

## Sociological Impact of Mass Media on Youth with special focus on Internet in Kashmir

Iqra Nahvi<sup>1</sup>& Humaira Showkat<sup>2</sup>

<sup>1</sup>PhD. Research Scholar, Institute of Kashmir Studies, University of Kashmir

Email- iqranehvi3@gmail.com

<sup>2</sup>Faculty, Institute of Kashmir Studies, University of Kashmir

### Abstract

*"Mass media" refers to the forms of communication that reach a large audience. Newspapers, radio, magazines, books, movies, advertisements, television, and the Internet are examples of mass media. In today's era of information age, the internet stands out as an extraordinary technological innovation. This expansive global network of interconnected computers, predominantly relying on wireless communication systems, provides ubiquitous access to diverse forms of interactive communication, overcoming the constraints of physical distance. It has improved every aspect of human life, including how people work, communicate, conduct business, trade, study, teach, and research. The study aims to explore how media is used and how the Internet affects young people. Purposive sampling was used for the current study. The area of study was Srinagar City, and most participants were students from various educational institutions. The interview schedule method was used for the data collection. The study's participants comprised 100 respondents between the age group of 15 - 35. The results demonstrate that the Internet has a positive impact, and young people frequently utilize it for academic and educational purposes.*

**Keywords:** Internet; Mass media; Media; Social; Youth.

### Introduction

Humanity had been divided by geography, race, language, culture, distinct historical developments, and traditions that varied from village to village from the beginning of civilization until the start of the industrial revolution. In all communities, past and present, there have long been common ways of living, but a broad popular culture could only emerge once communication had advanced. The evolution of communication directly impacts the history of man (Heintz & Scott-Phillips, 2023). The first requirement of civilization is the ability to communicate more comprehensively and efficiently. (Frank, 1979). New technological methods are appealing and significant

in today's world. Our society is changing rapidly, which is tied to and, in some ways, dependent upon the creation of new production methods, standards of living, and other innovations. The societal changes that result from the advancement of communication techniques are even more significant and intricate. The cornerstone of social interaction and the foundation of almost every other technical advancement is communication. (Maciver and Page, 2006). There have been many inventions in the communication field, such as the invention of the alphabet, newspapers, the printing press, the typewriter, the telegraph, the fax machine, the radio, and television. Still, none of these has had such a significant impact in such a short period as the invention of cell

phones and the Internet (Vasmatics, 2010; Wei, 2002).

### **Internet Scenario in India**

The idea of the Internet has been growing in India since 1995, but it only really got going in 1998. Silicon Valley employee Sabir Bhatia made history by selling Hotmail to Microsoft in December 1997 for \$400 million. Jerry Young and David Fallo raised \$ 2 million to launch Yahoo. In the following year, Amazon was launched. According to a NASSCOM (National Association of Software and Service Companies) report, the number of internet users in India went from a pitiful 0.7 million users in November 1998 to over 1.8 million users by the end of the year 2000. With 1.058 billion users as of March 2016, India is currently the second-largest telecoms market in the world. India had about 662 million broadband subscribers as of the end of 2019. Only 19 million of them used fixed-line services, according to a Telecom Regulatory Authority of India annual report. The remaining individuals used wireless dongles and mobile phones to access broadband internet (Akram et al., 2023).

Source: Telecom Regulatory Authority of India, Tech Sci Research

### **Internet Scenario in Jammu and Kashmir**

In 2015, the number of internet customers in Jammu and Kashmir surpassed 35 lakhs for the first time, according to the Telecom Regulatory Authority of India. In this article, Zargar (2021) reported that 59 lakhs of all broadband customers were in Jammu & Kashmir. According to the Telecom Statistics Report of the Ministry of Communications, there were only about 80,000 fixed-line subscribers, according to estimates provided by executives of the three telecom companies providing broadband services in Jammu and

Kashmir—Bharath Sanchar Nigam Limited, Reliance Jio, and Airtel—the number of broadband subscribers in the union territory has since nearly doubled to 1.5 lakhs, with the majority of them being fixed-line users. Reliance-owned Jio is the telecom provider that seems to have experienced the most significant growth in wireline subscribers. Jio had 4,128 members when it launched its fiber-to-the-home service in Jammu & Kashmir in September 2019. According to TRAI's monthly Telecom Subscription Data, the number of customers more than doubled in just 14 months, reaching 57,451 in November 2020. In contrast, the government-owned BSNL had 1,13,382 fixed-line subscribers at the beginning of November 2020, but that number fell to 95,714 by the end of the month—a decrease of 17,668 subscribers.

