਛੇ ਗਏ 9 ਸਵਾਲ ਸਨ। ਨਤੀਜਿਆਂ ਤੋਂ ਸਪੱਸ਼ਟ ਹੋਇਆ ਕਿ ਲਗਭਗ ਹਰੇਕ ਨੌਜਵਾਨ ਕੋਲ ਇਕ ਸਮਾਰਟਫੋਨ ਹੈ ਅਤੇ ਪਿੰਡ 'ਚ 4ਜੀ ਸੇਵਾਵਾਂ ਦਾ ਚੋਖਾ ਪ੍ਰਭਾਵ ਹੈ। ਜ਼ਿਆਦਾਤਰ ਨੌਜਵਾਨ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦਾ ਆਪਣੇ ਮੋਬਾਇਲ ਫੋਨ ਉੱਪਰ ਇਸਤੇਮਾਲ ਕਰਦੇ ਹਨ। ਜਾਣਕਾਰੀ ਤੇ ਗਿਆਨ ਵਜੋਂ ਇਸਦੇ ਇਸਤੇਮਾਲ ਨੂੰ ਉਨ੍ਹਾਂ ਦੇ ਜਵਾਬ ਵਧੀਆ ਸਨ। ਜ਼ਿਆਦਾਤਰ ਨੌਜਵਾਨ ਇਸਦਾ ਇਸਤੇਮਾਲ ਕੰਮ ਸਬੰਧੀ ਜਾਣਕਾਰੀ ਹਾਸਿਲ ਲੈਣ ਲਈ ਕਰ ਰਹੇ ਸਨ। ਵੀਡੀਓ ਦੇਖਣ, ਗਾਣੇ ਸੁਣਨ ਲਈ ਪ੍ਰਤੀਕ੍ਰਿਆਵਾਂ ਮੀਡੀਅਮ ਸਟੇਜ 'ਤੇ ਸਨ; ਅਤੇ ਪੜ੍ਹਾਈ ਸਬੰਧੀ ਜਾਣਕਾਰੀ ਲਈ ਪ੍ਰਤੀਕ੍ਰਿਆ ਮਾੜੀ ਸੀ। ਸੋਸ਼ਲ ਨੇਟਵਰਕ ਮਿੱਤਰਤਾ ਇਕ ਮਹੱਤਵਪੂਰਨ ਰੋਲ ਨਿਭਾਅ ਰਹੀ ਸੀ ਅਤੇ ਜ਼ਿਆਦਾਤਰ ਨੌਜਵਾਨ ਇਸਦਾ ਸਿਰਫ ਇਸੇ ਲਈ ਇਸਤੇਮਾਲ ਕਰ ਰਹੇ ਸਨ, ਕਿਉਂਕਿ ਉਨ੍ਹਾਂ ਦੇ ਦੋਸਤ ਇਸਨੂੰ ਵਰਤਦੇ ਹਨ। ਲੇਕਿਨ ਨੌਜਵਾਨਾਂ ਵਿੱਚ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਸਮਾਜਿਕ ਮੁੱਦੇ ਚੁੱਕਣ ਦਾ ਕਾਰਜ ਜ਼ਿਆਦਾ ਨਹੀਂ ਸੀ। ਸੋਸ਼ਲ ਮੀਡੀਆ ਨੌਜਵਾਨਾਂ ਦੀ ਆਮ ਜ਼ਿੰਦਗੀ 'ਤੇ ਬਹੁਤ ਪ੍ਰਭਾਵ ਪਾ ਰਿਹਾ ਹੈ, ਕਿਉਂਕਿ ਨੌਜਵਾਨ ਇਸਨੂੰ ਇਕ ਦਿਨ 'ਚ ਘੱਟੋ ਘੱਟ 2 ਤੋਂ 3 ਘੰਟੇ ਵਰਤਦੇ ਹਨ। ਜਦਕਿ ਉਨ੍ਹਾਂ ਦੀ ਸਿਆਸਤ ਤੇ ਖੇਤੀਬਾੜੀ ਨਾਲ ਸੰਬੰਧਤ ਖਬਰਾਂ 'ਚ ਵੀ ਕੁਝ ਰੁਚੀ ਹੈ।

ਮੁੱਖ ਸ਼ਬਦ : ਸੋਸ਼ਲ ਮੀਡੀਆ, ਯੂਥ, ਸਮਾਰਟਫੋਨ, ਖੇਤੀਬਾੜੀ ਖਬਰਾਂ

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CHAPTER-I

INTRODUCTION

About seven decades have passed since India got Independence from British Rule. A lot of technological changes have occurred during this period. Now, people don't need to wait for many days to get answer for their letters, even letters are usually left for official purposes. People prefer to call the desired person directly on his/her cell phone. In the wake of aggressive pricing due to market competition, the call and data rates have plummeted, Reliance JIO being the newest entrant. Many companies, including government sector BSNL, have very attractive plans. One just needs to have a 4G enabled smart phone and the world of information is easily accessible.

However, these tall claims and technological advancements face the question that, where do Indian villages lie in this scheme of things? Recently, demonetization announced by the Central Government has posed major issues in rural areas. The Govt. has launched many big schemes like Pradhan Mantri Jan Dhan Yojna, prior to this.

Diversity, be it social or economic or communal or lingual or geographical, is intrinsic to Indian democracy. Govt. launches many schemes from time to time to serve and create facilities for people living in rural areas. At present, some big schemes are Pradhan Mantri Gram Sadak Yojna, Swarnjayanti Gram Swarozgar Yojna, Indira Awas Yojna, Mahatma Gandhi National Rural Employment Guarantee Act- 2005, National Social Assistance Programme, etc.

With so many schemes for rural welfare notwithstanding, the news of farmers committing suicide is not uncommon.

Though the Govt. has established up to senior secondary level schools in villages, yet the question remains that why the people are not getting informed about Govt. policies and why is newspaper readership not high in villages.

Even though the cable TV and Direct to Home (DTH) services are now available in rural areas, yet rural news coverage is not sufficient.

It is said that India lives in villages, but the irony is that information consumption is not in consonance with the density of population in rural areas.

Information Technology has engulfed India far and wide. DTH is also a part of the latest technologies, it is connected through satellite signals. Mobiles have made inroads in rural areas. According to National Sample Survey Office (NSSO), rural India spends 25.33

percent (Mail Today, 2016) on mobile services that is coming closer to the figure for the urban at 26.33 percent.

After emergence of 4G services, mobile companies believe that the rural areas are a big market for their success. After launching of JIO and arriving of new mobile phone players, the rates of a 4G mobile have fallen.

The Govt. of India has also launched Apps under Department of Electronics and Information Technology, Ministry of Communication and Information Technology, that are e-Man, NCC Automation & Online Cadet Management System, Col lab CAD : Collaborative Computer Aided Design, Col-lab CAD EXP HR, mRWS, CollabDDS: Collaborative Digital Diagnosis System, OFRIS, ePDS, National Scholarships Portal, e-Counseling, Online Hotels Reservation System – OHRS, Pariksha – Paperless Recruitment for Intelligent, Knowledgeable, Skilled and Highly deserving candidates, eVisitor, Vahan, NIC Collaborative Sheets, Mobile eDistrict, Browser JSGuard, MeghShikshak-a SaaS based e-learning Framework, Cloud Post, Pay Online, Aadhar Based Distribution System (ABDS), E-Aadhar System, Demo Application for Aadhar Authentication and electronic Know Your Customer (e-KYC), eTaal, ISCII to Unicode Converter (e-Gov APP Store).

As on today, rural India is on its way to the latest mobile network technology with Apps like, myGov, which is the core of all Central Miniseries and associated organizations. To provide better services to the people, Indian Railways Tourism and Catering Corporation's App, IRTC Connect, provides train tickets booking/cancellation on smart phone and RTI India App is best for the RTI activity, for those who want to get information while sitting miles away from the Govt. Office.

A big part of the India's population living in rural areas consists of the youth; these youth mostly have access to upgraded mobile technology. The usage of Social Media has also increased. As mentioned above, the Govt. of India apps, Govt. of Punjab and other states are now online. Govt. of Punjab is providing many services like Citizen Login, Tender and Notices, Government login (for Govt. Authorities), Government E-mail, Right to Service Commission, Login for IWDMS e-Services, Right to Information, Grievances, PGRC, Circuit House, Visitor Pass, RTS Appeal, PAN registration, etc.

Like Governments, Election Commission of India is also providing Vote Registration, Amendment and other services on Internet. Recently, an App iVote, have been launched by ECI, especially to facilitate the voters of Punjab, who can locate their respective

booth, see candidate's affidavit, browse reference copy of Model Code of Conduct and also have a copy of complaint.

According to IMAI-IMRB report on rural India, 25 million people use Internet to access social networking sites Twitter and Facebook, and the use of social media has increased by 100 percent in the past year. Social media have 143 million users (The Hindu, 2015).

As per a survey report from December 2014 to December 2015, rural mobile internet users have grown by 93 percent that is only nine percent of the year. As per the report jointly released by Internet and Mobile Association of India and consultancy firm, IMRB, "India hit 306 million mobile internet users in December 2015 growing at an overall 77% from 2014, the report projects 371 million mobile internet users for the country by June 2016." (The Times of India, 2016)

Like these reports, a report of Mobile Internet in India 2015 based on surveys of 35 cities and towns shows differences between the behaviors of urban and rural users. As per the report, 80 percent of 219 million are urban mobile internet users. 30 percent of these users have priority for entertainment and, among rural people, 52 percent have the same reason for using internet. Communication and social networking come at 37 and 39 percent respectively. As the mobile internet spends of an average monthly bill has increased, it has reached to 64 percent in 2015 from 54 percent in 2014. (The Medianama report, 2016)

In Goldman Sachs report, analysts Rishi Jhunjhunwala, Venkat Surapaneni and Piyush Mubayi wrote, "Higher growth in this space is due to the higher-than-expected internet and smart phone penetration, digital wallet adoption, last-mile logistics investments, continued discounting and better execution." (Economic Times, 2015 article)

As numbers of youth are higher and big population is living in rural areas, and, after the arrival of smart phones and 3G and 4G, the use of Social Media has increased significantly.

Rural economy is mostly based on agriculture. Punjab is known to be the food bowl of India. Punjab Agricultural University, Ludhiana has played a big role in this success story and is working continuously to solve issues faced by farming community in agriculture production as well in crisis situations like white fly attack on cotton. Social media usage pattern among the rural youth can help the state in general and PAU in particular to fine-tune agricultural development programmes.

With the increase of usage of internet in rural India, it is important to know that how many people are using social media for the purpose of agriculture. Therefore, the objectives of the study are:

1. To analyze the social media usage pattern of the rural youth of village.
2. To ascertain the reasons for using social media by the respondents.

CHAPTER-II

REVIEW OF LITERATURE

In order to meet the objectives of the study, literature related to the Social Media usage needed to be reviewed. Social Media has affected the world in many ways and the underlined literature review shows the same:-

Shoemaker and Reese (1996) in their book “Mediating the Message - Theories of Influence of Mass Media Content” give example of conflicting reports about the US President Clinton and Mrs. Clinton’s busy schedule because of Chelsea that raised many questions from the society. By giving "real-life" media examples of the theoretical concepts and the addition of many new scholarly studies in this area of research, they follow emphasis on questions about why mass media content is the way it is.

Herman and Chomsky (2002) in their book “Manufacturing Consent: The Political Economy of the Mass Media” concentrate on the growth of the PR industry. Chomsky’s Propaganda model of the West is a brilliant explanation of how it is simply an emergent property of free markets. It was first published in 1988. This book reads like a Chomsky book as explained by the authors. Manufacturing Consent remains an important work for pointing out many circumstances of media bias along with societal constraint during the turbulent times of the 1960s, 70s and 80s. The book shows, how the rise of internet has cracked corporate media’s grip when the vast majority of news consumed around the world is produced by corporate media.

Wiesinger (2007) in his book “The importance of social capital in rural development, networking and decision-making in rural areas” has underlined the importance of social capital to understand poor economic performance and unfavourable climatic conditions. According to the study, economic term by unfavourable conditions and by missing resources or support is not clearly linked and it does not apply in all regions. Particularly in remote rural areas, the concept of social capital could lead to a better understanding of these patterns. The role of social capital could be demonstrated by means of a model connecting, through rural development, multifunctionality, local governance and environmental perception and national policies.

Williams and Durrance (2008) in their study “Social Networks and Social Capital: Rethinking Theory in Community Informatics” analyzed conceptual frameworks for social transformation based on two questions - does community technology shape social networks/social capital as this issue represents the social engineering of that community or do

social networks/social capital shape community technology as it represents the historical community, the continuity.

Gray (2009) in her book “Out in the country- Youth, Media, and Queer Visibility in Rural America” talks about the challenges of queer politics and media studies. More ambitious than simply documenting a neglected population, her focus is rural queer youth, who do this work admirably. What is more impressive is how she uses her topic to unpack what Jack Halberstam calls the 'metro normativity' of queer scholarship and its implications for politics of visibility.

Marcheva (2010) in her study “The Real Political Power of the Internet: Facebook, a Possible New Hub of European Elections?” has analyzed the changes in political communication during the 20th century, increasing dependence on media in campaign, and how media fulfills a filter function between political actors and the public. She also covers paid TV advertising. Her aims were to analyze, the framework of the 2009 European Elections, and to know collective representation of the Self and the Nation, as well as the cultural specific practices. She explored the role of Facebook in the virtual landscape concerning the European Elections and future of European governance with respect to the role that internet plays in imagining and mobilizing new types of citizen’s communities. She reached the conclusion that the political parties, in a majority, possess a Facebook page-a group, in which, citizens and fans are actively participating with critics; they also give their valuable advice and support. Not only Political Parties, but citizens also used Facebook as a tool to show various European Community’s issues.

Glynn *et al*, Huge ME and Hoffman LH (2011) in their book "All the news that's fit to post: A profile of news use on social networking sites" found that news have a small space in social networking sites. They talk about certain key variables like gender and life satisfaction that have a significant impact on this issue. According to their study, Facebook and other social networking sites are altering the way individuals communicate. These online environments allow users to keep up with friends, network with colleagues, and share their personal views and observations with others.

Goodman (2011) in her book "Social Media: The Use of Facebook and Twitter to Impact Political Unrest in the Middle East through the Power of Collaboration" has analyzed the relationship between social media and political change in the Middle East. She analyzed Social Media on different aspects and has recommended the use of vast platforms to get additional information regarding collaboration of social media. This research covers particularly Middle East to generate political change.

Hamilton (2011) in her study "Use of Social Media in Presidential Campaigns: Do Social Media Have an Effect on the Political Behaviour of Voters Aged 18-24?" has talked about election cycles in the United States and the use of social media by presidential candidates. This study examines whether campaigns that are more "social media savvy" will garner more votes. It covers people aged between 18-24 years. In this way, by analyzing social media tactics of the 2004 and 2008 presidential elections and surveying voters in the age range of 18-24 years, the analyst reached at the conclusion that there was no relationship between social media use and young voter participation. It also covers likelihood of voting for Democratic candidates. However, there was a relationship between social media usage and likelihood of voting for Republican candidates and participants were less likely to give their vote for the Republican candidate.

Iskander (2011) in her study "Connecting the national and the virtual: can Facebook activism remain relevant after Egypt's January 25 uprising?" has analyzed the connection between social media and popular uprisings in the context of recent social and political trends in Egypt, about the factors connected with the revolution of January 25, 2011; how the social media can contribute to building a new political culture to support the revolution that led to the resignation of President Mubarak. Facebook and Twitter users had a role in preparing the debates and networks that facilitated the organization of protests. Social media were then able to provide the medium and the tools for some to express their reactions to the incident. Just after the resignation of Mubarak, Wael Ghoneim appeared on the CNN and thanked Facebook. The study dilates upon, how the Facebook was created, why it has flourished, and what's the next target. It presented the most complete assessment anywhere of Facebook's founder and CEO Mark Zuckerberg. It narrates, how a nineteen-year-old Harvard student created a company that has transformed the internet. This company has changed social life in many countries of the world.

Newbold and Campos (2011) in their study "Media and Social Media in Public Health Messages: A Systematic Review" target efficacy and efficiency of traditional media campaigns using Twitter or Facebook like stages in health messaging. Traditional media campaigns are used widely in public health for a wide variety of objectives.

Kirkpatrick (2011) in his book "The Facebook Effect: The Inside Story of the Company That Is Connecting the World" was an inside story of Facebook and its revolution in the world. How, within a period of half a decade, Facebook has reached to almost 500 million users. It is one of the fastest growing companies with an essential part of the social life. Facebook has not only affected the social life of teenagers, but hundreds of millions of

adults in all over the world. The author had got full cooperation of Facebook's key executives in researching this fascinating history of the company.

Giaccardi (2012) in her book "Heritage and Social Media: Understanding Heritage in a Participatory Culture" has given an idea of 'participatory culture'. This book examines how the social media can encounters with heritage on the socially produced meanings and values that individuals and communities ascribe to it. The author shows the social practice, the new ways of understanding and experiencing heritage that are emerging as a result of novel social practices of collection and representation. They are communication, enabled and promoted by social media. The author explored, how peer-to-peer activities such as information and media sharing are rapidly gaining momentum in the presence of widely available social technologies.

Gnanasambandam *et al* (2012) in their report "Online and upcoming: The internet's impact on India", had examined the impact of the internet on India. They had focused on the internet affect on Indian economy, and its potential to do so in future. This was an independent report by Mckinsey & Company, and the sources of this report were Mckinsey's Technology, Media, and Telecom Practice; Information from academic and public sources; research conducted with Google; and work from the Mckinsey Global Institute. According to this report, 1 billion internet users in 30 aspiring countries were half of the global wise total of internet users. And, as per India, there were 120 million internet users. This figure set their base as the third largest internet user country in the world. Across seven aspiring countries, the average number of internet users for every 100 persons was 34 and in comparison with India this stage was 10. Like this, in broadband connectivity, among 7 aspiring countries, India was on 1st rank. India has 1.9% average contribution of the internet in its GDP, against 3.4% for developed countries. 1.6% contribution of the internet to India's GDP amounts to \$30 billion. As an estimate, in India, there was average \$9 billion consumer surplus associated with internet usage, against \$12 billion of seven countries.

Joseph (2012) in her book "Social Media, Political Change, and Human Rights" analyzes role of social media in term of political change of Arab Spring. She finds out that despite the apparent contributions of social media to the seismic events of the Arab Spring, Malcolm Gladwell remains an unrepentant sceptic. He has stated that twitter revolution enthusiasts like Shirky must show "that in the absence of social media, [the] uprisings would not have been possible." Gladwell, however, asks for the impossible; after all, one cannot prove the counterfactual.

Cohen and Kahne (2012) in their book "New Media and Youth Political Action" talk about the political awareness among youth because of their participation in Social Media. Participatory politics affect a change through its large audience reach out that in turn helps in shaping an agenda of a political scenario. Participatory politics allow individuals to operate with greater independence in the political realm, facilitates a renegotiation of a political power, provide greater creativity and voice, and mobilize others through their social networks. These are peer based, interactive, and non-hierarchical.

Bolton *et al* (2013) in his study "Understanding Generation Y and their use of social media: a review and research agenda" analyzed role of Y generation in respect of social media usage. His study is based on generation Y's use of social media and assessment of the implications for individuals, firms and society. But his paper concludes by outlining a research agenda to address unanswered questions about generation Y's use of social media. According to his study, generation Y's social media is changing the marketplace, the workplace and society that will ultimately lead to new business models, processes and products going beyond his examples. He discusses many questions about how Gen Y's use of social media will influence individual, firm and societal outcomes in different contexts.