### **Significance of the Study**

A person's life in particular and society at large are being affected by the development of mass media in increasingly apparent ways (Lotz et al., 2022). These developments significantly impact how people work, communicate, conduct commerce, trade, educate, and conduct research. The need for the Internet is increasing every day. It has developed into a vital communication and learning tool among young people. Therefore, conducting an objective study to comprehend how the Internet affects young people in Srinagar City while considering its sociological effects on society is worthwhile. This work is largely based on fieldwork between April 2018 and September 2018.

### **Review literature**

**Nature and history of mass media:** The communication platforms that transmit knowledge and meanings (contents) between people and groups make up mass media. These communications occur across a common language,

set of symbols, conduit (medium), or platform that is equally accessible to all participants. The full range of technologically based communication mediums, from the telephone to sophisticated internet technologies, is a mass media platform. Platforms for mass media can be active or passive. Users who contribute to creating the media material and communications can exchange information through an active media platform. (Bosch, 2022). The most prevalent example of such a platform is the Internet, where we frequently act as users and content creators. When using a passive media platform, such as watching a movie or television program, the user has little to no direct control over the material. Even though this programming is unquestionably helpful, enjoyable, and informative, we can only control what, when, where, and how we choose to watch a program. We are typically passive consumers of media content, and this idea holds for most of the books, periodicals, and albums we purchase (Sterin & Winston, 2017). Religious, political, and economic issues had a significant role in the historical forces that fueled the emergence of mass media (McQuail, 2022).

### **The Protestant Reformation**

People in the Catholic Church in the 16th century relied on priests to explain what the Bible said. Martin Luther, however, objected to some church customs in 1517. He desired a closer connection between individuals and the Bible. Within 40 years, Protestantism, Luther's new branch of Christianity, had taken root in half of Europe. Millions of individuals were urged to read. The Bible, which is by far the best-selling book, became the first mass media product in the West. The spread of the Bible and other books was made feasible by printing and papermaking technology advancements. The printed book made the widespread distribution and interchange of ideas possible.

### **Democratic Movements**

Political democracy was a second factor that encouraged the development of the mass media. The ordinary people of France, the United States, and other nations began to demand and win participation in government starting in the 18th century. They simultaneously want access to previously closed educational institutions as well as literacy. Democratic governments, conversely, were dependent on informed citizens and promoted the expansion of a free press. These days, T.V., in particular, shapes our entire political worldview.

### **Industrialization of Capitalism**

Industrialization fueled by capitalism was the third main factor that fueled the expansion of the mass media. A literate and numerate workforce was necessary for modern enterprises. To conduct business effectively, they also needed quick means of communication. Additionally, it emerged that the media was a significant source of profit. The global CD market generated \$32 billion in revenue in 2003. Two-thirds of American magazines' \$29 billion in income in 2003 came from advertising. These instances show how the mass media is a significant industry. (Brym and Lie, 2007). It is evident that the media sector disseminates mass culture, and as people continue to watch and use technology, they unwittingly become mesmerized by mass culture. The cultural industry has completely molded and conditioned people's perceptions of reality. Owners, the market environment, and financial support (from capitalists) all impact how the media operates. Information is now more easily accessible due to the development of new media. However, this information is still impacted by capitalism. One must consider who creates, controls, disseminates, and consumes the content in new media.

The primary method of producing information on new media is based on capitalism; advertisements, emails, yahoo, and Google are all products of capitalism and are made to be profitable. Many pieces of information available online are difficult to get and must be purchased. For instance, when conducting research, a web of scientific papers from publishers like Elsevier, Springer, etc., is not open access; accessing these papers requires a subscription. This suggests that knowledge in new media is neither pluralistic nor democratic (everyone cannot access it). Information from

new media is accessible, but access is restricted and keyed. The new media are used to make money in the capitalist society. New media and communication technologies exist, but neither the dissemination of information nor access to it is ever democratized or made available to all people because capitalism designed new media to maximize profit. The only way to accomplish this is to impose restrictions on information and transform new media into a platform or medium for advertising that makes money. One supports capitalism by paying for some classified material online (Apuka, 2017).

**Table-1: The Development of Mass Media**

**Table 1 The Development of Mass Media**

Year C.E.)	Mass Media
Circa 100	Papermaking developed In China
Circa 1000	Movable clay type used in China
Circa 1400	Movable metal type developed in Korea
1450	The invention of Gutenberg’s printing press
1605	First weekly printed newspaper in Antwerp
1833	First mass-circulation newspaper, <i>New York Sun</i>
1837	Louis Daguerre invents a practical method of photography in France
1844	Samuel Morse sends the first telegraph message between Washington and Baltimore
1875	Alexander Graham Bell sends the first telephone message
1877	Thomas Edison develops the first phonograph
1895	The invention of the Radio by Marconi
1901	Italian inventor Guglielmo Marconi transmits the first transatlantic
1906	First radio voice transmission
1920	First regularly scheduled radio broadcast, Pittsburgh
1925	The invention of T.V. by John Logie Baird
1928	First Commercial T.V. broadcast
1949	Network T.V. began in the United States
1952	VCR invented
1961	First cable television, San Diego
1969	The first four nodes of the United States Defense Department’s ARPANET (precursor of the Internet) were set up at Stanford University, UCLA, U.C. Santa
1975	The first microcomputer marketed
1983	The cell phone invented
1989	World Wide Web, conceived by Tim Bemers-Lee

Source: Bemers-Lee (1999), Croteau and Hoynes (1997:9-10), The Silent Boom" (1998)

The origins of mass media can be traced back to early forms of art and writing and to the invention of printing. The printing press was created by Johannes Gutenberg in 1450, the first printed newspaper appeared in Antwerp in 1605, Marconi created radio in 1895, John Logie Baird created television in 1925, and Tim Berners-Lee created the Internet (also known as the world wide web) in 1989.

### **Theoretical background**

A web of social connections makes up society. There is a significant connection between the individual and society. Structural functionalism is one way to examine how the media interacts with society. The foundation of functionalism is a biological parallel. According to this perspective, society is seen as a complex system of interconnected pieces, each of which performs a distinct function essential to ensuring society's smooth and consistent operation. These are referred to as functions. At two different levels, the uses and purposes of mass communication are examined (Osei-Frimpong et al., 2022).

On the one hand, the mass media's roles in society as a whole (this method is known as macro analysis). However, the approach shifts from a global to a micro perspective to examine how individuals use mass media. At the individual level, Elihu Katz's 1974 Uses and Gratification Approach refers to the functional approach. In its most basic form, this theory holds that how the media affects an audience will depend on the purposes for which they use it and the varied joys and interests (gratification) they derive from it. People use the media for entertainment, information, companionship, and so on (Perse, 2001).

### **Structure and Features of the Internet**

A global network of computer

networks makes up the Internet. A set of two or more networks that are electronically connected and capable of communicating with one another is what this phrase indicates in more technical terms (Nath, 2022). They function as a single network as a whole. The computers must, however, be able to communicate in a common language for this to operate. The TCP/IP protocol is the name computer programmers give to the universal language created for the Internet. Transmission Control Protocol/Internet Protocol is referred to as TCP/IP. It is a collection of protocols controlling how information is transferred between computers through networks. I.P. resembles an envelope's address. It specifies where a computer should send a specific message.

TCP divides the data into transmission-efficient packets, which it reassembles at the destination. People can connect to the Internet in one of two ways: by paying an Internet service provider (I.S.P.), a business that connects customers to the Internet for a fee. Many businesses, including several local phone providers, employ I.S.P.s. Second, by using a paid online service like Prodigy or America Online. These services offer a connection to the Internet and some unique features. An individual can use various tools and services for communication and information exchange once they are online. Email, telnet, newsgroups, and the Internet are a few of the most crucial characteristics (Osei et al., 2023).

(a) Email: You can email one or many of the millions of people connected to the Internet. Email operates on a client/server setup. Sending and reading Users using email must access a different computer (the server), which houses their mailbox. Email communications can be more than just text. You can also send attachments like spreadsheets



or graphic images. Email is typically quick, affordable, and dependable. It is the internet resource that is used the most. Despite its benefits, email is improper (such as informing someone they have been dismissed) because it is less professional than a printed letter. Email is less private than a letter in an envelope since it can pass through multiple computers and be accessed by other users. Spam represents a constant menace. Spam, the digital equivalent of junk mail, consists of unwanted pitches for get-rich-quick schemes, miracle treatments, and other products that clog people's email inboxes and are laborious to delete.

(b) Telnet: In a technical sense, remote log-in uses telnet. It enables you to "get into" computers at other locations, to put it simply. Once you are "in," you can access various resources, including databases, library card catalogs, weather forecasts nationwide, and the most recent sports scores. In other words, Telnet services enable you to connect to systems on opposite sides of the globe as if they were just a few miles apart (Hughes, 2022).