Ruddock (2013) in his book "Youth and Media" has analyzed the media effects on young people, while finding answers for his questions as to how advertising is to blame for binge drinking; how films and video games inspire school shootings? He finds out that the role of media is increasing in our personal lives day-by-day. He discusses how and why youth media studies matter, how it should be studied, and learning from it. He also covers the influence and effect of media on youth in many matters. He advocates mixed methods approach while studying media effects, as he believes that neither solely quantitative nor qualitative methods yield valid and reliable results.

Liu (2015) in his book "Social Media and Depression" analyzes the social media as a cause of depression. His study is based on the usage of social media by the youth in U.S. According to the author, their social world is defined by social networking sites like Facebook or Snapchat. He says that his work with teenagers had shown him that the social media's power is amplified when parents are not able to expand the in-person relational energy to balance the virtual relational allure the social networking sites offer. So, he gives importance to the role of youth workers, who could help parents in understanding this important part of their teenagers' social world. It helps them to understand the social world of youth. In addition, youth workers should find a way to include media education, so that the young consumers of social media become self-aware about messages that are being fed to them

without their knowledge. So, it is important to understand the risks associated with social media, though the answer is not always to completely disconnect, but it should be balanced.

Kaur and Marwaha (2016) in their study "Digital Media Reach: A Comparative Study of Rural and Urban People in India" have shown, how the digital media is growing rapidly with the rate of 31% annually as opposite to other media. With the advances in digital media, a number of people are using the mobile phones and internet. They pointed out that, India is one of the largest and fastest populations as there were near about 462 million users in 2016 and this digit is growing rapidly after China and the US. Particularly, there are effects of these advancements in the rural areas with the increase of digital media usage. They also underline the gap regarding digital media in rural and urban area of India.

Biju (2017) in his book "Political Internet: State and Politics in the age of Social Media" tries to find out links between Internet and Politics in concern with Indian Politics. Covering questions regarding Indian Politics, political economy of Internet, Internet landscape – as many people are entering into a rational political act, he wants to know the internet approach of India. As internet is a different social house for Indians, the author investigates through different methods. He talks about eleven sub themes in the manuscript for Political Internet and each theme covers the manifestation of political internet, its multifaceted interfaces with the social and cultural academics of India.

Herris and McCabe (2017) in their book "Community Action and Social Media: A Review of Literature" have showcased the community organisations and groups in the UK. While studying political impact of social media use, in particular, in forms of protest they found that while these media may have helped to change some processes, they believe that there have been little impact on the overall outcomes in terms of empowerment, equalities or social justice. The dominance of material relating to marketing and fundraising for charities obscures the lack of case studies among community organisations, becoming an area where clear and robust studies might be helpful for the sector.

Social Media, after its emergence, has affected the world in many ways. Where there is an area of Politics or Rural Development, particularly in relation with agriculture, social media's effect can be easily seen. It has removed the obstacles in the way of information dissemination, which might not be done by the traditional media. Studies done by many authors in their respective areas discuss the effect of Social Media- when United States President of that time, Mr. Bill Clinton had faced the heat of Social Media. 2004 and 2008 US elections were witness to Social Media's usage by people of United State of America. It had affected the 2009 European Elections, when all political parties and citizens used Facebook to

fulfill their perspective and internet had become a stage to pick European issues. And, how it had affected the political situation in Middle East, when people used Facebook and Twitter to know situation and issues concerned with them; how Egypt faced a big political change, when President Mubarak had to resign. Even, In India, Social Media is creating its space rapidly and political parties are using this stage to spread their agenda. It has not affected only Indian economy with digitalization and speeding increase in internet services through broadband, mobile internet; but it has also made significant changes in society with new ways of communication. Youth have a bigger role to play on such a social platform.

CHAPTER-III

MATERIALS AND METHODS

A research involves various methods and steps that take us to the conclusion of the respective study. For any research, it is important to select a suitable research methodology. This chapter “Materials and Methods” discusses the research design and data collection methodology. In order to reach the final destination, the study contains a large amount of data and information, including various steps of research.

The present research, ‘Social media use by rural youth- A case study of village Abbuwal’, was carried out to get an idea about the social media usage pattern of youth, particularly men in Abbuwal village of Punjab and the reason for it.

To undertake this study, a systematic research methodology was designed. A quantitative method was used for gathering of data and succeeding analyses were made using the primary data gathered. In the present study, the questionnaire was designed and distributed among the young men of village Abbuwal.

Therefore, the results of the present study are based purely on the responses made in the questionnaire answered by the respondents. The methodology adopted for conducting this investigation is discussed under the following heads:

- 3.1 Objectives of the study
- 3.2 Locale
- 3.3 Sampling
- 3.4 Collection of data
- 3.5 Table and Graphs
- 3.6 Data Analysis
- 3.7 Operational Definitions
- 3.8 Limitations

3.1 Objectives of the study

The main objectives of the study were:

1. To analyze the social media usage pattern of the rural youth of village.
2. To ascertain the reasons for using social media by the respondents.

3.2 Locale

The present study was exclusively conducted among youth men of the village Abbuwal in Punjab. Total of 100 youth men respondents were selected randomly during the visit to the village. With the help of the members of Sports Club of the village, who were

actively connected with the youth, the questionnaires were got filled from the respondents.

3.3 Sampling

A survey research design was adopted and simple random sampling method was used in selecting the respondents. A structured questionnaire was the main research tool for data collection. The questionnaire contained 50 questions including both open ended and close ended questions. The respondents had a choice to choose more than one options and give rating in response to some questions. It was made with modest, straight forward and familiar words. The questions chiefly focused on awareness of youth men regarding social media.

3.4 Collection of data

To make quantitative results, a total of 100 copies of questionnaire in English and Punjabi language were distributed among youth men of village Abbuwal in Punjab. This way a total number of 100 respondents were examined through this method and for the purpose of data collection.

3.5 Table and Graphs

Information regarding parameters collected from the responses was fed into master tables. These were further tabulated in the form of small tables. Relevant graphs were also made with these tables.

3.6 Data Analysis

A quantitative method was used for the gathering of the data in the present research study and consequent analysis was done. The primary data was collected using various data collecting instruments; questionnaire containing close-ended and open-ended questions designed on issues associated to the objectives of the research. Once fed into the tables, the data was subsequently analyzed. Simple percentage method was used to analyze the data.

3.7 Operational Definitions

For the purpose of this study, certain terms are defined as:-

Youth Men

Youth men, below the age of 34 years, who are either studying or working, who are connected with social media through different means.

Pattern

Pattern here is used to analyze Youth men's consciousness about different type of social media including its impact on them i.e. Smartphone or Computer/Laptop,

Prepaid/Postpaid, Social Networks, Social Media Usage and Impact of Social Issues like Politics, Agriculture on Social Media.

Smartphone or Computer/Laptop

In order to use social media, you need to have a device that may be Smartphone or Computer/Laptop.

Prepaid/Postpaid

After the launching of 4G network and entering of new service providers, every company is wooing customers with new offers. Price war has affected Postpaid services a lot, because of exciting prepaid offers.

Social Networks

In this study, acceptance of Social Networks, like Facebook, Twitter, WhatsApp, Instagram, was also analysed.

Impact of Social Issues

Social Issues are food for every media that includes Politics, Agriculture etc. Social Media is taking place of other modes rapidly and effecting Social Issues on daily basis.

3.8 Limitations

Every study has limitations of its own, so does this study. It has the following limitations:

1. The research had the restrictions of time and economic resources.
2. Only 100 youth men of the village Abbuwal could be targeted in the study.

CHAPTER-IV

RESULTS AND DISCUSSIONS

This chapter is based on the results obtained from the data collected from the youth, to know their social media usage pattern and the reasons for the use of it. Social media has a big role in today's life. From Government to private sector, including Punjab Agricultural University, are adopting social media to spread their messages to its stakeholders so that the desired goal can be achieved. The first section states the demographic profile of the respondents, the second discloses the mobile, PC or laptop and social media usage pattern among the youth and third includes the reasons for using social media apps and sites.

Section-I

4.1 Demographic profile of the respondents

This section consists of the age, type of family, residential area, monthly income of the families of the respondents. Data was collected from 100 youth of the village.

4.1.1 Distribution according with age

The following table shows the percentage of the respondents on the basis of their age:

Table 1: Percentage of respondents on the basis of age

Age (in years)	Respondents
Upto 18	3
Between 18 and 22	48
Between 22 and 26	26
Between 26 and 30	17
Between 30 and 34	6
Total	100

Table 1 shows that 3 percent respondents were upto 18 years old, 48 percent respondents were between 18 to 22 years age, 26 percent respondents were between 22 to 26 years age, 17 percent respondents were between 26 to 30 years age and 6 percent respondents were from 30 to 34 years age. Therefore, 74 percent respondents were between 18 and 26 years of age.

4.1.2 Distribution of respondents on the basis of the type of family

The following table shows the percentage of the respondents on the basis of their type of the family:

Table 2: Distribution of respondents on the basis of type of their families

Type of Family	Percentage
Nuclear	15
Joint	85
Total	100

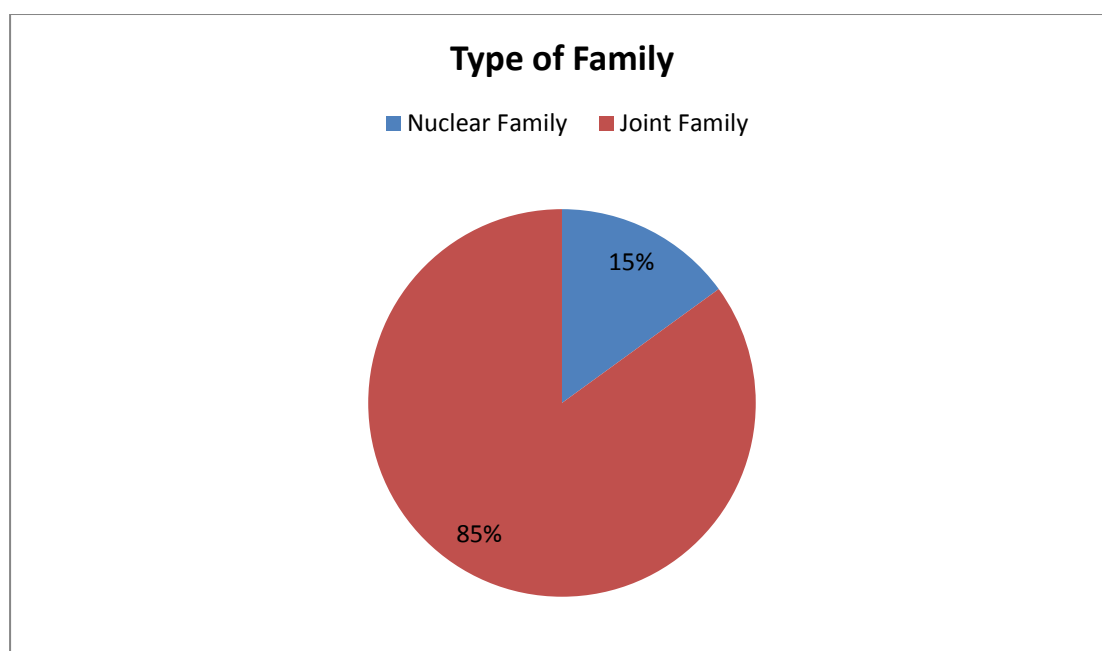


Fig 4.1.1: Percentage distribution of respondents on the basis of type of family

Table 2 with help of pie chart reveals that 15 percent families are nuclear and 85 percent families are of joint type. Youth say that with the increase of social status and big families, many families have started living out of redline. But many of families are still living in joint form in the village.

4.1.3 Distribution of respondents on the basis of the residential area

Table 3: Residential area of the respondents

Residential area	Percentage
In the village	79
Outskirt	21
Total	100

Table 3 shows that 79 percent respondents of the village are living within the periphery of the village and just 21 percent are living outside of the boundary of the village.

4.1.4 Distribution of respondents on the basis of family income in rupees (monthly)

The following figure shows the monthly income of the respondents:

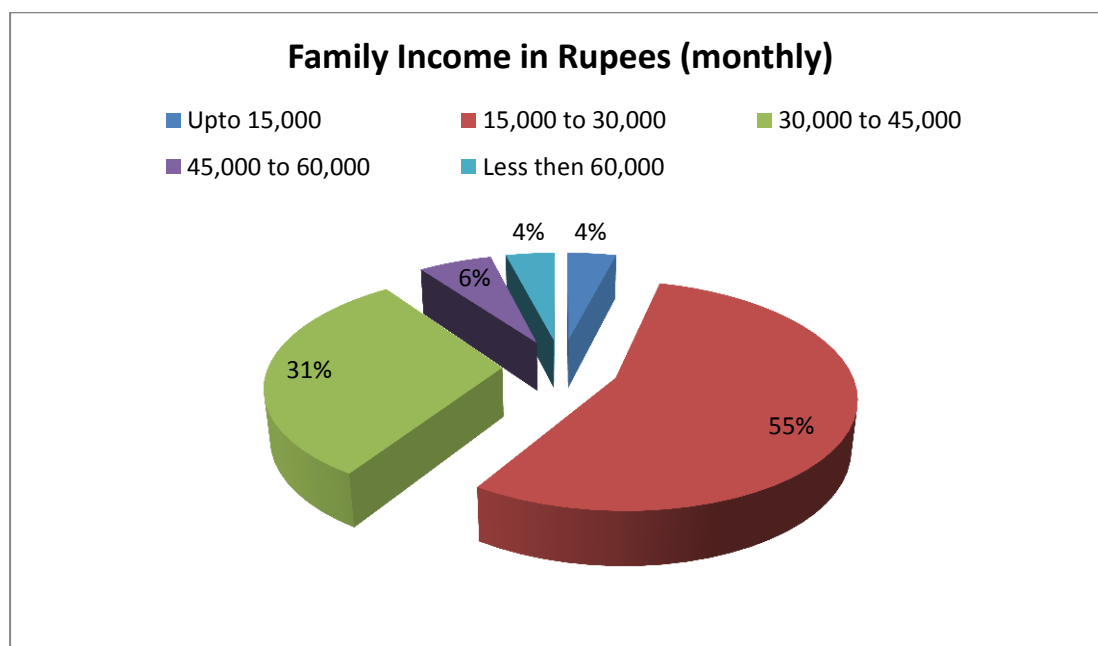


Fig 4.1.2: Distribution of respondents on the basis of family income (monthly), in thousands

According to the pie chart, 4% families are earning upto Rupees 15,000 per month, 55% families between Rupees 15,000 to 30,000, 31% between Rupees 30,000 to 45,000, 6% families between Rupees 45,000 to 60,000 and only 4% are earning more than Rs. 60,000. As agriculture cannot provide job to everyone, many people are working outside the village. Those who are on big positions or are on government jobs, are getting good salary. Many people are doing dairy business also.

Section-II

4.2 Pattern of usage of Mobile, PC or Laptop and Social Media

This section talks about the usage pattern of mobile, PC or laptop and social media among the youth. The data was collected on the availability of the device, network, time, frequency, purpose and medium of using internet for social media. It was also explored, if social media is used for agricultural promotion or it is a matter of entertainment or getting information.

4.2.1 Availability of mobile phones at home:

Before talking about the usage of social media, it was important to check the availability of mobile phones at the homes of the youth.

Table 4: Availability of mobile phones at home

Numbers of mobile phones	Percentage (%)
None	--
One	7
Two	57
Three	26
Four or more	10
Total	100

Table 4 shows that atleast 7% youth have one mobile phone at their home. In this way, 57% youth have two mobile phones, 26% have three and 10% youth have more than four mobile phones. Because of decrease in calling and data rates, mobile phones can be easily seen in villages. There were those who have no smartphone, but, are using old button pad phones.

4.2.2 Availability of PC or laptop at home

Like mobile phones, it was pertinent to check the availability of personal computer or laptop at the home of the youth in the village.

Table 5: Availability of Personal Computer or Laptop at home

Numbers of PC/Laptop	Percentage (%)
None	49
One	44
Two	7
Total	100

As per table 5, almost half, 49% youth living in village have no personal computer or laptop. Though, 44% youth have one and 7% youth have two pc or laptop at their home. Availability of PC/laptop is still half at rural houses. Youth believe that the smartphone have many options of PC/laptops, like email and other apps. In case of requirement, they use computer outside.

4.2.3 Availability of personal mobile with youth

Personal mobile is very important for social media users, as using social media is a matter of personal like or dislike.

Table 6: Availability of Personal Mobile

Yes/No	Percentage (%)
Yes	97
No	3
Total	100

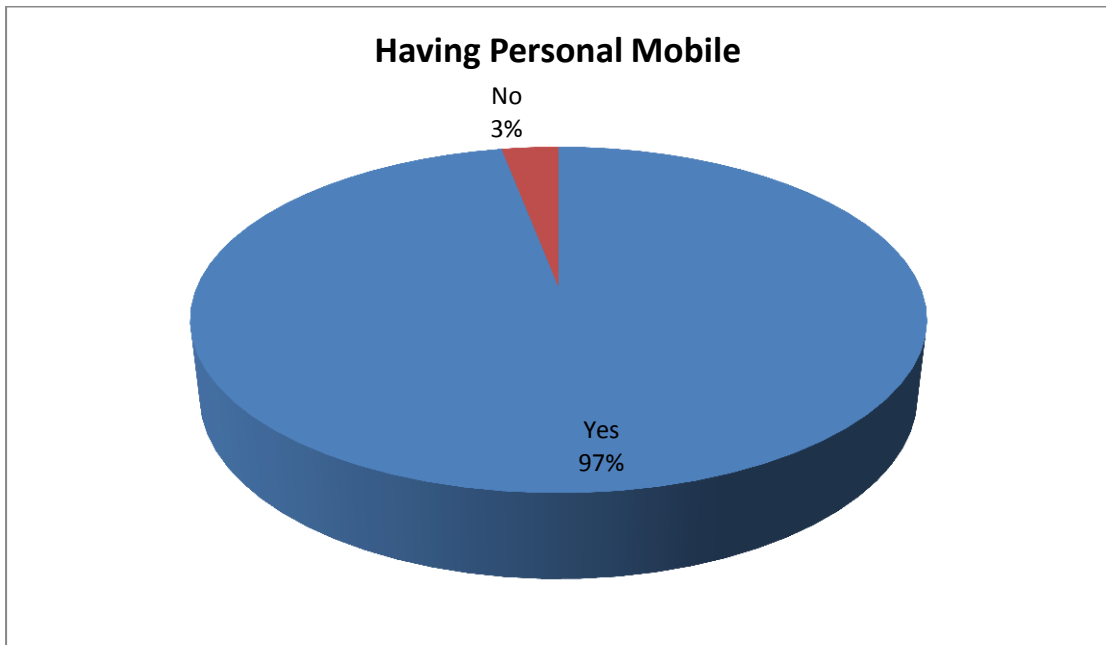


Fig 4.2.1: Percentage of mobile phones with youth

Above table 6 and pie chart clarifies that 97% youth have their personal mobile and only 3 percent have no mobile. And, the big numbers of youth, who are using personal mobile, increase the possibility of the usage of social media by them. Almost every youth has a smartphone.

4.2.4 Availability of personal computer or laptop with youth

More than 50% youth have computer or laptop at their home. But the question is if they own a personal computer or laptop.