(c) Newsgroups People can read and post messages on groups of topic-organized electronic message boards known as newsgroups. While some newsgroups focus on current affairs, "newsgroups" refers to topical discussion groups. People interested in the subject write the data or articles that make up the news. The articles are available for others to read and comment on. The newsgroups are located on Usenet, a unique network that is a part of the Internet (Hughes, 2022; Osborne, 2022).

(d) World wide web: A network of information sources called the world wide web (W.W.W.) uses hypertext, which enables users to connect one piece of information to another. Websites are not linear. This implies that the user can move between pieces

of information without following a hierarchical path. According to Chaqfeh et al. (2023), a user can jump from the middle of one document to the middle of another. The W.W.W. integrates motion, sound, images, and text. (ibid). Three things flow along communications: people, goods, and information, making communications and communications technology important variables in determining the size of society. Global one-to-one contact is made feasible through email facilities. In many fields, it improves efficiency and helps save time and money. According to et to Kurihara al. (2008), the Internet connects us to instant information exchanges and makes us wealthy in education, academia, healthcare, business, culture, mass media, and entertainment. There have been significant developments in the corporate world in the twenty-first century. These adjustments result from ongoing computer, internet, and communication technology developments. Our culture is transitioning from an information society to a global society thanks to computers and the Internet. The information society blends fundamental change with continuity (Dudeja, 2003). Additionally, the media industries are currently through a phase of change in which outdated technology is being adjusted to suit contemporary interests. The Internet, which uses standard computer modems and outdated telephone wires, is the most fascinating example. Many of us are accustomed to the media environment has undergone a significant transformation due to the development of new media technologies over the past 20 years. The Internet is how most that the majority of us work and live. (Dizard, 2007). The Internet has produced the most significant effects of the computer on society. Internet communication is faster, less expensive, and more dependable than previous communication methods like postal mail or long-distance phone

conversations. During the 1990s, internet use increased rapidly, notably in the world. The prior adoption of personal computers, which were used to access the Internet, was one factor in the Internet's quick uptake. (Singhal and Rogers, 2001). The education system has undergone substantial changes due to the rapid expansion in the availability of computers and other technologies in classrooms. "All forms of communication, regardless of format" is how "media" is defined. This definition of "media" encompasses many sign systems, including print, graphics, animation, music, and motion pictures. Technology allows students to collaborate, for instance, during group projects when they discuss the subject and how to use technology to address their questions (Gan et al., 2023). Today, working in life is impossible without technical assistance. Without current communication tools, it just is not possible to impart education. Modern technology using computers as a fulcrum quickly replaces traditional classroom instruction (Chandra, 2005). According to the study of Iwighrehweta and Igere (2014), most pupils have access to the Internet and are proficient users of it. According to this study, most students use the Internet for academic purposes, including gathering reading materials, preparing for exams, and promoting research. The writers made the case that the Internet is now considered a new learning instrument. Most young people are passionate internet users for communication, entertainment, and education. They see the Internet as a versatile medium, and the research has ranked the top five reasons people use it: computer affinity, information, entertainment, avoiding boredom, and online social connection. 2001 (Valkenburg and Soeters). In the late 20th century, Manuel Castells' (1996) sociological work introduced the idea of network society. According to him, a net is founded on microelectronics

and supported by information and communication technology. Forms of digital communication characterize the network society, whereas modes of transportation and communication define the industrial society. According to Castells, network societies are developing considerably more quickly than the older societies typical of the industrial age. Castells point out that social changes, not technological advancements, ultimately shape civilization and influence how technology is created. The characteristics of a network society, according to Castells, are: (1) Nodes can engage anytime and anyplace thanks to technical support (2) Infrastructure that controls physical resources via a power grid for information: (3) Because nodes can move around the network and are mobile, communication is not confined by time or geography. "Space of flows" is the term for this. The essential component of the network society is information, which is embedded in horizontally spreading networks. Individualism and communalism are close since people exist in the network, making people more sociable (Castells, 1996; Saha, 2002).

### **Youth Concepts and Definitions-India and the World**

The term "youth" is typically used to describe the time between adolescence and middle age. As defined by various authorities, the defining criteria of youth include age. The U.N. used the 15–24 age range to define youth. The National Youth Policy's initial definition of youth (from 2003) placed them in the 13–35 age range. The National Youth Policy 2014 changed this definition, defining "youth" as anyone between 15 and 29. In order to demonstrate trends and changes over an extended period, we used the youth age range of 15 to 35 in the current study.