Table 7: Availability of Personal Computer or Laptop

Yes/No	Percentage (%)
Yes	50
No	50
Total	100

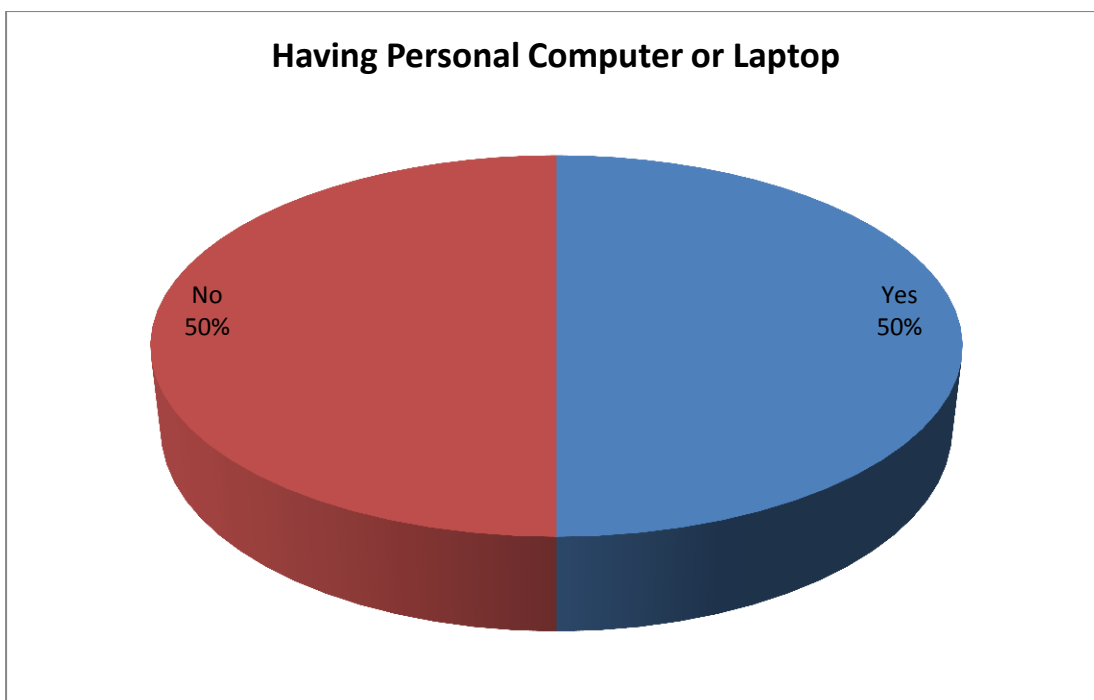


Fig 4.2.2: Percentage of personal computer or laptop with youth

Above table 7 and pie chart clarifies that 50% youth have their personal computer or laptop and half of them do not have it. This shows that mobile phones are more popular than PC/laptop among the rural youth.

4.2.5 Smartphone users

For using social media in mobile, the device should be a smartphone.

Table 8: Smartphone users

Yes/No	Percentage (%)
Yes	95
No	5
Total	100

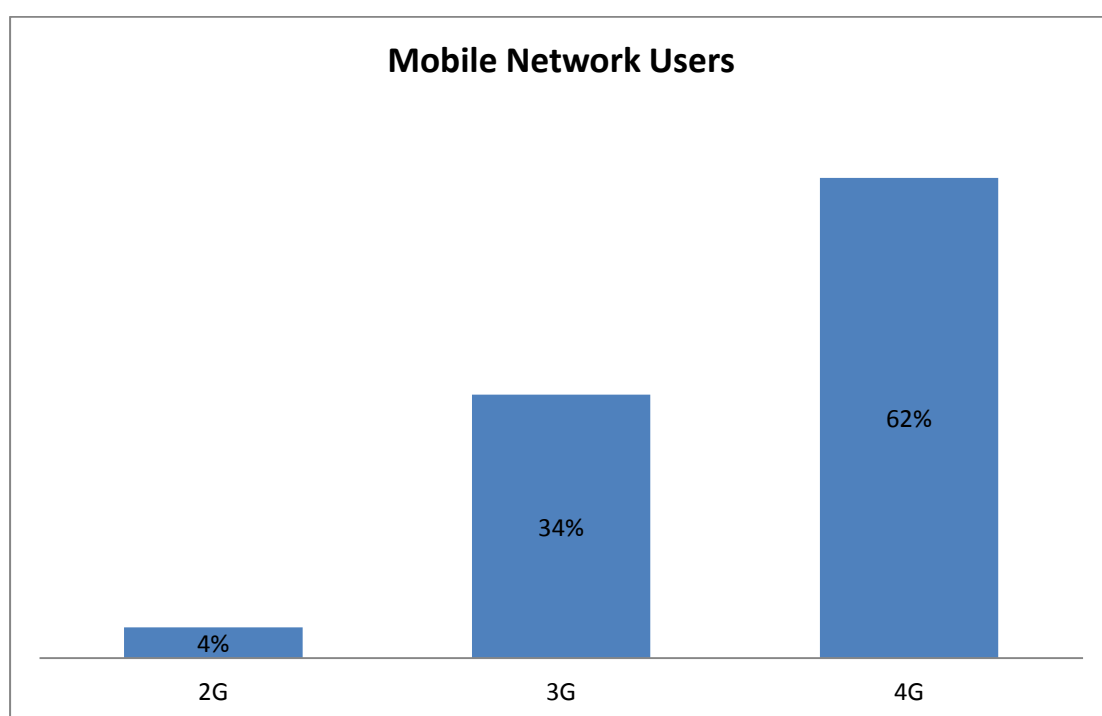
Figures in the table 8 show that 95% youth in the village have a smartphone and only 5 percent have simple mobile phones. Youth believe that smartphone is an essential part of their life. It not only works as a mobile phone, but entertains them also. It helps them in doing different transactions on banking as many of them are smart banking users.

4.2.6 Network enabled of mobile devices:

Network enabled device plays an important role, because, if one doesn't have the network, one cannot communicate efficiently.

Table 9: Network enabled mobile phones

Network	Percentage (%)
2G	4
3G	34
4G	62
Total	100



Graph 4.2.1: Mobile network users Percentage of personal computer or laptop with youth

As, 95% youth in the village have smartphone and only 5 percent own ordinary phones, there are 4% users of 2G network, 34% of 3G and in a very big number 62% youth are using 4G services. After the coming of JIO in mobile market, rates of mobile internet have decreased. Like JIO, every cellular company is providing data and calls on cheap rates. Though 3G users cannot use JIO connections, and other competitors are providing 3G and 4G on same rates in the market.

4.2.7 Users of postpaid and prepaid services:

There are two type of cell phone users, postpaid and prepaid. Postpaid users pay their charges at the end of the billing period, though prepaid ones pay in advance. There are also big differences in plans for the users.

Table 10: Postpaid/prepaid users

Mode of pay	Percentage (%)
Postpaid	1
Prepaid	99
Total	100

Table 10 shows the big difference in postpaid and prepaid youth customers for mobile companies in the village, where postpaid users are only 1% and prepaid are 99%. This service has also effect of JIO. Prepaid packs are very cheap in comparison with postpaid.

4.2.8 Wifi connections at homes and preference of youth:

Wifi connectivity saves your mobile data, but, after the decrease in data plans most of people uses mobile data. The data below will show the distribution of Wifi connections and data usage comparison.

Table 11: Availability of Wifi connection at home

Wifi connection	Percentage (%)
Yes	33
No	67
Total	100

Table 12: Mobile data and Wifi services users

Data Users	Percentage (%)
Mobile Data	78
Wifi	22
Total	100

Table 11 shows that 33% youth have Wifi connections at their home and 66% do not have this facility. But, Table 12 reveals that there is a big gap in Wifi services users and only 22% youth prefer Wifi data services in comparison with Mobile Data users, that are 78%. Youth say that 4G connectivity is available almost everywhere. Internet services are on very cheap rates. Though, broadband rates are still high.

4.2.9 Fixed timing for using mobile phones and PC or laptop by youth:

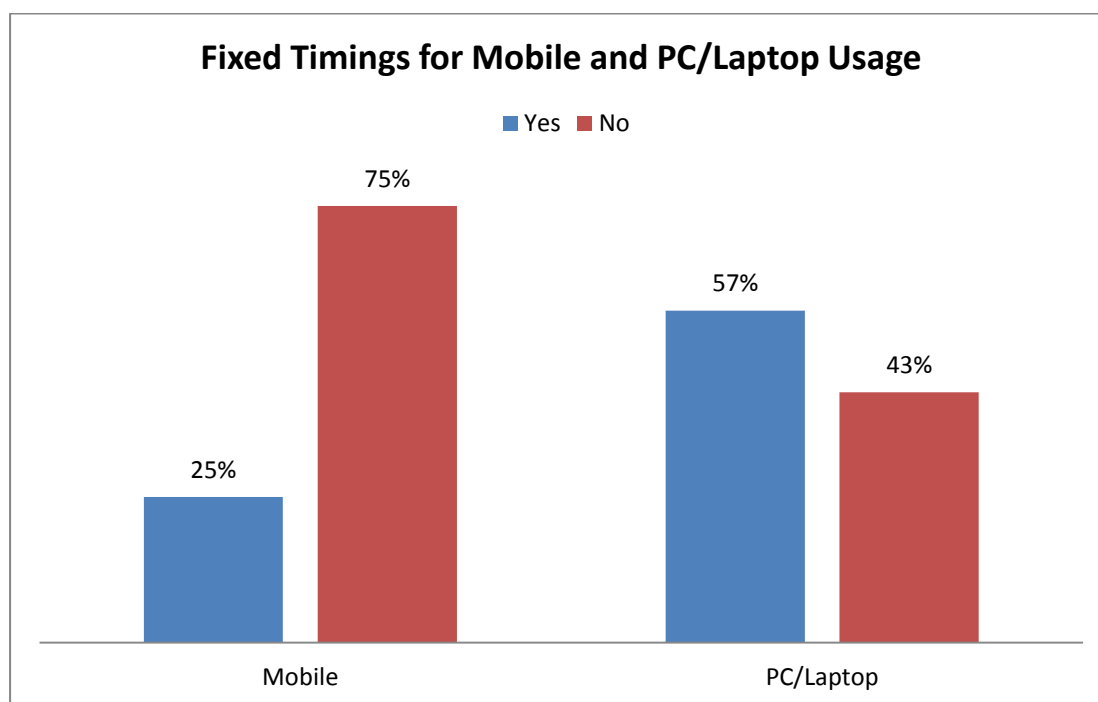
To know the social media usage pattern of youth, it was very important to know, if they have any fixed timing, when they use their mobile phones and PC or laptop. The table below shows:

Table 13: Fixed timing for using mobile phone

Fixed timing	Percentage (%)
Yes	25
No	75
Total	100

Table 14: Fixed timing for using PC or laptop

Fixed timing	Percentage (%)
Yes	57
No	43
Total	100



Graph 4.2.2: Fixed timings for using mobile phone and PC/laptop

Table 13 and 14 and graph 4.2.2 show that 25% youth have fixed timing for using mobile phone and 75% have no fixed timing. It means they use mobile according to their needs. But, in PC/Laptop case 57% youth have a fixed timing for using it. Most of youth are in college or going to work. They have full access on mobile phones and they use mobiles for different services.

4.2.10 Weekday usage of mobile phones and PC or laptop by youth:

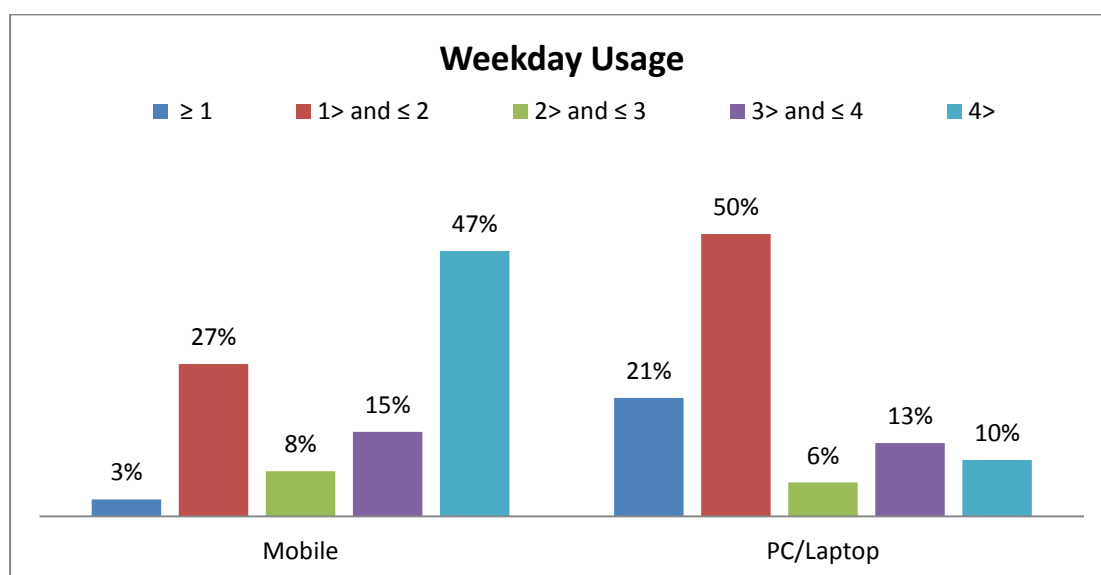
Weekly usage of mobile phone and PC/laptop by youth is shown below in the graph:

Table 15: Weekly usage of mobile phone

In hours	Percentage (%)
Upto1	3
1 to 2	27
2 to 3	8
3 to 4	15
more than 4	47
Total	100

Table 16: Weekly usage of PC/laptop

In hours	Percentage (%)
Upto1	21
1 to 2	50
2 to 3	6
3 to 4	13
more than 4	10
Total	100



Graph 4.2.3: Weekday usage of mobile phone and PC/laptop

Table 15 and 16 and graph 4.2.3 show that 3% youth use mobile phones upto 1 hours in weekdays, 27% youth use it between 1 to 2 hours, 8% between 3 to 4 hours, 15% between 3 to 4 hours, and in maximum of numbers, 47% youth use mobile phone for more than 4 hours. In case of PC/laptop, 21% use it for 1 hour in weekdays, 50% youth use it between 1 to 2

hours, only 6% between 3 to 4 hour, 13% between 3 to 4 hours and 10% youth use PC/laptop for more than 4 hours.

Mobile is a handy product and it is always available with youth. They use it as per requirement. PC requires a fixed place. They use laptop for official or educational work.

4.2.11 Usage of mobile phones and PC or laptop while eating:

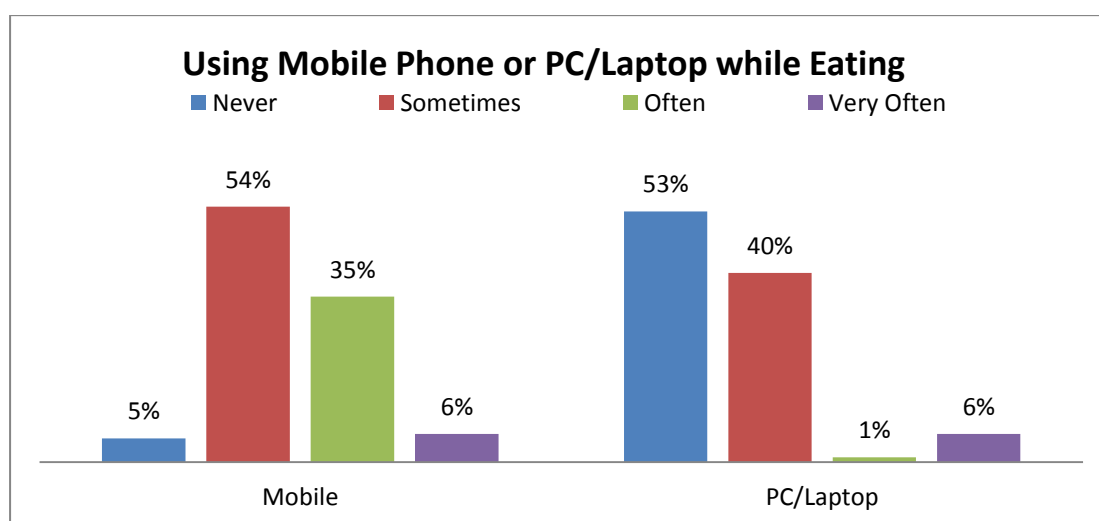
The data below shows that how many youth have the habit of using mobile phone or PC/ laptop while eating:

Table 17: Usage of mobile phone while eating

Using Mobile	Percentage (%)
Never	5
Sometimes	54
Often	35
Very often	6
Total	100

Table 18: Usage of PC/laptop while eating

Using PC/laptop	Percentage (%)
Never	53
Sometimes	40
Often	1
Very often	6
Total	100



Graph 4.2.4: Usage of mobile phones or PC/laptop during eating time

Table 17 and 18 and graph 4.2.4 are showing the habits in youth of using mobile phone or PC/laptop, while eating. As per collected data, 5% youth say that they never use their mobile while eating, though 54% use sometimes, 35% often and 6% very often. Like this, 53% youth say that they never use their PC/laptop while eating, though 40% use sometimes, 1% often and 6% are very often.

Youth say when they receive call while eating, they can't stop themselves. Sometime call is too important, and they need to pick. Sometime they are using social media and chatting with somebody, they eat while talking.

4.2.12 Keeping mobile phones and PC or laptop while sleeping

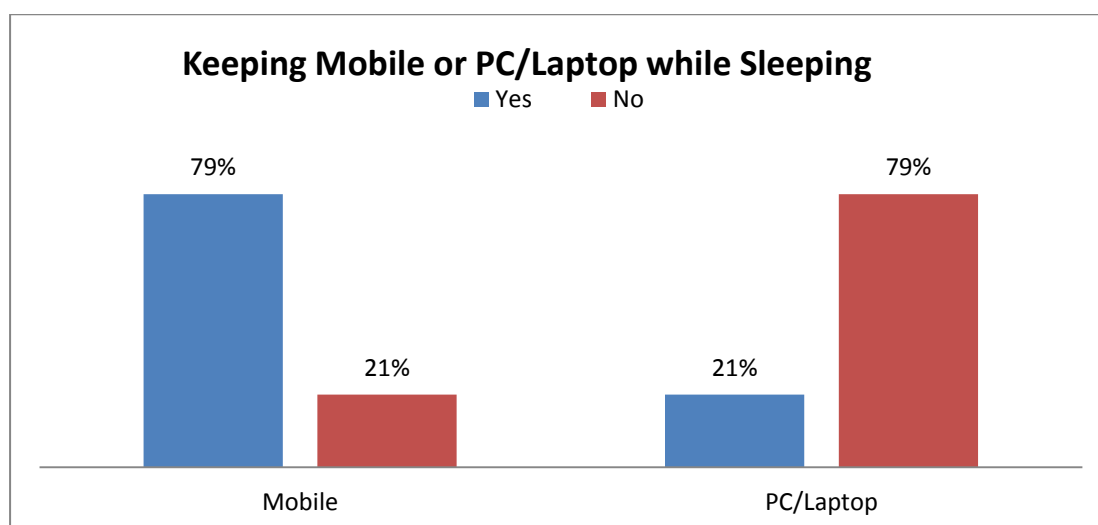
The data below shows that how many youth have the habit of keeping their mobile phone or PC/ laptop with them while sleeping.

Table 19: Keeping mobile while sleeping

Yes/No	Percentage (%)
Yes	79
No	21
Total	100

Table 20: Keeping PC/laptop while sleeping

Yes/No	Percentage (%)
Yes	21
No	79
Total	100



Graph 4.2.5: Keeping mobile phone or PC/laptop while sleeping

Table 19 and 20 and graph 4.2.5 show the interesting data as 79% youth keep their mobile along with them while sleeping and totally opposite to this 79% say no, over the question of keeping their pc/laptop along with them while sleeping. Though, 21% youth keep their mobile away from them while sleeping and 21% loves to sleep with their pc/laptop. Many times, for using social media or doing some work, youth keep their mobile along with them. Though, in case of PC the matter is totally different.

4.2.13 Sharing mobile phone and PC or laptop with family members

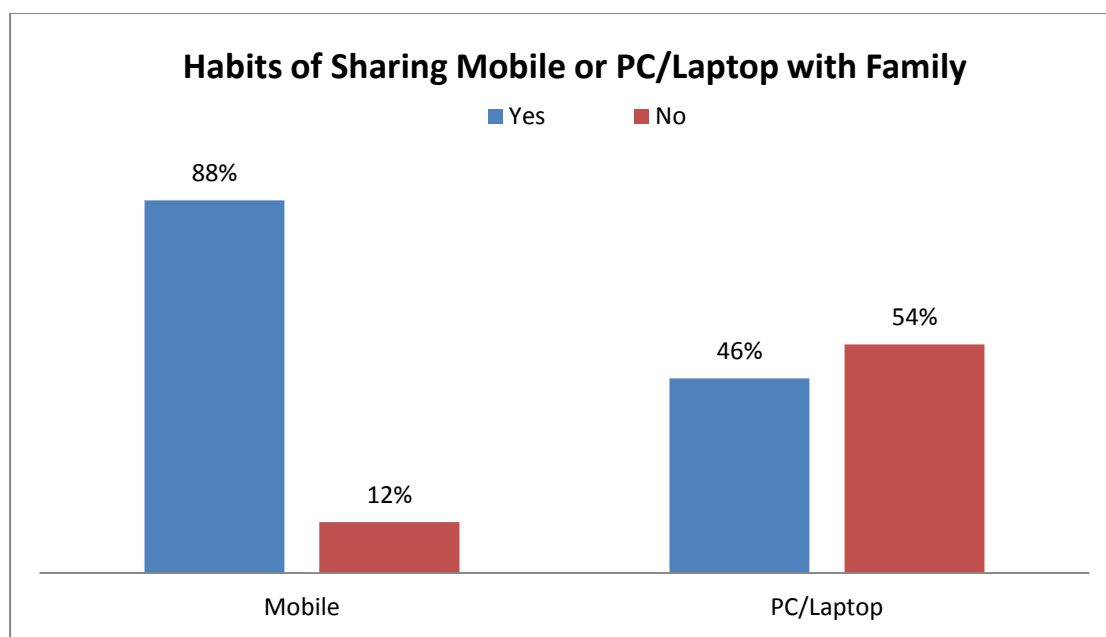
The data below shows the habits of youth for sharing their mobile phone or PC/laptop with other members of family:

Table 21: Sharing mobile with family members

Yes/No	Percentage (%)
Yes	88
No	12
Total	100

Table 22: Sharing PC/laptop with family members

Yes/No	Percentage (%)
Yes	46
No	54
Total	100



Graph 4.2.6: Sharing mobile phone or PC/laptop with family members

Table 21 and 22 and graph 4.2.6 disclose the habits of youth for sharing their mobile and pc or laptop with other members of family and 88% youth say that they share their mobile phone with other members of their family, while 12% say no. In case of pc/laptop, 46% youth say yes and 54% no.

4.2.14 Taking mobile phone and PC or laptop while going out

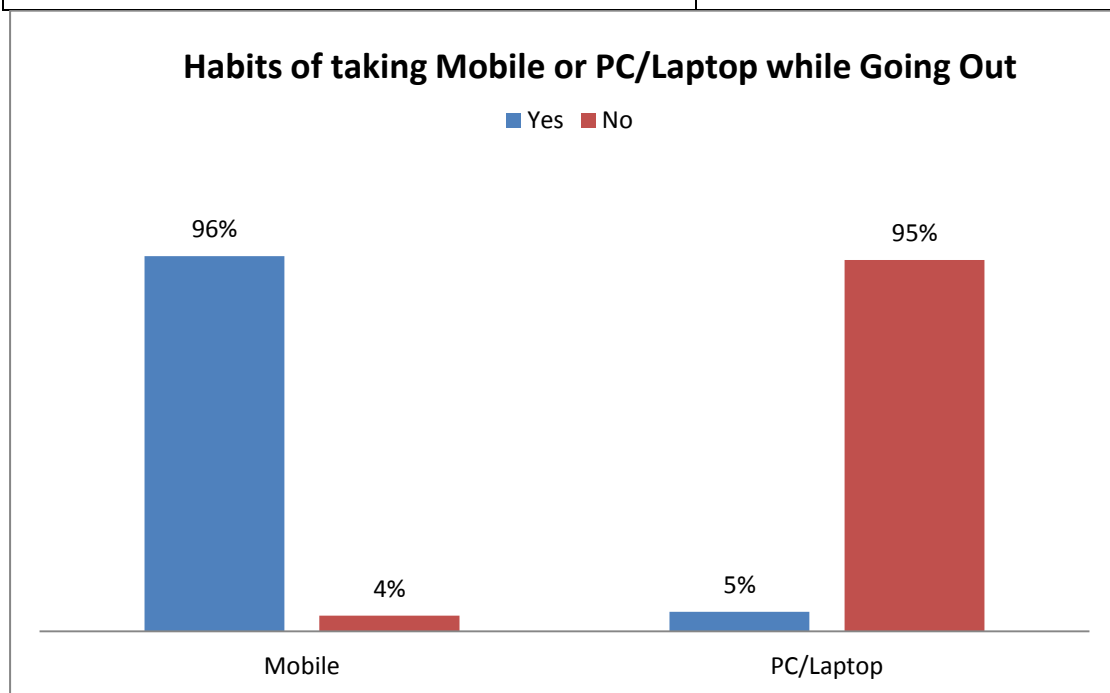
The data below shows the habits of youth taking their mobile phone or PC/ laptop while going outside:

Table 23: Taking mobile phone while moving out

Yes/No	Percentage (%)
Yes	96
No	4
Total	100

Table 24: Taking PC/laptop while moving out

Yes/No	Percentage (%)
Yes	5
No	95
Total	100



Graph 4.2.7: Taking your mobile phone or PC/laptop along with you while going out

Table 23 and 24 and graph 4.2.7 show that 96% youth prefer to take their mobile along with them when they go out somewhere, and only 4% say no to this. Those who did not carry their mobile phones with them while moving out perhaps had shared phones with the family. While 5% youth take their pc/laptop along with them when they move out, and 95% say no to this habit. Youth say that mobile is handy as well as easy to take away anywhere. For their day to day usage, they need mobile. Though, they take their laptop, when it is required.

4.2.15 Parental objection with the use of mobile phone and PC or laptop

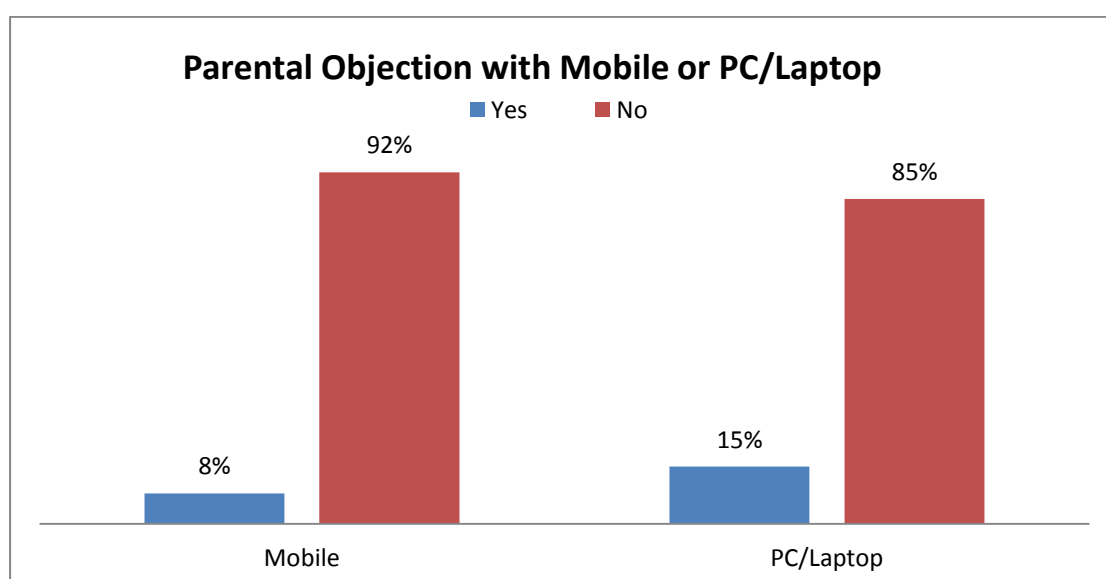
The data below shows that how many parents have objection, when their youth child uses mobile phone or PC/ laptop:

Table 25: Parental objection with mobile phone

Yes/No	Percentage (%)
Yes	8
No	92
Total	100

Table 26: Parental objection with PC/laptop

Yes/No	Percentage (%)
Yes	15
No	85
Total	100



Graph 4.2.8: Objection by parents when their youth child use mobile phone or PC/laptop

Table 25 and 26 and graph 4.2.8 shows that only 8% parents have an objection when their youth child uses mobile phone and 92% say nothing for it. In case pc/laptop, 15% parents object and 85% have no problem, when their youth child uses PC/laptop. Some families think that the mobile phone may affect the children, though in most of cases, families agree if their children keep mobile phone along with them.

4.2.16 Life without mobile phone and PC or laptop:

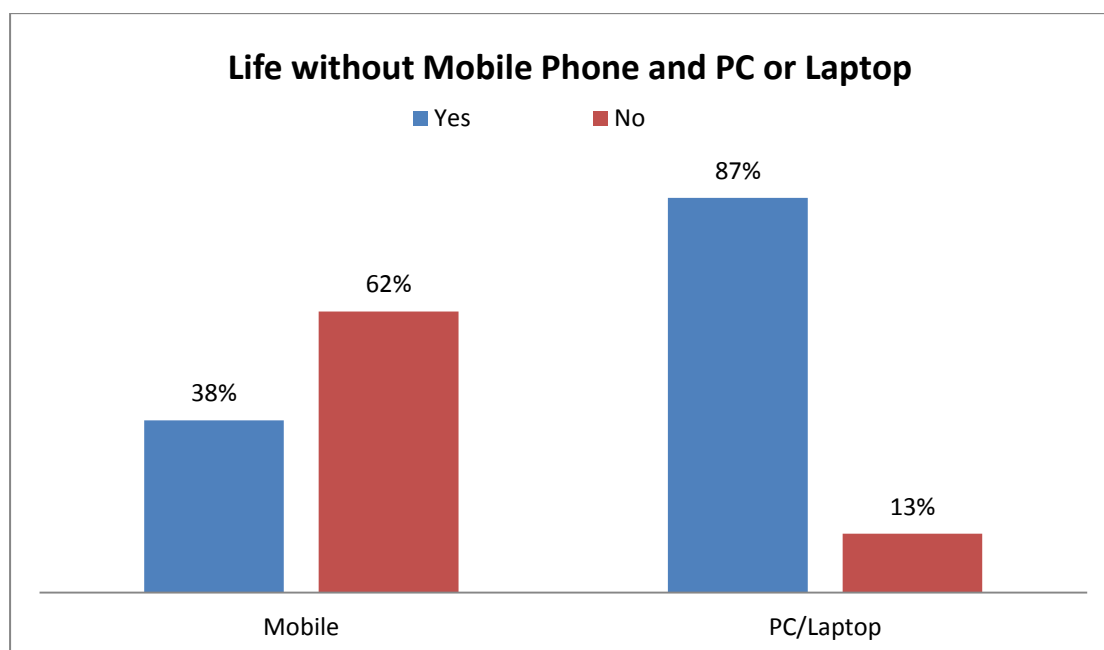
Can youth live without mobile phone and PC or laptop, the data below shows their view:

Table 27: Life without mobile phone

Yes/No	Percentage (%)
Yes	38
No	62
Total	100

Table 28: Life without PC/laptop

Yes/No	Percentage (%)
Yes	87
No	13
Total	100



Graph 4.2.9: Life without mobile phone or PC/laptop

Table 27 and 28 and graph 4.2.9 show the thinking of youth regarding mobile phone and PC/laptop as a part of their life. 38% of youth say they can live without mobile, but 62% believe that the mobile is an essential part of their life. Though, 87% youth can live without PC/laptop and 13% believe them to be essential. This shows the huge effect these gadgets have in the lives of the youth.

4.2.17 What is preferable, mobile phone or PC/laptop

The data below shows the preference by youth for mobile phone or PC/laptop

Table 29: Preference to mobile phone or PC/laptop

Yes/No	Percentage (%)
Mobile Phone	95
PC/laptop	5
Total	100

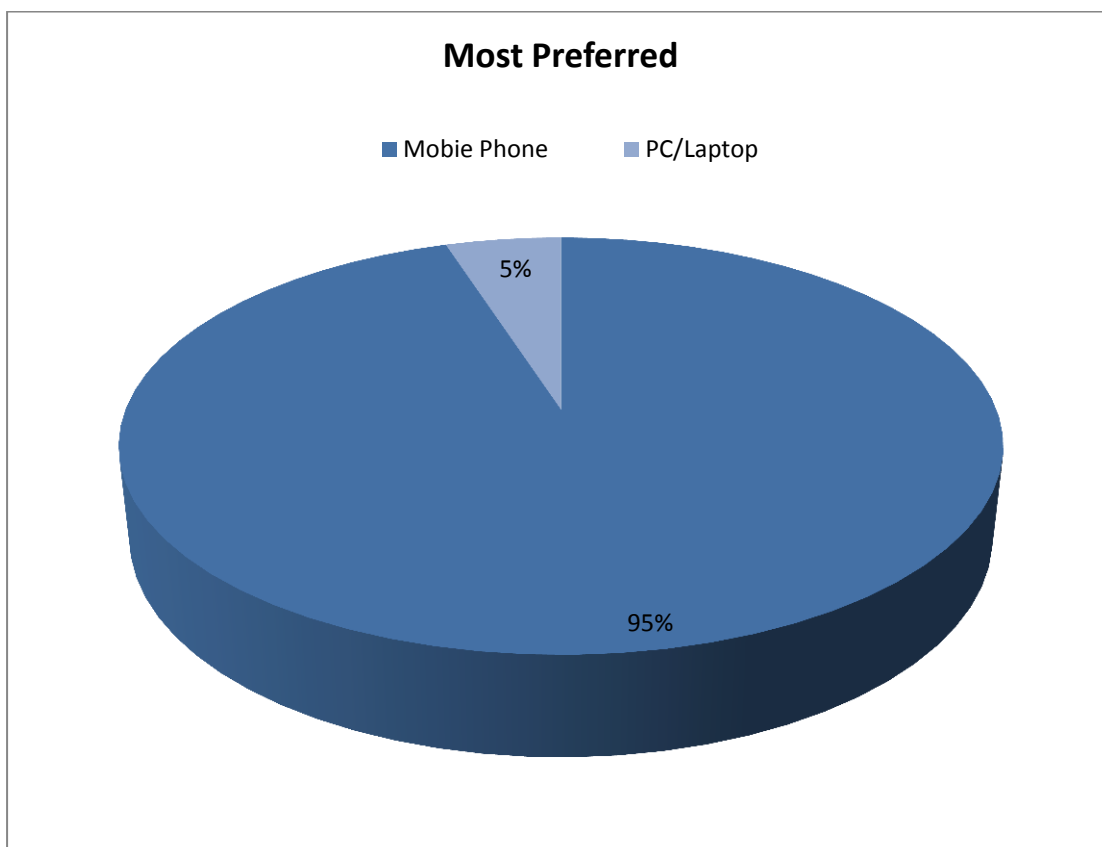


Fig 4.2.3: Preference between mobile phone or PC/laptop

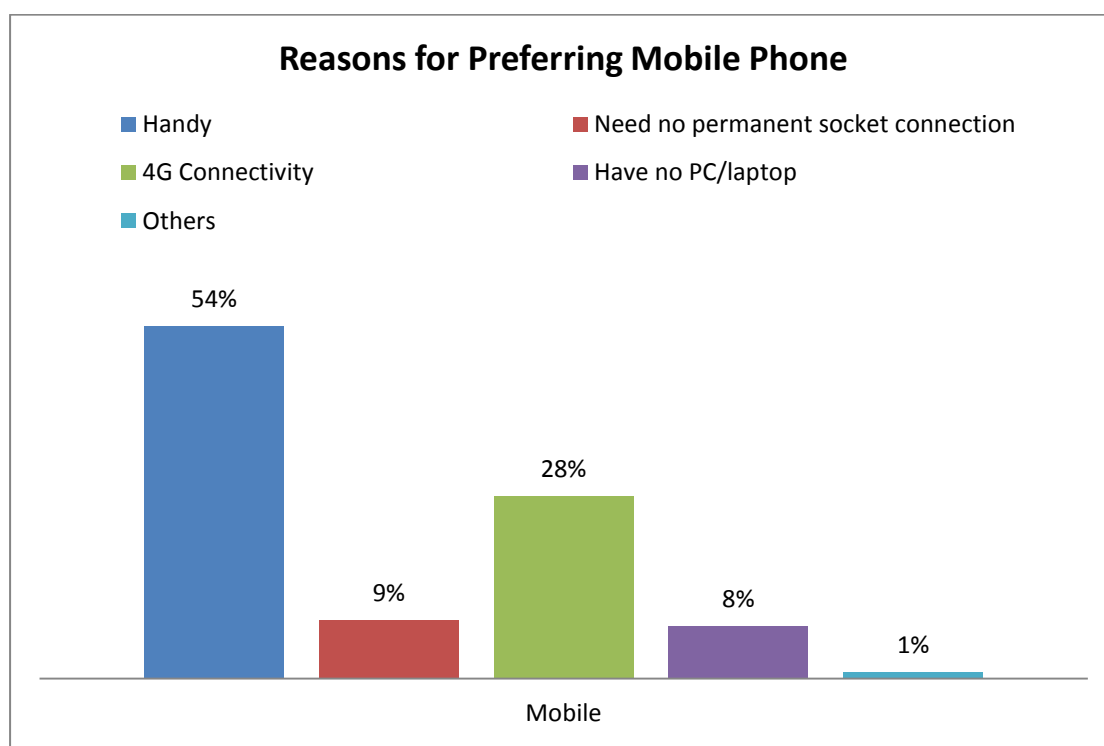
Above table 29 and pie chart clarifies that 95% youth prefer mobile phone, while only 5% wants PC/laptop.