In this background, research questions

were identified, which are as follows:

1. What is the purpose of using mass media by youth?
2. Is the Internet a trend or a necessity?

### Research Methodology

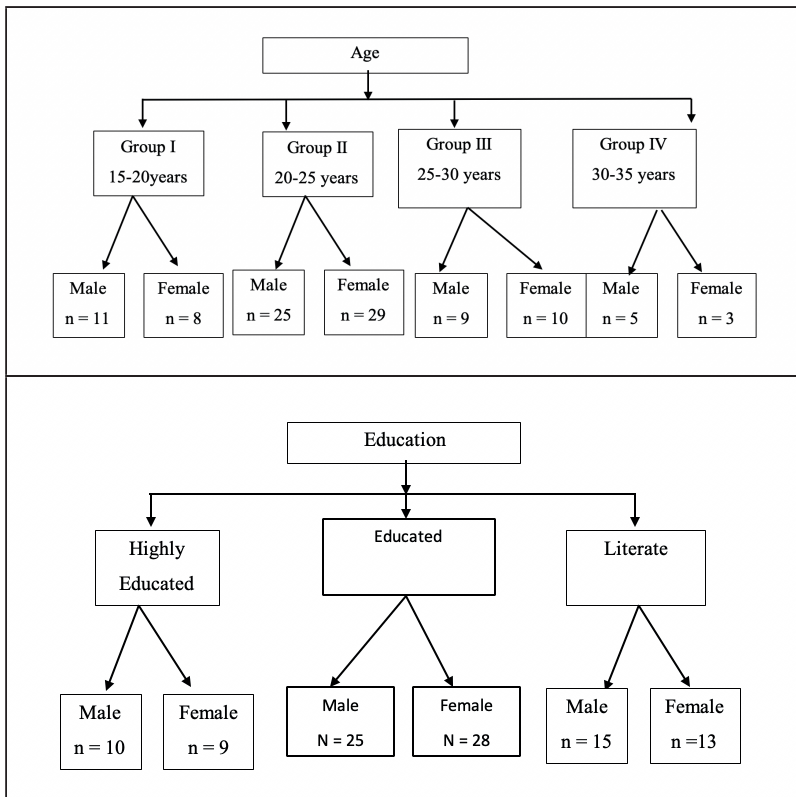
An exploratory research design has been applied to the current study. The paper is based mostly on fieldwork conducted at several educational institutions in Srinagar. Primary data for this study was gathered through interviews that included both open-ended and closed-ended questions. The majority of the inquiries were objective. The sample area was picked as Srinagar City. Students from universities (University of Kashmir), colleges (Amar Singh College, Women's College), and schools (Burn Hall, Presentation Convent) were chosen as the universe for this study. Secondary data was gathered from

books, newspapers, magazines, and journals. One hundred respondents made up the sample. Purposive or judgment sampling was used in the current investigation. The fundamental premise of judgment sampling is that, by using sound judgment and a suitable technique, one can select the relevant cases for inclusion in the sample and produce satisfactory samples in light of one's requirements. The respondents were divided based on sociodemographic characteristics such as gender, age, and level of education. The figure below shows the additional categorization of the respondents' numbers.