4.2.18 Reason for preferring mobile phone

The following data shows the reasons for preferring mobile phone by youth:

Table 30: Reasons for preferring mobile phone

Reasons	Percentage (%)
Handy	54
Need no permanent socket connection	9
4G Connectivity	28
Have no PC/laptop	8
Others	1
Total	100



Graph 4.2.10: Reasons for preferring mobile phone

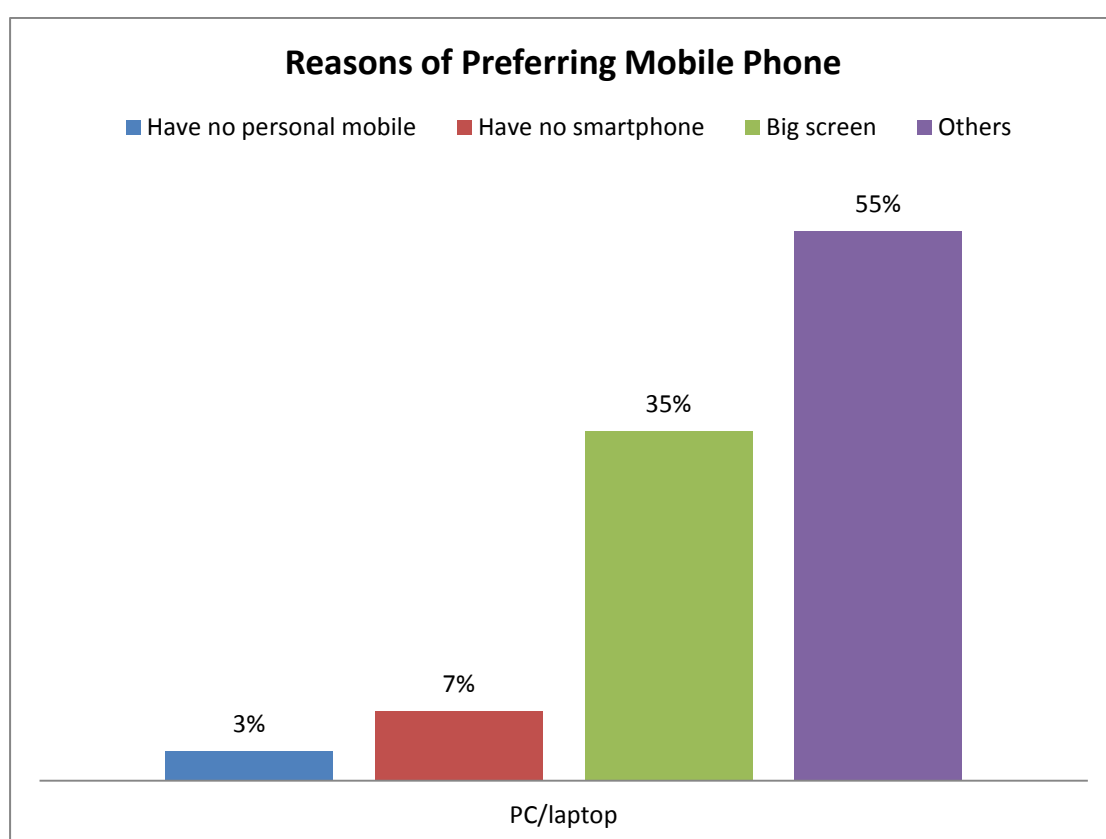
Table 30 and graph 4.2.10 shows that 54% youth prefer mobile phone because of its handy structure, 28% for 4G connectivity, 9% for no need of permanent socket connection, 8% for not having PC/laptop and 1% have other reasons. Therefore, the small size of mobile phones and internet connectivity are the prime reasons for their popularity.

4.2.19 Reason for preferring PC/laptop

The following data shows the reasons for preferring PC/laptop by youth:

Table 31: Reasons for preferring PC/laptop

Reasons	Percentage (%)
Have no personal mobile	3
Have no smartphone	7
Big Screen	35
Others	55
Total	100



Graph 4.2.11: Reasons for preferring PC/laptop

Table 31 and graph 4.2.11 covers those youth who prefers PC/laptop and 3% of them have no personal mobile phone, 7% have no smartphone, 35% use it because of bigger screen and 55% have other reasons, like easy to work, big memory etc.

4.2.20 Situation, when youth use social media on mobile phone or PC/laptop

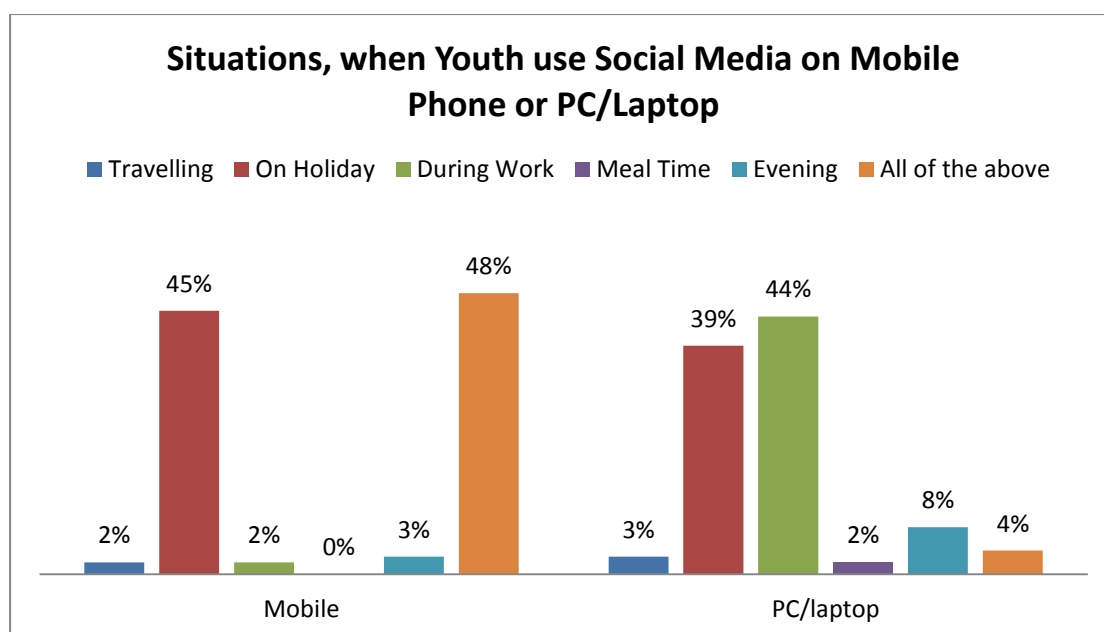
The data below explains the situations when youth use social media on mobile phone or PC/laptop:

Table 32: When youth use social media on mobile phone

Situation	Percentage (%)
Travelling	2
On holiday	45
During work	2
Meal time	0
In evening	3
All of the above	48
Total	100

Table 33: When youth use social media on PC/laptop

Situation	Percentage (%)
Travelling	3
On holiday	39
During work	44
Meal time	2
In evening	8
All of the above	4
Total	100



Graph 4.2.12: Situations, when youth use social media on mobile phone or PC/laptop

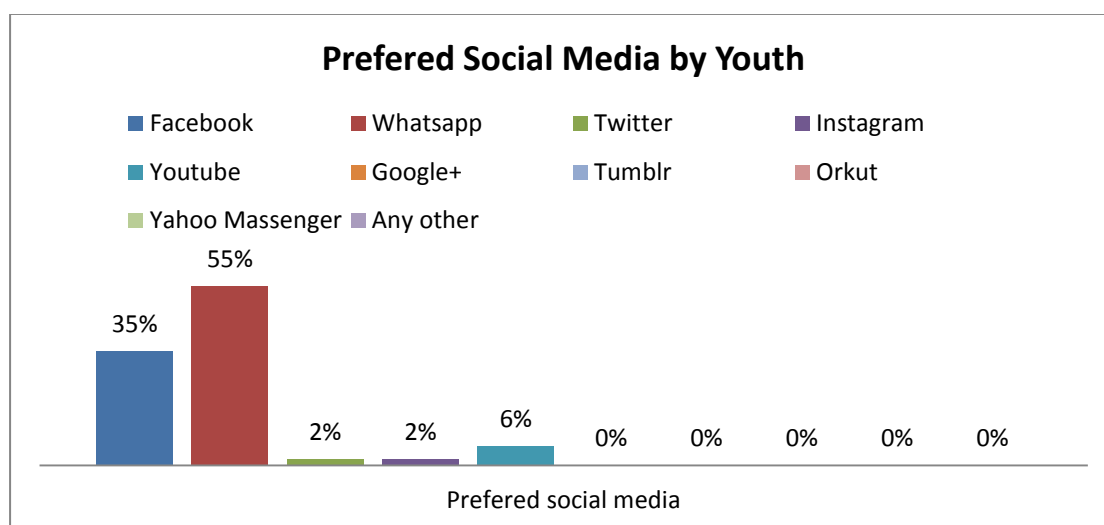
Table 32 and 33 and graph 4.2.12 shows the situations, when youth use social media on their mobile phone or PC/laptop. 2% youth use social media on their mobile phone while travelling, 45% on holiday, 2% during work, no response for meal time, 3% in evening, though 48% were those who use social media on all these times. Like this, 3% youth use social media on PC/laptop while travelling, 38% on holiday, 44% during work, 2% response for meal time, 8% in evening, though 4% were those who use social media on all these times. This shows that while a majority accesses social media through mobile phones all the time, they do so only on holidays or while at work on PC/laptop.

4.2.21 Preferred social media:

The data below shows the preference of youth for social media:

Table 34: Preferred social media by youth

Social Media	Percentage (%)
Facebook	38
WhatsApp	55
Twitter	2
Instagram	2
Youtube	6
Google+	--
Tumblr	--
Orkut	--
Yahoo messenger	--
Any other	--
Total	100



Graph 4.2.13: Preferred social media by youth

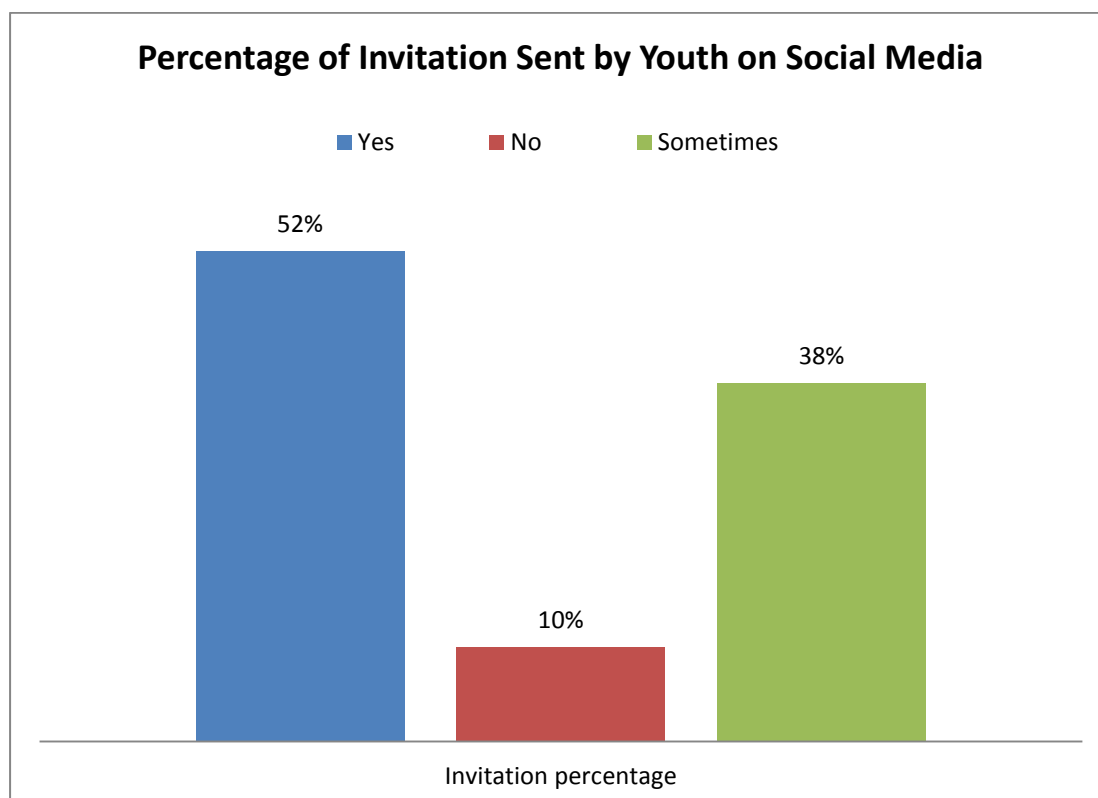
Table 34 and graph 4.2.13 disclose the preferred social media by youth. 35% youth prefer Facebook, 55% WhatsApp, 2% each for Twitter and Instagram, 6% youth prefers Youtube and no result for Google+, Tumbler, Orkut, Yahoo Messenger or any other platform. WhatsApp was the most popular social media platform.

4.2.22 Invitation sent by youth on social media:

The data below shows the percentage of youth, who invites others on social media:

Table 35: Youth invite others on social media

Yes/No/Sometimes	Percentage (%)
Yes	52
No	10
Sometimes	38
Total	100



Graph 4.2.14: Percentage of invitation sent by youth on social media

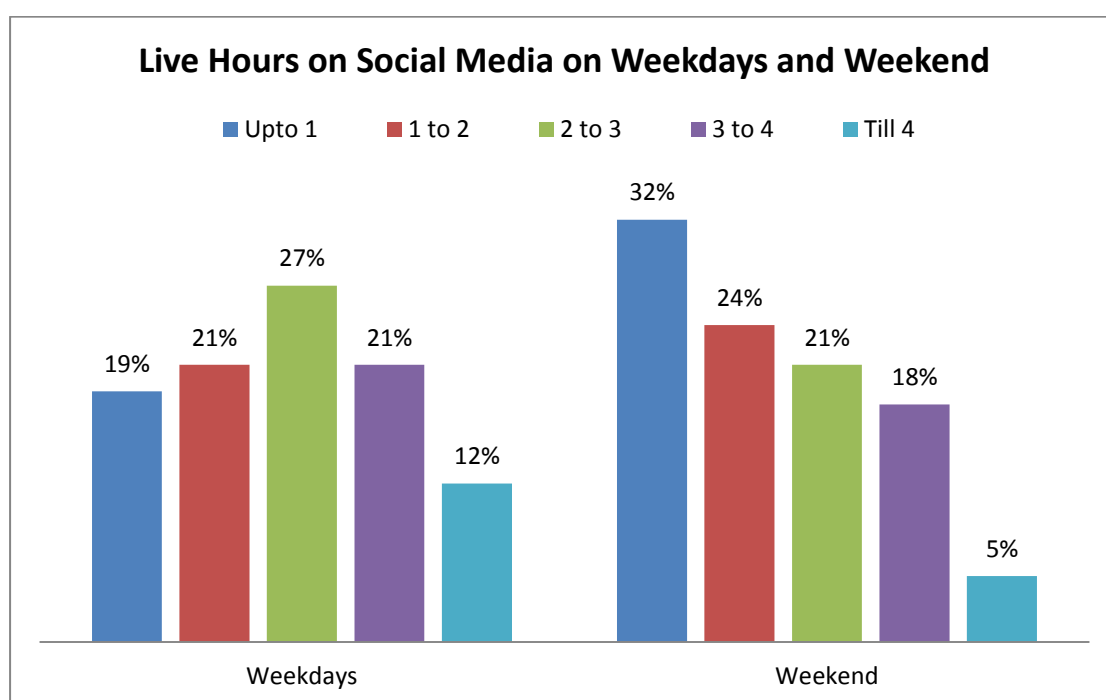
Table 35 and graph 4.2.14 disclose that 52% youth invite others on social media, 10% say no to it and 38% have no permanent habit of sending invitations on social media.

4.2.22 Live status on social media on weekdays and weekend:

The data below shows the live status of youth on social media on weekdays and weekend:

Table 36: Live status on social media

Hours	Weekdays Percentage (%)	Weekend Percentage (%)
Upto 1	19	32
1 to 2	21	24
2 to 3	27	21
3 to 4	21	18
More than 4	12	5
Total	100	100



Graph 4.2.15: Percentage of invitation sent by youth on social media

Table 36 and graph 4.2.15 disclose that percentage of hours youth stay live on social media. According to the collected data on weekdays, 19% youth stay live upto 1 hours, 21% 1 to 2 hours, 27% 2 to 3 hours, 21% 3 to 4 hours and 12% more than 4 hours. In case of weekend, 32% youth stay live upto 1 hour, 24% 1 to 2 hours, 21% 2 to 3 hours, 18% 3 to 4 hours and only 5% stay live more than 4 hours. Interestingly, being live on social media was for more hours during weekdays than weekends. Perhaps weekends have been kept for other social activities by the respondents.

Section-III

4.3 Reasons for using social media apps and sites

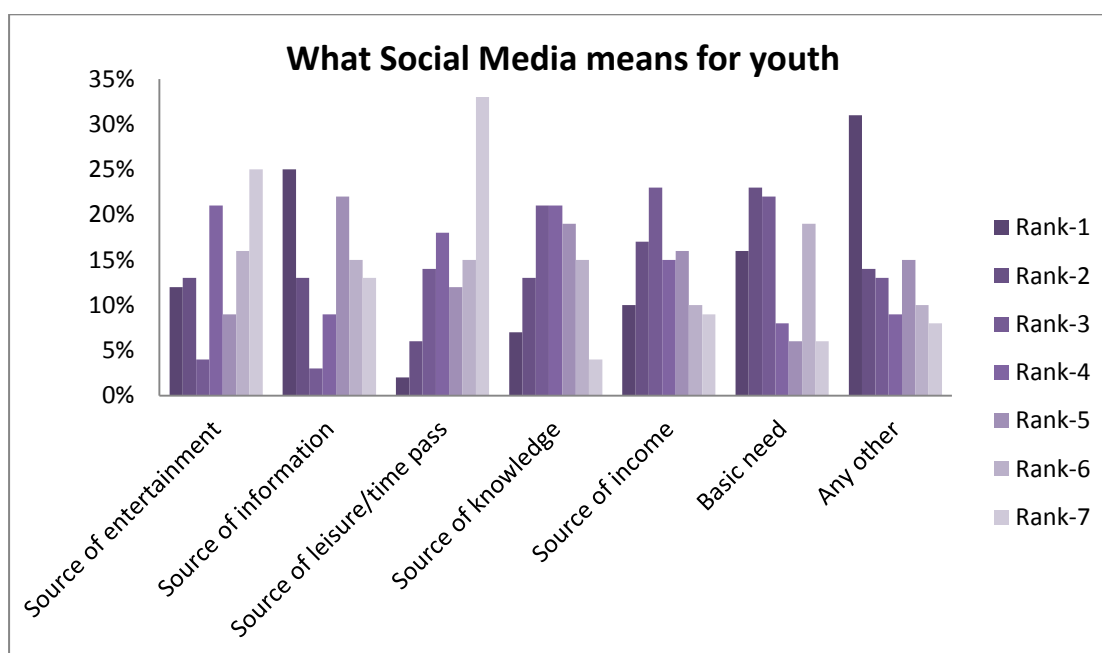
This section highlights the reasons revealed by youth for using social media. Reasons included were entertainment, information, leisure, knowledge, basic need of their life. It was also explored that what they thought about the social media use for agricultural promotion.