### Description of sample

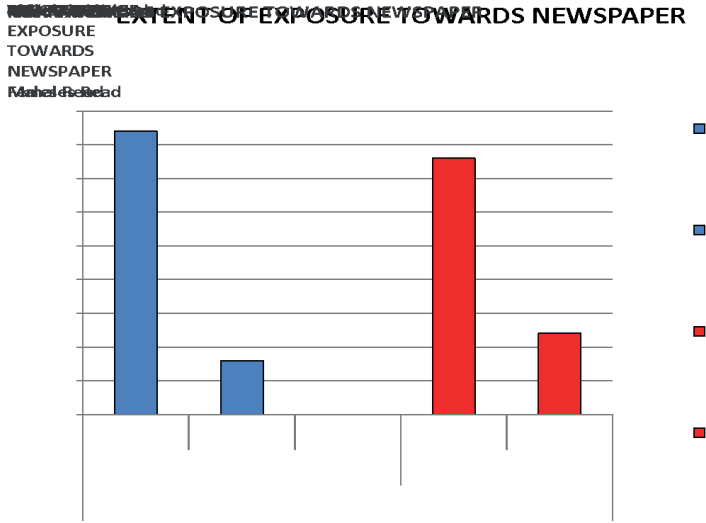
Total number of samples: (N) = 100

Male population (M) = 50, Female population (F) = 50



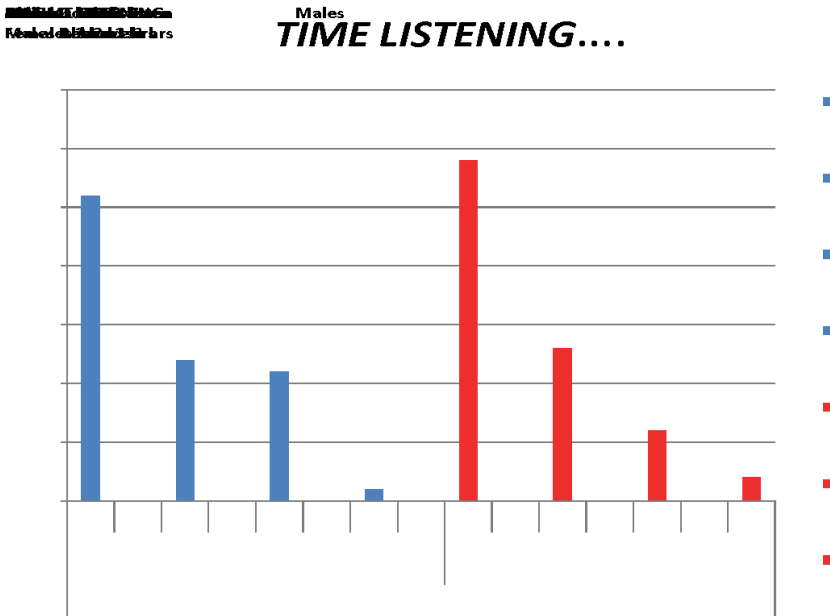


**Graph-1: Extent of exposure towards newspaper**



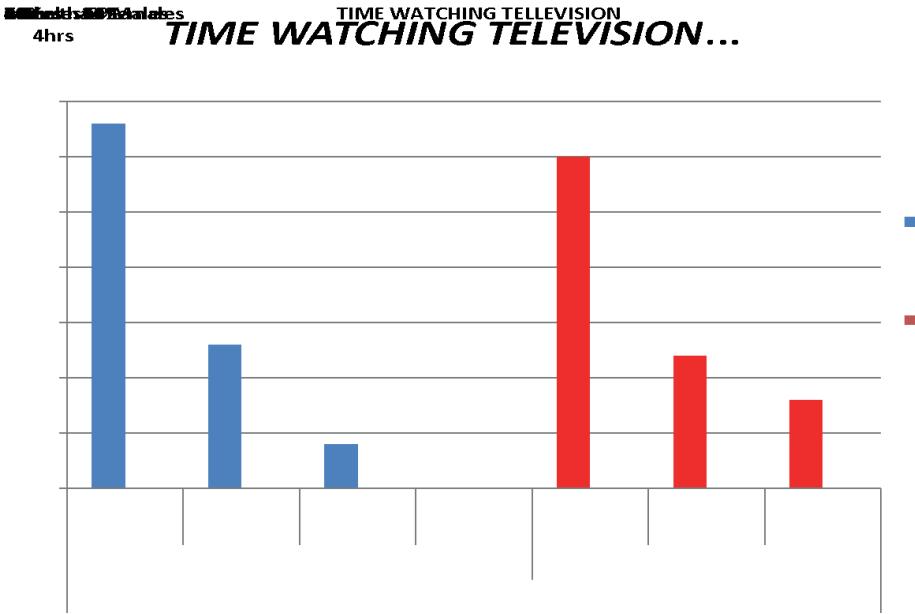
Source: Author's contribution

**Graph-2: Extent of exposure towards radio**



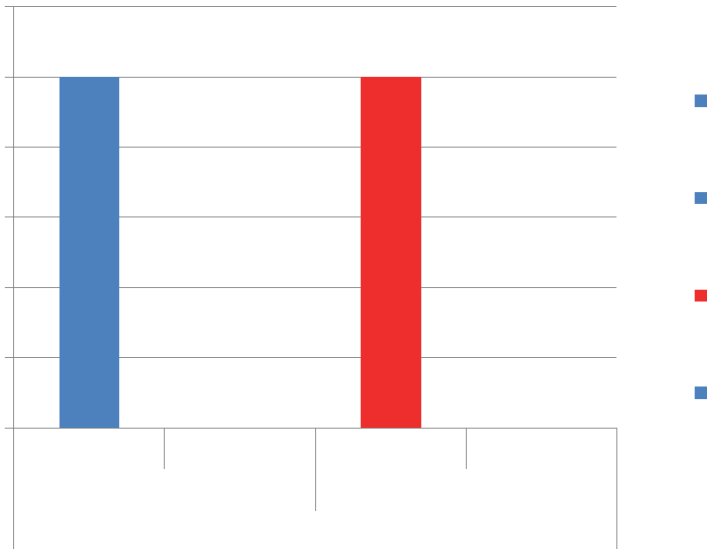