4.3.1 Meaning of social media for youth:

It was important to know that what the youth are thinking about the social media and the result is given below:

Table 37: Meaning of social media for youth

Source of	Rank-1 Percent- age (%)	Rank-2 Percent- age (%)	Rank-3 Percent- age (%)	Rank-4 Percent- age (%)	Rank-5 Percent- age (%)	Rank-6 Percent- age (%)	Rank-7 Percent- age (%)
Entertainment	12	13	4	21	9	16	25
Information	25	13	3	9	22	15	13
Leisure time/ time pass	2	6	14	18	12	15	33
Knowledge	7	13	21	21	19	15	4
Income	10	17	23	15	16	10	9
Basic need	16	23	22	8	6	19	6
Any other	31	14	13	9	15	10	8



Graph 4.3.1: Reason for using social media by youth

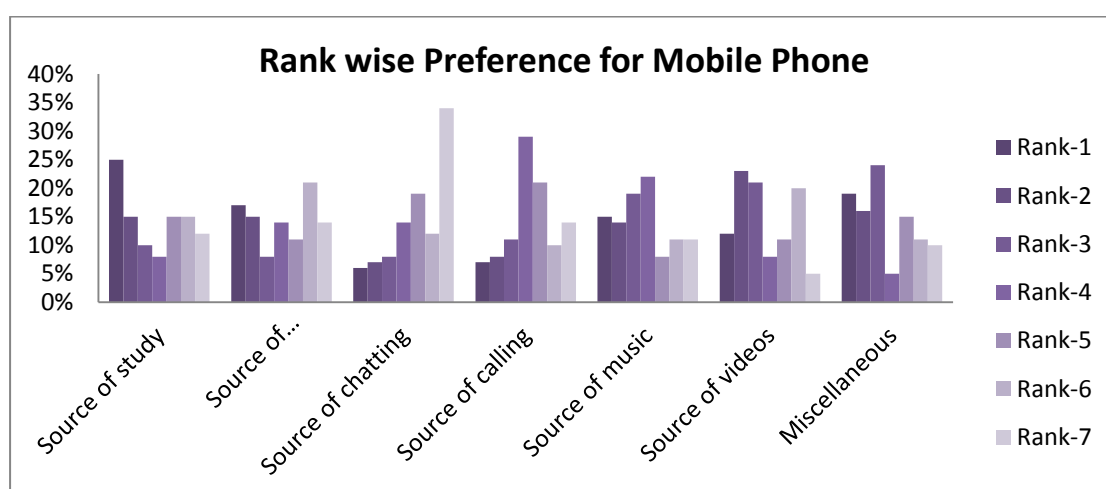
Table 37 and graph 4.3.1 disclose the reasons of social media usage by youth and the youth have given ranks to the preference by reasons. According to the data, as source of entertainment maximum of 25% youth have given 7th rank and lowest of 4% youth have given 3rd rank. As a source of information maximum of 25% youth have given 1st rank and lowest of 3% youth have given 3rd rank. As a source of leisure or time pass maximum of 33% youth have given 7th rank and lowest of 2% youth have given 1st rank. As a source of knowledge 21% youth each have given 3rd and 4th ranks and lowest of 4% youth have given 7th rank. As a source of income maximum of 23% youth have given 3rd rank and lowest of 9% youth have given 7th rank. As a basic need maximum of 23% youth have given 2nd rank and lowest of 6% youth each have given 5th and 7th ranks and as a maximum of 31% youth have given 1st rank and lowest of 8% youth have given 7th rank for other reasons. When seen in totality, social media means information for 25% respondents at rank 1, while 23% considered it as a basic need at rank 2. The least preferred meaning was leisure time/time pass at rank 7 with 33%

4.3.2 Preference for mobile phone by youth:

The data below shows the rank wise preference for mobile phone by youth:

Table 38: Rank wise preference for mobile phone by youth

Source of	Rank-1 Percent- age (%)	Rank-2 Percent- age (%)	Rank-3 Percent- age (%)	Rank-4 Percent- age (%)	Rank-5 Percent- age (%)	Rank-6 Percent- age (%)	Rank-7 Percent- age (%)
Studies	25	15	10	8	15	15	12
Work information	17	15	8	14	11	21	14
Chatting	6	7	8	14	19	12	34
Calling	7	8	11	29	21	10	14
Listening music	15	14	19	22	8	11	11
Watching videos	12	23	21	8	11	20	5
Miscellaneous	19	16	24	5	15	11	10



Graph 4.3.2 Reason for using mobile by youth

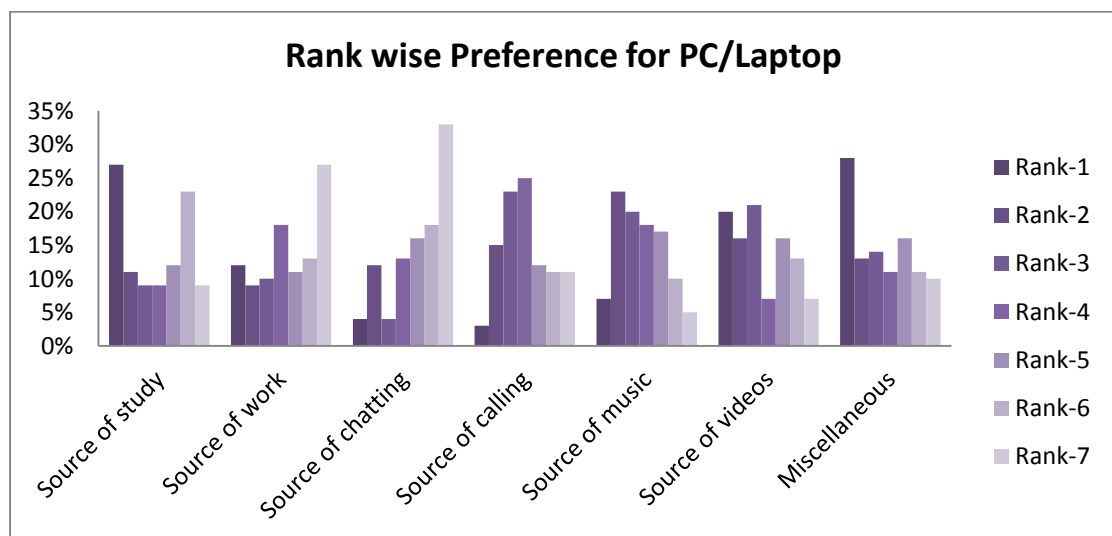
Table 38 and graph 4.3.2 disclose the reasons of mobile phone usage by youth and the youth have given ranks to the preference by reasons. According to the data, as source of study maximum of 25% youth have given 1st rank and lowest of 8% youth have given 3rd rank. As a source of work information maximum of 21% youth have given 6th rank and lowest of 8% youth have given 3rd rank. As a source of chatting maximum of 34% youth have given 7th rank and lowest of 6% youth have given 1st rank. As a source of calling 29% youth have given 4th rank and lowest of 7% youth have given 1st rank. As a source of music maximum of 22% youth have given 4th rank and lowest of 8% youth have given 5th rank. As a source of watching videos maximum of 23% youth have given 2nd rank and lowest of 5% youth each have given 7th rank and a maximum of 24% youth have given 3rd rank and lowest of 5% youth have given 4th rank for miscellaneous reasons. This means that studies is the most popular use of mobile phones with 25% ranking it number 1. Chatting was the least preferred with 34% at rank 7.

4.3.3 Preference for PC/laptop by youth:

The data below shows the rank wise preference for PC/laptop by youth:

Table 39: Rank wise preference for PC/laptop by youth

Source of	Rank-1 Percentage (%)	Rank-2 Percentage (%)	Rank-3 Percentage (%)	Rank-4 Percentage (%)	Rank-5 Percentage (%)	Rank-6 Percentage (%)	Rank-7 Percentage (%)
Studies	27	11	9	9	12	23	9
Work information	12	9	10	18	11	13	27
Chatting	4	12	4	13	16	18	33
Calling	3	15	23	25	12	11	11
Listening music	7	23	20	18	17	10	5
Watching videos	20	16	21	7	16	13	7
Miscellaneous	28	13	14	11	16	11	7



Graph 4.3.3: Reason for using mobile by youth

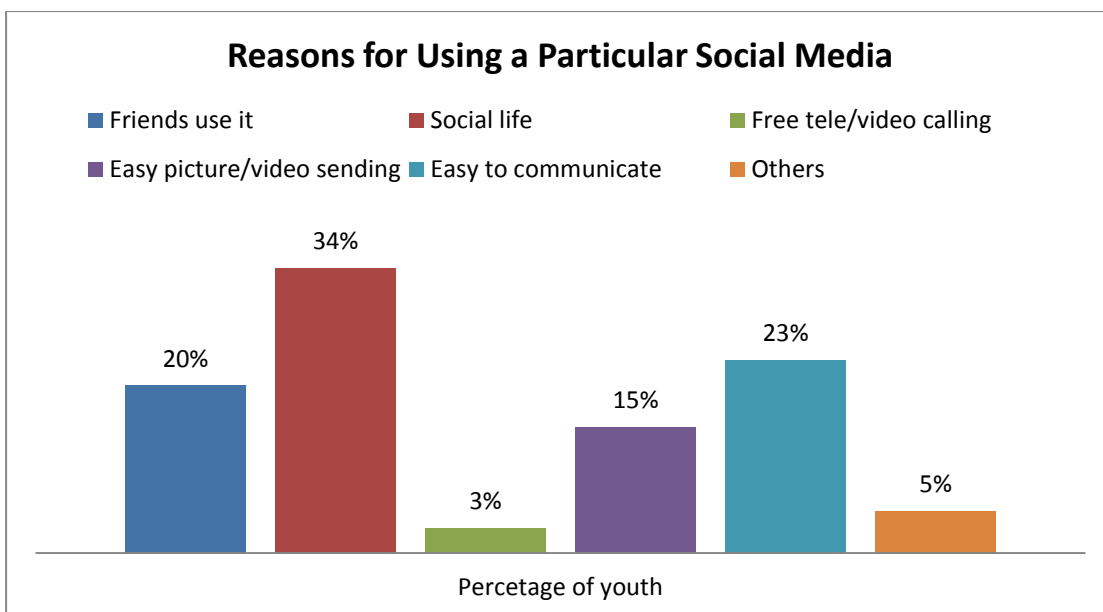
Table 39 and graph 4.3.3 disclose the reasons of PC/laptop usage by youth and the youth have given ranks to the preference by reasons. According to the data, as source of study maximum of 27% youth have given 1st rank and lowest of 9% youth have given each 3rd, 4th and 7th ranks. As a source of work information maximum of 27% youth have given 7th rank and lowest of 9% youth have given 2nd rank. As a source of chatting maximum of 33% youth have given 7th rank and lowest of 4% youth have given each 1st and 3rd ranks. As a source of calling 25% youth have given 4th rank and lowest of 3% youth have given 1st rank. As a source of music maximum of 23% youth have given 2nd rank and lowest of 7% youth have given 1st rank. As a source of watching videos maximum of 21% youth have given 3rd rank and lowest of 7% youth each have given 7th rank and as a maximum of 28% youth have given 1st rank and lowest of 7% youth have given 7th rank for miscellaneous reasons. This shows that studies and watching videos were the most preferred activities on PC/laptop as 27% and 20% respondents respectively opted for them at rank 1. Here too, chatting was the least preferred by 33% at rank 7.

4.3.4 Reasons for using particular social media network:

The data below shows the reasons for using particular social media network by the youth:

Table 40: Reasons for using a particular social media network

Reasons	Percentage (%)
Friends use it	20
Social life	34
Free tele/video calling	3
Easy to send pictures/videos	15
Easy to communicate people	23
Others	5
Total	100



Graph 4.3.4: Percentage of preferences of particular social media

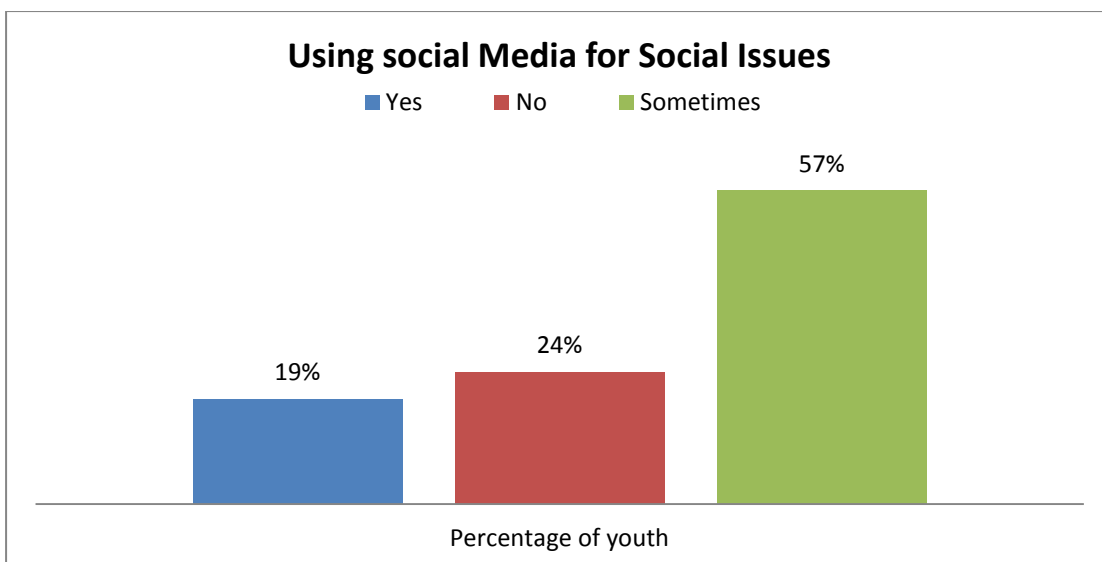
Table 40 and graph 4.3.4 disclose that 20% youth use social media because of their friends are using it, 34% for their social life, 3% for free tele/video calling, 15% for easy sharing of pictures and videos, 23% to communicate with people easily and 5% have other reasons, like news information, general knowledge, entertainment etc. Therefore, social life is the prime reason to use a particular social media network. Easier communication and peer usage were other important factors.

4.3.5 Using social media of social issues

The data below discloses the percentage of youth, who use to pick social issues on social media:

Table 41: Youth picks social issues on social media

Yes/No/Sometimes	Percentage (%)
Yes	19
No	24
Sometimes	57
Total	100



Graph 4.3.5: Percentage of youth using social media for social cause

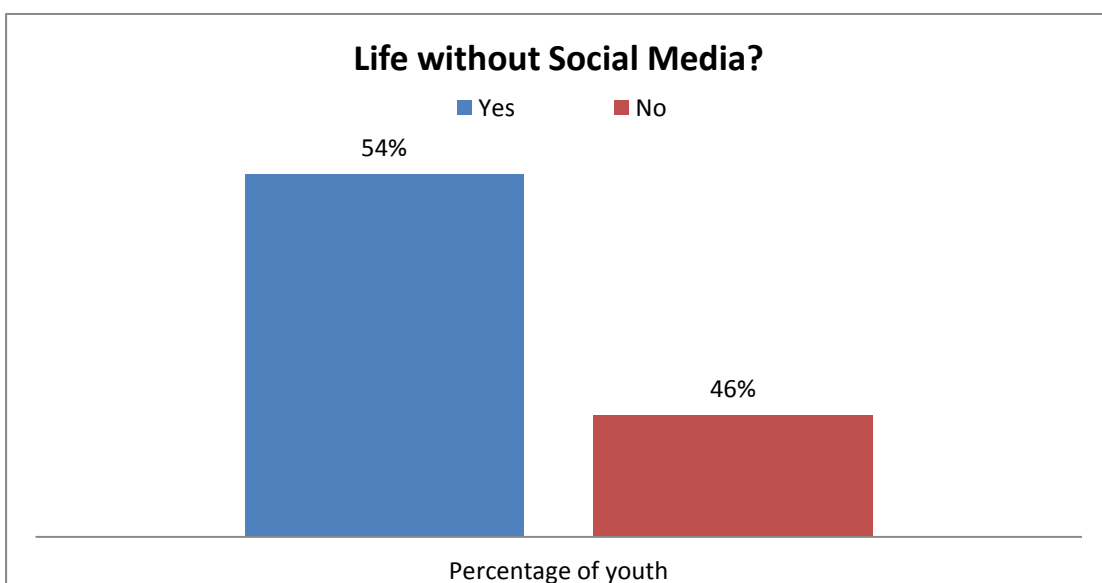
Table 41 and graph 4.3.5 disclose that there are very less 19% youth who use social media for social causes, 24% youth say no to it and 57% say, they do it sometimes.

4.3.6 Imagination of life without social media

The data below reveals the views of youth on role of social media in their respective lives:

Table 42: Role of social media in the life of youth/life without social media

Role of social media	Percentage (%)
Yes	54
No	46
Total	100



Graph 4.3.6: Role of social media in life/imagination of life without social media

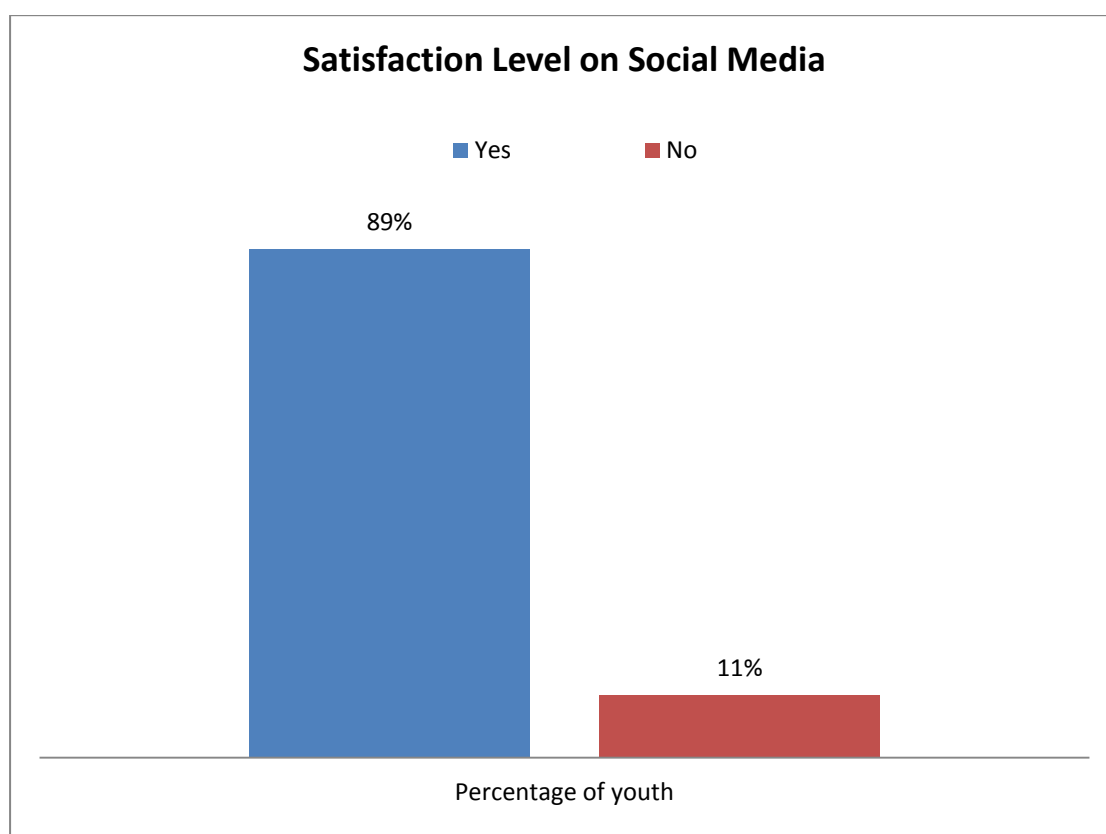
Table 42 and graph 4.3.6 disclose the view of youth on the role of social media in their respective lives. 54% of the youth think there is no life without social media, though 46% think totally different from it. The immense role of social media can be judged from the fact that more than half of the respondents cannot imagine their lives without it.

4.3.7 Satisfaction with social media:

Satisfaction level of youth with social media is given below:

Table 43: Satisfaction level

Satisfaction	Percentage (%)
Yes	89
No	11
Total	100



Graph 4.3.7: Satisfaction level in youth over social media

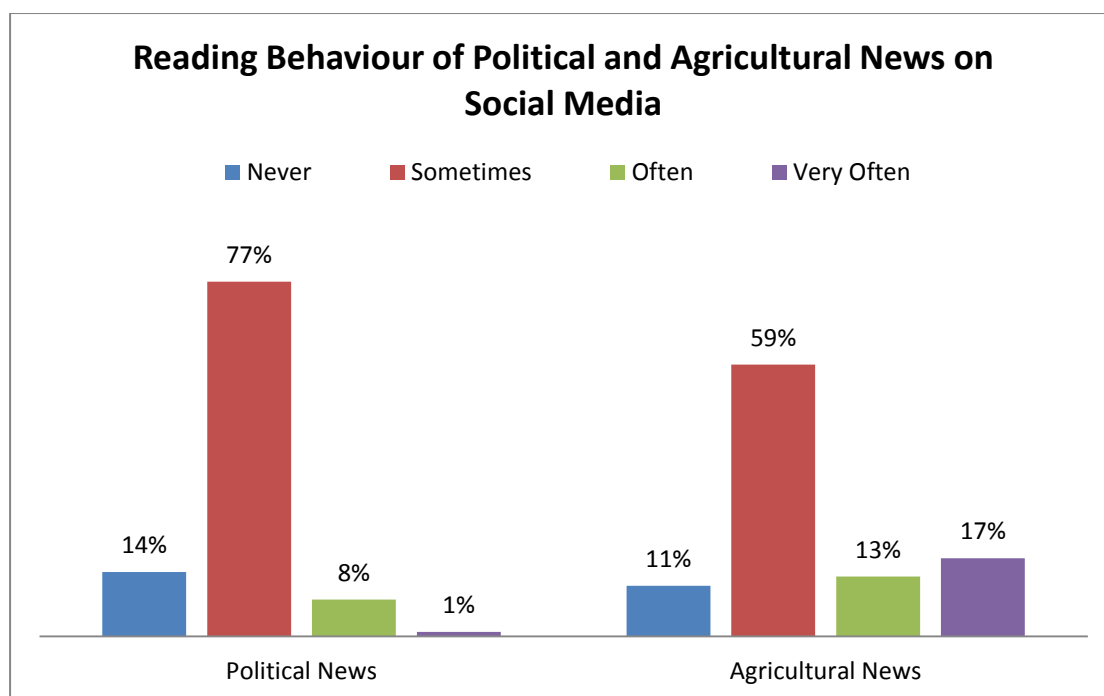
Table 43 and graph 4.3.7 disclose that 89% youth believe that they are satisfied with social media, though 11% are not agreeing with it. A huge majority is, thus, satisfied with the use of social media.

4.3.8 Reading behaviour of youth on news in social media

Data on reading behaviour of youth on political and agricultural news in social media is given below:

Table 44: Reading political and agricultural news on social media

Reading behaviour	Political News Percentage (%)	Agricultural News Percentage (%)
Never	14	11
Sometimes	77	59
Often	8	13
Very often	1	17
Total	100	100



Graph 4.3.8: Satisfaction level in youth over social media

Above table 44 and graph 4.3.8 disclose reading behaviour of youth on political and agricultural news as 14% youth say that they never read political news, 77% sometimes, 8% often and 1% very often. In case of agricultural news, 11% youth say they never read agricultural news, 59% say sometime, 13% often and 17% very often. In agricultural news, behaviour of youth was satisfactory, because this village was adopted by PAU and university had started a WhatsApp group for farmers. Youth take interest in agricultural news.

In a nutshell, this chapter dilated upon the demographic profile of the respondents, their uses and preferences for social media and reasons thereof. The smartphones appeared to be largely popular among the youth as compared to ordinary mobile phones, PC and laptop. The reason could be that smartphones are handy, feature-rich and mostly 4G enabled. The falling call and data rates could be another reason. The use of social media was found largely to gather information and leisure/time pass were least preferred. The interest of the respondents in political and agricultural news over social media was also evident.

CHAPTER-V

SUMMARY

Youth are an important part of our society. For the growth of our country, empowerment of youth is very important. They must be aware of the changes in our society. Media has a big role in spreading information among masses. Today, there are many sources of information, which include Electronic, Print and Web media. Social media have created a separate place in the life of youth. It is not only providing news, but also have become a source of entertainment, knowledge, leisure, information etc.

Even governments are emphasizing on e-services. Govt. of Punjab is providing many services like Citizen Login, Tender and Notices, Government login (for Govt. Authorities), Government E-mail, Right to Service Commission, Login for IWDMS e-Services, Right to Information, Grievances, PGRC, Circuit House, Visitor Pass, RTS Appeal, PAN registration etc. There are some services of Govt. of India like Vahan, NIC Collaborative Sheets, Mobile eDistrict, Browser JSGuard, MeghShikshak-a SaaS based e-learning Framework, CloudPost, PayOnline, Aadhar Based Distribution System (ABDS), E-Aadhar System.

The motive of this study was to know the behavior of youth using social media in different platforms. As every response has a stimulus, this study tries to cover all reasons of social media usage by the youth. As we know that after the emergence of 4G services, mobile companies believe that the rural areas are a big market for their success. After the launch of JIO, the rates of 4G mobile phone services have fallen rapidly.

This study attempts to know the availability of sources for youth that is known for using social media through mobile phones or PC/laptop. Have they 4G/3G/2G connectivity, broadband connection, Wifi facility? Are they sharing their devices with family? What are their interests in social media? Are they satisfied with social media as well as their political and agricultural interests?

The main objectives were: -

1. To analyse the social media usage pattern of the rural youth of village.
2. To ascertain the reasons for using social media by the respondents.

The data was collected with the help of Survey method. The village Abbuwal was adopted by Extension Department of the Punjab Agricultural University, Ludhiana, to spread agricultural information among farmers. A total of 100 male youth respondents were selected randomly during the visit to the village. Male youth were randomly chosen; because of agriculture profession that is mostly adopted by the rural males. The questionnaire contained

three sections: first was “demographic profile” of the respondents, which included 7 questions; second was “mobile, PC or laptop and social media usage pattern”, which included 34 questions; and the third was the “reasons for using social media apps and sites”, which included 9 questions. These were total 50 in number with both open and close ended questions.

Primary data was taken as the base of this study and in order to fulfill the objectives of the study, personal interviewing was done of the respondents. Since the study was intended to examine the social media usage by the youth male, hence, the questionnaire contained all the associated material to attain the objectives of the study. The collected data was analysed using simple percentage method.

Demographic profile stated that the most of the sampled youth belonged to i.e. 18-22 years of age (48%). 85% of the youth live in joint families and 79% within the boundary of village. 55% of the families of youth have the monthly income of i.e. Rs. 15,000 to Rs. 30,000.

The study revealed that the 57% of youth have 2 mobile phones at their home, 26% have 3 and 10% have four or more mobile phones at their home. But, 49% percent have no PC or laptop, 44% have one and only 7% have two PC or laptop. This shows that there were more users of mobile phone than PC or laptops in village. Those who have mobile phone, 97% of them have their personal devices and fifty-fifty percent case in pc/laptops. For using a social media app, the mobile phone should be a smartphone and 95% of the youth were using smartphones and 62% youth respondents were using 4G network services.

There were 99% prepaid users and 67% had no Wifi connectivity at their home. Simply, cheaper mobile rates have affected broadband services. This was confirmed by 78% users of mobile data services. It was revealed that 75% of youth have no fix time for using mobile phone and 47% use their mobile phone for more than 4 hours on weekdays and 54% use it sometimes while eating and 35% often and 6% very often. 79% youth were keeping mobile phone with them when they sleep; it means they use it till late night. Even 96% of them take their mobile phone along with them while travelling and 92% youth said their parents have no objection with their mobile phone. Many youth were sharing their mobile with other family members. 62% can't live without mobile phone and 95% prefer mobile phones over PC/ laptop.

Like this, for PC/laptop users 57% have their personal PC/laptop and 50% use it between 1 to 2 hours in weekdays. Contrary to mobile users, 53% never used PC/laptop while eating. Even 79% didn't keep it while sleeping. 46% youth were sharing their PC/laptop with

other family members. As opposed to mobile phone users, 95% were not taking it while travelling. Like mobile phone users, most of the parents were not objecting for PC/laptops also.

When, the reasons for using mobile phones were discussed, 54% users believed that it is a handy product and second position was for 4G services, as 28% were opting for this. 55% PC/laptop users had preferred it for large memory, long life, easy for college or official work. When study came on to social media, mobile users had mixed response for the situations, when they were using social media. Maximum mobile or PC/laptop users had opted for holidays for using social media. Particularly, mobile phone users had the facility to use social media whenever required, but for PC/laptop users, holiday and work time were the only main options.

On social media network, WhatsApp was on number one and 55% of users had preferred it and the second position was for Facebook with 35% of users. Youth were using WhatsApp for easy messaging, uploading-downloading and calling services. While Facebook users had different reasons, like friend circle, old users, etc. 52% of youth were inviting others on social media and 38% were doing it only sometimes. There was no break on social media users on weekdays and many mobile phone users were using it upto 4 hours. Though, most of PC/laptop users limited its use to 1 to 2 hours.

When enquired about reasons for use of social media, most of them opted for information at rank 1. The least preferred was leisure time/pass time at rank 7. Similarly, the most popular use for mobile phones was studies ranked at number 1 by 25% respondents. Chatting was least preferred by 34% at rank 7. For PC/laptop use too, studies were ranked number 1 by 27% and chatting was again least preferred by 33% at rank 7.

Social media was used by youth to be socially updated as 34% had opted for it. Social network of youth was also playing an important role in friendship and many of youth were using it, because it was used by their friends. But, numbers of youth picking social issues on social media was not enough as their chatting practice. 57% of youth were picking social media sometime, and only 19% said yes for it. More than half (54%) youth believed that life is not possible without social media. 89% were satisfied with social media.

According to the study 77% youth were reading political news sometimes that was good response. But, this village is adopted by PAU, Ludhiana for extension services and response of youth on agricultural issue was satisfactory in comparison with political news as 17% were saying that they read it very often, 13% often and 59% sometimes.

Concluding, varied responses were reported with respect to social media usage by

rural youth. From the results it was noted that almost every youth have smartphone and there is a big effect of 4G services in the village. Most of the youth use social media on mobile phones. Social media is affecting regular life a lot as youth use it upto 2-3 hours in a day. They believe social media is a means of information mainly and it also leads to entertainment, leisure/time pass for watching videos, chatting etc. They have some interest in political and especially in agricultural news.

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ANNEXURE-I

QUESTIONNAIRE

Part I- Demographic Profile

1. Name:-
2. Name of block:-
3. Name of the village:-
4. Age:-
 - ≤ 18 years ()
 - $18 > \text{ to } \leq 22$ years ()
 - $22 > \text{ to } \leq 26$ years ()
 - $26 > \text{ to } \leq 30$ years ()
 - $30 > \text{ to } \leq 34$ years ()
5. Family:-
 - Nuclear ()
 - Joint ()
6. Residential area:-
 - In a village ()
 - Outskirt of village ()
7. Family income in Rupees (monthly)
 - $\leq 15,000$ ()
 - $15,000 \geq \text{ to } < 30,000$ ()
 - $30,000 \geq \text{ to } < 45,000$ ()
 - $45,000 \geq \text{ to } < 60,000$ ()
 - $60,000 \geq$ ()

Part II – Mobile, PC or Laptop and Social Media use pattern

1. How many mobile phones are there in your home?
 - None ()
 - One ()
 - Two ()
 - Three ()
 - Four or more ()

2. How many computers or laptops are there in your home?
 - None ()
 - One ()
 - Two ()
 - Three ()
 - Four or more ()
3. Do you have a personal mobile phone?
 - Yes ()
 - No ()
4. Do you have a personal computer or laptop?
 - Yes ()
 - No ()
5. Do you use a smartphone?
 - Yes ()
 - No ()
6. Which type of network, your mobile phone is enabled?
 - 2G ()
 - 3G ()
 - 4G ()
7. Which type of mobile services, you are using?
 - Prepaid ()
 - Postpaid ()
8. Do you have a Wifi connection at your home?
 - Yes ()
 - No ()
9. Which type of data service, do you prefer?
 - Mobile Data ()
 - Wifi ()
10. Do you have a fixed time for using mobile phone?
 - Yes ()
 - No ()
11. Do you have a fixed time for using personal computer or laptop?
 - Yes ()
 - No ()

12. On an average, for how many hours do you use mobile phone on weekdays?

- ≤ 1 ()
- $1 >$ and $2 \leq$ ()
- $2 >$ and $3 \leq$ ()
- $3 >$ and $4 \leq$ ()
- $4 >$ ()

13. On an average, for how many hours do you use computer/laptop on weekdays?

- ≤ 1 ()
- $1 >$ and $2 \leq$ ()
- $2 >$ and $3 \leq$ ()
- $3 >$ and $4 \leq$ ()
- $4 >$ ()

14. Do you use mobile phone when you are eating?

- Never ()
- Sometimes ()
- Often ()
- Very Often ()

15. Do you use computer/laptop when you are eating?

- Never ()
- Sometimes ()
- Often ()
- Very Often ()

16. Do you keep your mobile phone along with you when you sleep?

- Yes ()
- No ()

17. Do you keep your computer/laptop along with you when you sleep?

- Yes ()
- No ()

18. Do you share your mobile with your family members?

- Yes ()
- No ()

19. Do you share your computer/laptop with your family members?

- Yes ()
- No ()

20. Do you take your mobile along with you when you move out?
- Yes ()
 - No ()
21. Do you take your computer/laptop along with you when you move out?
- Yes ()
 - No ()
22. Do your parents object when you use mobile phone?
- Yes ()
 - No ()
23. Do your parents object when you use computer/laptop?
- Yes ()
 - No ()
24. Can you live without using mobile phone?
- Yes ()
 - No ()
25. Can you live without using computer/laptop?
- Yes ()
 - No ()
26. Among mobile phone or computer/laptop, which one is preferable for you?
- Mobile phone ()
 - Computer/laptop ()
27. If mobile phone, what are the reasons for preference?
- Its handy ()
 - Does not need a permanent socket connection ()
 - Has a 4G internet connection ()
 - I do not have a computer/laptop ()
 - Others (please specify) ()
28. If computer/laptop, what are the reasons for preference?
- I do not have a personal mobile ()
 - I do not have a smart phone ()
 - Bigger screen is better to work on ()
 - Others (please specify) ()

29. In what situation are you likely to use social media on mobile phone?

- Travelling ()
- On Holiday ()
- During work ()
- Meal time ()
- Evening ()
- All of the above ()

30. In what situation are you likely to use social media on computer/laptop?

- Travelling ()
- On Holiday ()
- During work ()
- Meal time ()
- Evening ()
- All of the above ()

31. Which social media network, do you prefer?

- Facebook ()
- WhatsApp ()
- Twitter ()
- Instagram ()
- Youtube ()
- Google+ ()
- Tumblr ()
- Orkut ()
- Yahoo messenger ()
- Any other ()

32. Do you invite people on social media network?

- Yes ()
- No ()
- Sometimes ()

33. On an average, for how many hours you are live on social media network on weekdays?

- ≤ 1 ()
- $1 >$ and $2 \leq$ ()
- $2 >$ and $3 \leq$ ()
- $3 >$ and $4 \leq$ ()
- $4 >$ ()

34. On an average, for how many hours you are live on social media network on weekend?

- ≤ 1 ()
- $1 >$ and $2 \leq$ ()
- $2 >$ and $3 \leq$ ()
- $3 >$ and $4 \leq$ ()
- $4 >$ ()

Part III- Reasons for using social media apps and sites

1. What social media means to you? Rate the following in order of your preference (Highest rank =1 and lowest rank =7)

- i. Source of entertainment ()
- ii. Source of information ()
- iii. Source of leisure time/time pass ()
- iv. Source of knowledge ()
- v. Source of income ()
- vi. Basic need ()
- vii. Any other (please specify) ()

2. Rate the following in the order of preference the purpose for your mobile phone use (Highest rank =1 and lowest rank =7)

- i. For getting information regarding studies ()
- ii. For getting information regarding work ()
- iii. For chatting ()
- iv. For calling ()
- v. To listen music ()
- vi. To watch videos ()
- vii. Miscellaneous ()

3. Rate the following in the order of preference the purpose for your computer/laptop use (Highest rank =1 and lowest rank=7)

- i. For getting information regarding studies ()
- ii. For getting information regarding work ()
- iii. For chatting ()
- iv. For calling ()
- v. To listen music ()
- vi. To watch videos ()
- vii. Miscellaneous ()

4. What are the reasons for using particular social media network?
- i. My friends use it ()
 - ii. To be socially up to date ()
 - iii. If offers free tele calling/video calling ()
 - iv. Easy to send pictures and videos ()
 - v. Can communicate with people while sitting far away ()
 - vi. Other (please specify) ()
5. Do you pick you social issues on social media network?
- Yes ()
 - No ()
 - Sometimes ()
6. Do you imagine life without social media?
- Yes ()
 - No ()
7. Are you satisfied with social media?
- Yes ()
 - No ()
8. Do you read political news on social media?
- Never ()
 - Sometimes ()
 - Often ()
 - Very Often ()
9. Do you read agricultural news on social media?
- Never ()
 - Sometimes ()
 - Often ()
 - Very Often ()

ANNEXURE-II

ਪ੍ਰਸ਼ਨ ਪੱਤਰ

ਭਾਗ 1 - ਜਨਗਣਨਾ ਪ੍ਰੋਫਾਈਲ

1. ਨਾਮ:-
2. ਬਲਾਕ ਦਾ ਨਾਮ:-
3. ਪਿੰਡ:-
4. ਉਮਰ:-
 - ≤ 18 ਸਾਲ ()
 - $18 > ਤੋਂ \leq 22$ ਸਾਲ ()
 - $22 > ਤੋਂ \leq 26$ ਸਾਲ ()
 - $26 > ਤੋਂ \leq 30$ ਸਾਲ ()
 - $30 > ਤੋਂ \leq 34$ ਸਾਲ ()
5. ਪਰਿਵਾਰ:-
 - ਛੋਟਾ ()
 - ਸਾਂਝਾ ()
6. ਰਿਹਾਇਸ਼ੀ ਖੇਤਰ:-
 - ਪਿੰਡ ਦੀ ਹੱਦ ਦੇ ਅੰਦਰ ()
 - ਪਿੰਡ ਦੀ ਹੱਦ ਤੋਂ ਬਾਹਰ ()
7. ਮਹੀਨਾਵਾਰ ਪਰਿਵਾਰਕ ਆਮਦਨ (ਰੁਪਏ ਵਿੱਚ)
 - $\leq 15,000$ ਤੋਂ ਘੱਟ ()
 - $15,000 \geq ਤੋਂ < 30,000$ ()
 - $30,000 \geq ਤੋਂ < 45,000$ ()
 - $45,000 \geq ਤੋਂ < 60,000$ ()
 - $60,000 \geq ਤੋਂ ਵੱਧ$ ()

ਭਾਗ 2 - ਮੋਬਾਇਲ, ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਤੇ ਆਨਲਾਈਨ ਮੀਡੀਆ ਵਰਤਣ ਸਬੰਧੀ ਰੁਝਾਨ

1. ਤੁਹਾਡੇ ਘਰ ਵਿੱਚ ਕਿੰਨੇ ਮੋਬਾਇਲ ਫੋਨ ਹਨ?
 - ਕੋਈ ਵੀ ਨਹੀਂ ()
 - ਇੱਕ ()
 - ਦੋ ()
 - ਤਿੰਨ ()
 - ਚਾਰ ਜਾਂ ਵੱਧ ()

2. ਤੁਹਾਡੇ ਘਰ ਵਿੱਚ ਕਿੰਨੇ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਹਨ?
 - ਕੋਈ ਵੀ ਨਹੀਂ ()
 - ਇੱਕ ()
 - ਦੋ ()
 - ਤਿੰਨ ()
 - ਚਾਰ ਜਾਂ ਵੱਧ ()

3. ਕੀ ਤੁਹਾਡੇ ਕੋਲ ਆਪਣਾ ਵਿਅਕਤੀਗਤ ਮੋਬਾਇਲ ਫੋਨ ਹੈ?
 - ਹਾਂ ()
 - ਨਹੀਂ ()

4. ਕੀ ਤੁਹਾਡੇ ਕੋਲ ਆਪਣਾ ਵਿਅਕਤੀਗਤ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਹੈ?
 - ਹਾਂ ()
 - ਨਹੀਂ ()