Source: Author's contribution

**Graph-3: Extent of exposure towards television**



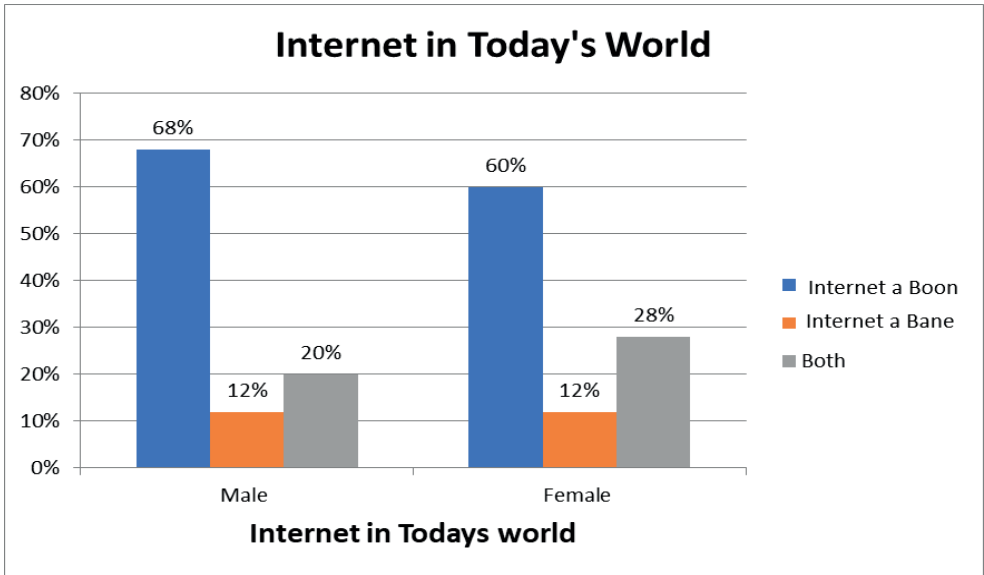
Source: Author's contribution

**Graph-4: Extent of exposure towards the Internet**



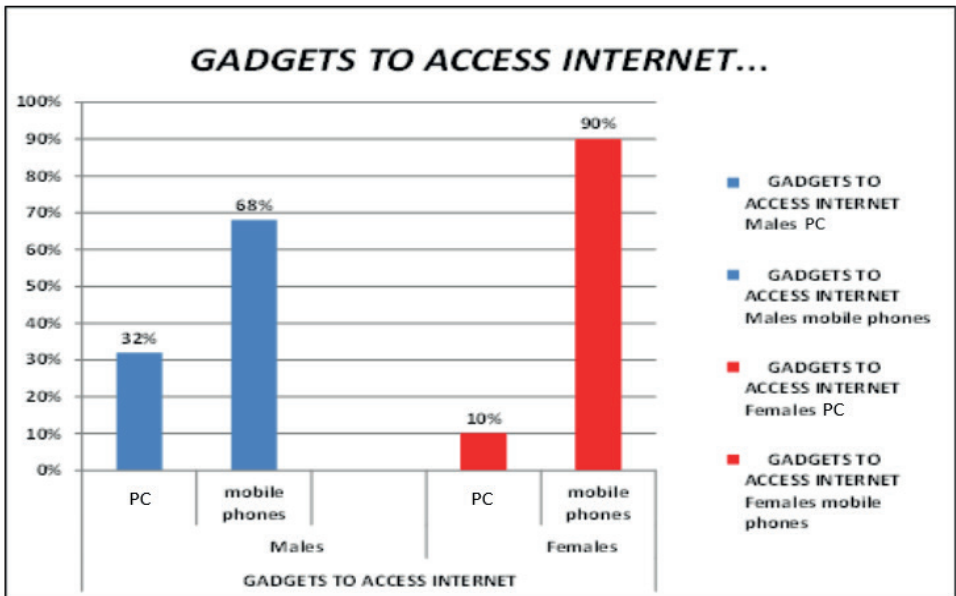
Source: Author's contribution

**Graph-5: Internet in Today's World**



Source: Author's contribution

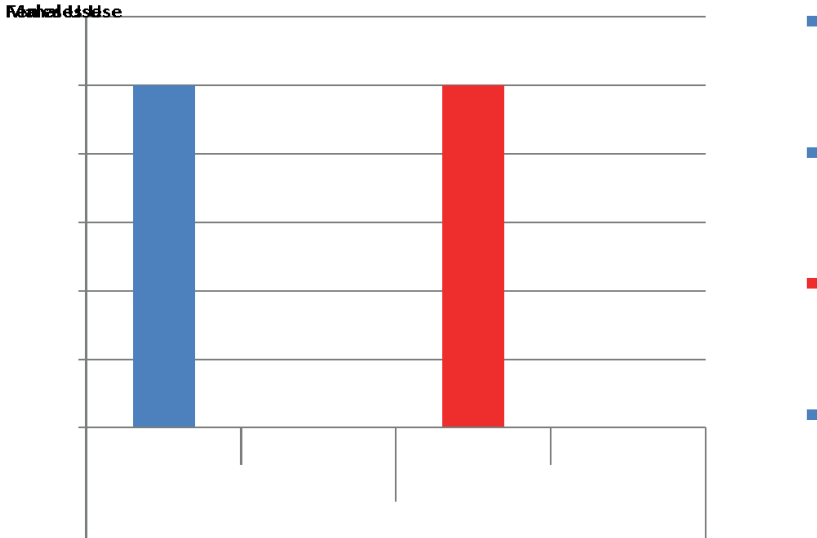