5. ਕੀ ਤੁਸੀਂ ਸਮਾਰਟਫੋਨ ਵਰਤਦੇ ਹੋ?
 - ਹਾਂ ()
 - ਨਹੀਂ ()

6. ਤੁਹਾਡਾ ਮੋਬਾਇਲ, ਕਿਸ ਨੈਟਵਰਕ 'ਤੇ ਕੰਮ ਕਰਦਾ ਹੈ?
- 2ਜੀ ()
 - 3ਜੀ ()
 - 4ਜੀ ()
7. ਤੁਸੀਂ ਕਿਹੜੀਆਂ ਮੋਬਾਇਲ ਸੇਵਾਵਾਂ ਦਾ ਇਸਤੇਮਾਲ ਕਰਦੇ ਹੋ?
- ਪ੍ਰੀਪੇਡ (ਨਗਦੀ ਰਿਚਾਰਜ ਰਾਹੀਂ) ()
 - ਪੋਸਟਪੇਡ (ਬਿੱਲ ਰਾਹੀਂ) ()
8. ਕੀ ਤੁਹਾਡੇ ਘਰ ਅੰਦਰ ਵਾਈ ਫਾਈ ਦਾ ਕੁਨੈਕਸ਼ਨ ਹੈ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
9. ਤੁਸੀਂ ਕਿਸ ਪ੍ਰਕਾਰ ਦੀਆਂ ਡਾਟਾ ਸੇਵਾਵਾਂ ਵਰਤਣ ਨੂੰ ਪਹਿਲ ਦਿੰਦੇ ਹੋ?
- ਮੋਬਾਇਲ ਡਾਟਾ ()
 - ਵਾਈਫਾਈ ()
10. ਕੀ ਮੋਬਾਇਲ ਫੋਨ ਨੂੰ ਇਸਤੇਮਾਲ ਕਰਨ ਲਈ ਤੁਹਾਡਾ ਕੋਈ ਮਿੱਥਾ ਸਮਾਂ ਹੈ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
11. ਕੀ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਨੂੰ ਇਸਤੇਮਾਲ ਕਰਨ ਲਈ ਤੁਹਾਡਾ ਕੋਈ ਮਿੱਥਾ ਸਮਾਂ ਹੈ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
12. ਐਂਸਤਨ, ਤੁਸੀਂ ਹਫ਼ਤੇ 'ਚ ਕਿੰਨੇ ਦਿਨ ਮੋਬਾਇਲ ਫੋਨ ਦਾ ਇਸਤੇਮਾਲ ਕਰਦੇ ਹੋ?
- ≤ 1 ਦਿਨ ()
 - $1 >$ ਤੋਂ $2 \leq$ ਦਿਨ ()
 - $2 >$ ਤੋਂ $3 \leq$ ਦਿਨ ()
 - $3 >$ ਤੋਂ $4 \leq$ ਦਿਨ ()
 - $4 >$ ਤੋਂ ਵੱਧ ()

13. ਐਸਤਨ, ਤੁਸੀਂ ਹਫਤੇ 'ਚ ਕਿੰਨੇ ਦਿਨ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਦਾ ਇਸਤੇਮਾਲ ਕਰਦੇ ਹੋ?
- ≤ 1 ਦਿਨ ()
 - $1 >$ ਤੋਂ $2 \leq$ ਦਿਨ ()
 - $2 >$ ਤੋਂ $3 \leq$ ਦਿਨ ()
 - $3 >$ ਤੋਂ $4 \leq$ ਦਿਨ ()
 - $4 >$ ਤੋਂ ਵੱਧ ()
14. ਕੀ ਤੁਸੀਂ ਭੋਜਨ ਕਰਦਿਆਂ ਮੋਬਾਇਲ ਫੋਨ ਦਾ ਇਸਤੇਮਾਲ ਕਰਦੇ ਹੋ?
- ਕਦੇ ਨਹੀਂ ()
 - ਕਦੇ-ਕਦੇ ()
 - ਅਕਸਰ ()
 - ਬਹੁਤ ਘੱਟ ()
15. ਕੀ ਤੁਸੀਂ ਭੋਜਨ ਕਰਦਿਆਂ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਦਾ ਇਸਤੇਮਾਲ ਕਰਦੇ ਹੋ?
- ਕਦੇ ਨਹੀਂ ()
 - ਕਦੇ-ਕਦੇ ()
 - ਅਕਸਰ ()
 - ਬਹੁਤ ਘੱਟ ()
16. ਕੀ ਤੁਸੀਂ ਸੌਣ ਲੱਗਿਆਂ ਆਪਣਾ ਮੋਬਾਇਲ ਫੋਨ ਸਿਰਹਾਣੇ ਕੋਲ ਰੱਖਦੇ ਹੋ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
17. ਕੀ ਤੁਸੀਂ ਸੌਣ ਲੱਗਿਆਂ ਆਪਣਾ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਸਿਰਹਾਣੇ ਕੋਲ ਰੱਖਦੇ ਹੋ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
18. ਕੀ ਤੁਸੀਂ ਆਪਣੇ ਪਰਿਵਾਰ ਨਾਲ ਆਪਣੇ ਮੋਬਾਇਲ ਫੋਨ ਦੀ ਸਾਂਝੀ ਵਰਤੋਂ ਕਰਦੇ ਹੋ?
- ਹਾਂ ()
 - ਨਹੀਂ ()

19. ਕੀ ਤੁਸੀਂ ਆਪਣੇ ਪਰਿਵਾਰ ਨਾਲ ਆਪਣੇ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਦੀ ਸਾਂਝੀ ਵਰਤੋਂ ਕਰਦੇ ਹੋ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
20. ਘਰੋਂ ਬਾਹਰ ਜਾਣ ਲੱਗਿਆਂ ਕੀ ਤੁਸੀਂ ਆਪਣਾ ਮੋਬਾਇਲ ਫੋਨ ਨਾਲ ਲੈ ਕੇ ਜਾਂਦੇ ਹੋ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
21. ਘਰੋਂ ਬਾਹਰ ਜਾਣ ਲੱਗਿਆਂ ਕੀ ਤੁਸੀਂ ਆਪਣਾ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਨਾਲ ਲੈ ਕੇ ਜਾਂਦੇ ਹੋ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
22. ਕੀ ਤੁਹਾਡੇ ਮਾਪੇ, ਤੁਹਾਨੂੰ ਮੋਬਾਇਲ ਫੋਨ ਦਾ ਇਸਤੇਮਾਲ ਕਰਨ ਤੋਂ ਰੋਕਦੇ ਹਨ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
23. ਕੀ ਤੁਹਾਡੇ ਮਾਪੇ, ਤੁਹਾਨੂੰ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਦਾ ਇਸਤੇਮਾਲ ਕਰਨ ਤੋਂ ਰੋਕਦੇ ਹਨ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
24. ਕੀ ਤੁਸੀਂ ਮੋਬਾਇਲ ਫੋਨ ਤੋਂ ਬਿਨ੍ਹਾਂ ਰਹਿ ਸਕਦੇ ਹੋ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
25. ਕੀ ਤੁਸੀਂ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਤੋਂ ਬਿਨ੍ਹਾਂ ਰਹਿ ਸਕਦੇ ਹੋ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
26. ਤੁਸੀਂ ਮੋਬਾਇਲ ਫੋਨ ਤੇ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਵਿੱਚੋਂ ਕਿਸਨੂੰ ਜ਼ਿਆਦਾ ਤਰਜੀਹ ਦਿੰਦੇ ਹੋ?
- ਮੋਬਾਇਲ ਫੋਨ ()
 - ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ()

27. ਜੇ ਮੋਬਾਇਲ, ਤਾਂ ਇਸ ਪਹਿਲ ਦਾ ਕੀ ਕਾਰਨ ਹੈ?
- ਇਸਨੂੰ ਸੰਭਾਲਣ/ਇਧਰ ਉਧਰ ਲਿਜਾਣ ਵਿੱਚ ਸੌਖ ਰਹਿੰਦੀ ਹੈ। ()
 - ਇਸਨੂੰ ਕੋਈ ਸਥਾਈ ਬਿਜਲੀ ਕੁਨੈਕਸ਼ਨ ਦੀ ਲੋੜ ਨਹੀਂ। ()
 - ਇਸ ਵਿੱਚ 4G ਇੰਟਰਨੈੱਟ ਕੁਨੈਕਸ਼ਨ ਹੈ। ()
 - ਮੇਰੇ ਕੋਲ ਲੈਪਟਾਪ ਕੰਪਿਊਟਰ ਨਹੀਂ ਹੈ। ()
 - ਕੁਝ ਹੋਰ (ਦੱਸੋ)
28. ਜੇ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ, ਤਾਂ ਇਸ ਪਹਿਲ ਦਾ ਕੀ ਕਾਰਨ ਹੈ?
- ਮੇਰੇ ਕੋਲ ਨਿਜੀ ਮੋਬਾਇਲ ਨਹੀਂ ਹੈ। ()
 - ਮੇਰੇ ਕੋਲ ਸਮਾਰਟਫੋਨ ਨਹੀਂ ਹੈ। ()
 - ਵੱਡੀ ਸਕ੍ਰੀਨ 'ਤੇ ਕੰਮ ਕਰਨਾ ਜ਼ਿਆਦਾ ਵਧੀਆ ਹੁੰਦਾ ਹੈ। ()
 - ਕੁਝ ਹੋਰ (ਦੱਸੋ) ()
29. ਕਿਹੜੀ ਸਥਿਤੀ ਵਿੱਚ ਤੁਸੀਂ ਮੋਬਾਇਲ ਫੋਨ ਉਪਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦਾ ਇਸਤੇਮਾਲ ਕਰਦੇ ਹੋ?
- ਸਫਰ ਵੇਲੇ ()
 - ਛੁੱਟੀ ਵੇਲੇ ()
 - ਕੰਮ ਵੇਲੇ ()
 - ਭੋਜਨ ਸਮੇਂ ()
 - ਸ਼ਾਮ ਨੂੰ ()
 - ਉਪਰੋਕਤ ਸਾਰੇ ()
30. ਕਿਹੜੀ ਸਥਿਤੀ ਵਿੱਚ ਤੁਸੀਂ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਉਪਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦਾ ਇਸਤੇਮਾਲ ਕਰਦੇ ਹੋ?
- ਸਫਰ ਵੇਲੇ ()
 - ਛੁੱਟੀ ਵੇਲੇ ()
 - ਕੰਮ ਵੇਲੇ ()
 - ਭੋਜਨ ਸਮੇਂ ()
 - ਸ਼ਾਮ ਨੂੰ ()
 - ਉਪਰੋਕਤ ਸਾਰੇ ()

31. ਕਿਹੜੇ ਸੋਸ਼ਲ ਮੀਡੀਆ ਨੇਟਵਰਕ ਨੂੰ ਤੁਸੀਂ ਤਰਜੀਹ ਦਿੰਦੇ ਹੋ?

- ਫੇਸਬੁੱਕ ()
- ਵਟਸਐਪ ()
- ਟਵਿਟਰ ()
- ਇੰਸਟਾਗ੍ਰਾਮ ()
- ਯੂਟਿਊਬ ()
- ਗੂਗਲ ਪਲੱਸ ()
- ਟੰਬਲਰ ()
- ਆਰਕੁਟ ()
- ਯਾਹੂ ਮੈਸੇਂਜਰ ()
- ਕੋਈ ਹੋਰ ()

32. ਕੀ ਤੁਸੀਂ ਲੋਕਾਂ ਨੂੰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਨੇਟਵਰਕ 'ਤੇ ਸੱਦਾ ਦਿੰਦੇ ਹੋ?

- ਹਾਂ ()
- ਨਹੀਂ ()
- ਕਦੇ-ਕਦਾਰ ()

33. ਔਸਤਨ, ਤੁਸੀਂ ਹਫਤੇ ਵਿੱਚ ਕਿੰਨੇ ਘੰਟੇ ਸੋਸ਼ਲ ਮੀਡੀਆ ਉੱਪਰ ਲਾਈਵ ਰਹਿੰਦੇ ਹੋ?

- ≤ 1 ਘੰਟਾ ()
- $1 >$ ਤੋਂ $2 \leq$ ਘੰਟੇ ()
- $2 >$ ਤੋਂ $3 \leq$ ਘੰਟੇ ()
- $3 >$ ਤੋਂ $4 \leq$ ਘੰਟੇ ()
- $4 >$ ਤੋਂ ਵੱਧ ()

34. ਔਸਤਨ, ਤੁਸੀਂ ਛੁੱਟੀ ਵਾਲੇ ਦਿਨ ਕਿੰਨੇ ਘੰਟੇ ਸੋਸ਼ਲ ਮੀਡੀਆ ਉੱਪਰ ਲਾਈਵ ਰਹਿੰਦੇ ਹੋ?

- ≤ 1 ਘੰਟਾ ()
- $1 >$ ਤੋਂ $2 \leq$ ਘੰਟੇ ()
- $2 >$ ਤੋਂ $3 \leq$ ਘੰਟੇ ()
- $3 >$ ਤੋਂ $4 \leq$ ਘੰਟੇ ()
- $4 >$ ਤੋਂ ਵੱਧ ()

ਭਾਗ 2 - ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪ ਜਾਂ ਸਾਈਟ ਵਰਤਣ ਦੇ ਕਾਰਨ

1. ਤੁਹਾਡੇ ਲਈ ਸੋਸ਼ਲ ਮੀਡੀਆ ਕੀ ਹੈ? ਆਪਣੀ ਪਸੰਦ ਦੇ ਕ੍ਰਮ ਵਿੱਚ ਹੇਠ ਲਿੱਖਿਆਂ ਨੂੰ ਦਰਜਾ ਦਿਓ।
(ਉੱਚ = 1 ਤੇ ਘੱਟ = 7)
 - ਮਨੋਰੰਜਨ ਦਾ ਸਰੋਤ ()
 - ਸੂਚਨਾ ਦਾ ਸਰੋਤ ()
 - ਵਿਹਲ ਦਾ ਸਮਾਂ ਬਿਤਾਉਣ ਲਈ ਸਰੋਤ ()
 - ਗਿਆਨ ਦਾ ਸਰੋਤ ()
 - ਆਮਦਨ ਦਾ ਸਰੋਤ ()
 - ਮੁੱਢਲੀ ਜ਼ਰੂਰਤ ()
 - ਕੋਈ ਹੋਰ (ਦੱਸੋ) ()

2. ਹੇਠ ਲਿਖੇ ਮੁਤਾਬਿਕ ਆਪਣੀ ਪਸੰਦ ਅਨੁਸਾਰ ਕ੍ਰਮ ਵਿੱਚ ਦੱਸੋ ਕਿ ਤੁਹਾਡੇ ਮੋਬਾਇਲ ਫੋਨ ਵਰਤਣ ਦਾ ਕੀ ਕਾਰਨ ਹੈ। (ਉੱਚ = 1 ਤੇ ਘੱਟ = 7)
 - ਪੜ੍ਹਾਈ ਸਬੰਧੀ ਜਾਣਕਾਰੀ ਲੈਣ ਲਈ ()
 - ਕੰਮ ਸਬੰਧੀ ਜਾਣਕਾਰੀ ਲੈਣ ਲਈ ()
 - ਚੈਟਿੰਗ ਲਈ (ਲਿਖਤੀ ਰੂਪ ਵਿੱਚ ਗੱਲਬਾਤ) ()
 - ਕਾਲ ਕਰਨ ਲਈ ()
 - ਗਾਣੇ ਸੁਣਨ ਲਈ ()
 - ਵੀਡੀਓ ਦੇਖਣ ਲਈ ()
 - ਫੁਟਕਲ ()

3. ਹੇਠ ਲਿਖੇ ਮੁਤਾਬਿਕ ਆਪਣੀ ਪਸੰਦ ਅਨੁਸਾਰ ਕ੍ਰਮ ਵਿੱਚ ਦੱਸੋ ਕਿ ਤੁਹਾਡੇ ਕੰਪਿਊਟਰ ਜਾਂ ਲੈਪਟਾਪ ਵਰਤਣ ਦਾ ਕੀ ਕਾਰਨ ਹੈ। (ਉੱਚ = 1 ਤੇ ਘੱਟ = 7)
 - ਪੜ੍ਹਾਈ ਸਬੰਧੀ ਜਾਣਕਾਰੀ ਲੈਣ ਲਈ ()
 - ਕੰਮ ਸਬੰਧੀ ਜਾਣਕਾਰੀ ਲੈਣ ਲਈ ()
 - ਚੈਟਿੰਗ ਲਈ (ਲਿਖਤੀ ਰੂਪ ਵਿੱਚ ਗੱਲਬਾਤ) ()
 - ਕਾਲ ਕਰਨ ਲਈ ()
 - ਗਾਣੇ ਸੁਣਨ ਲਈ ()
 - ਵੀਡੀਓ ਦੇਖਣ ਲਈ ()
 - ਫੁਟਕਲ ()

4. ਖਾਸ ਸੋਸ਼ਲ ਮੀਡੀਆ ਨੇਟਵਰਕ ਇਸਤੇਮਾਲ ਕਰਨ ਦਾ ਕਾਰਨ:
- ਮੇਰੇ ਦੋਸਤ ਇਸਤੇਮਾਲ ਕਰਦੇ ਹਨ ()
 - ਸਮਾਜਿਕ ਪੱਖੋਂ ਨਵੀਨਤਾ ਲਈ ()
 - ਵੀ ਟੈਲੀ ਕਾਲਿੰਗ/ਵੀਡੀਓ ਕਾਲਿੰਗ ਮੁਹੱਈਆ ਕਰਵਾਉਂਦਾ ਹੈ ()
 - ਤਸਵੀਰਾਂ/ਵੀਡੀਓ ਭੇਜਣ ਲਈ ਅਸਾਨ ਹੈ ()
 - ਦੂਰ ਦੁਰਾਡੇ ਬੈਠੇ ਲੋਕਾਂ ਨਾਲ ਸੰਪਰਕ ਕਰਨ ਲਈ ()
 - ਹੋਰ (ਦੱਸੋ) ()
5. ਕੀ ਤੁਸੀਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਨੇਟਵਰਕ 'ਤੇ ਸਮਾਜਿਕ ਮੁੱਦੇ ਚੁੱਕਦੇ ਹੋ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
 - ਕਦੇ-ਕਦਾਰ ()
6. ਕੀ ਤੁਸੀਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਬਗੈਰ ਜ਼ਿੰਦਗੀ ਦੀ ਕਲਪਨਾ ਕਰ ਸਕਦੇ ਹੋ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
7. ਕੀ ਤੁਸੀਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਨੂੰ ਲੈ ਕੇ ਸੰਤੁਸ਼ਟ ਹੋ?
- ਹਾਂ ()
 - ਨਹੀਂ ()
8. ਕੀ ਤੁਸੀਂ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਸਿਆਸਤ ਨਾਲ ਸਬੰਧਤ ਖ਼ਬਰਾਂ ਪੜ੍ਹਦੇ ਹੋ?
- ਕਦੇ ਨਹੀਂ ()
 - ਕਦੇ-ਕਦੇ ()
 - ਅਕਸਰ ()
 - ਬਹੁਤ ਘੱਟ ()
9. ਕੀ ਤੁਸੀਂ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਖੇਤੀਬਾੜੀ ਨਾਲ ਸਬੰਧਤ ਖ਼ਬਰਾਂ ਪੜ੍ਹਦੇ ਹੋ?
- ਕਦੇ ਨਹੀਂ ()
 - ਕਦੇ-ਕਦੇ ()
 - ਅਕਸਰ ()
 - ਬਹੁਤ ਘੱਟ ()

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