**Graph-6: Gadgets to access the Internet**



Source: Author's contribution

Graph-7: Exposure towards Social networking sites

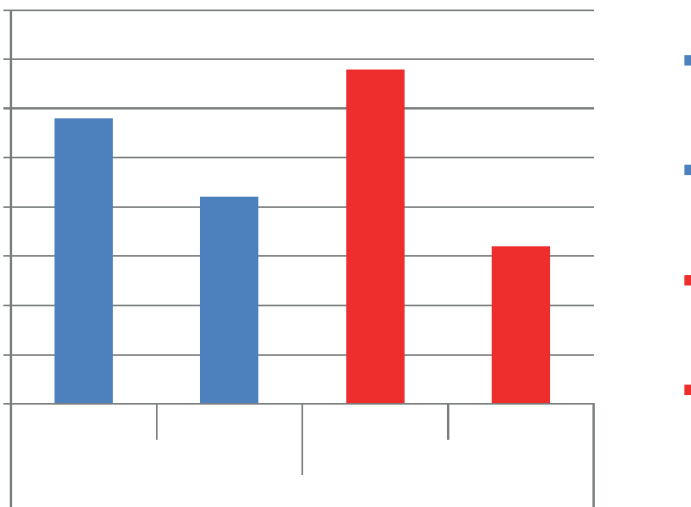
**EXPOSURE TO SOCIAL NETWORKING SITES**  
**TO SOCIAL NETWORKING SITES...**



Source: Author's contribution

Graph-8: Usage of the Internet for online shopping

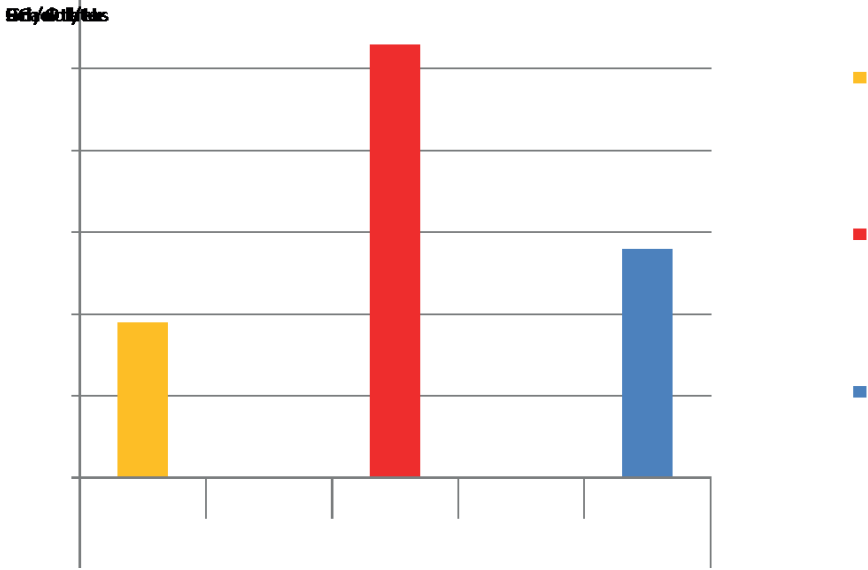
**USAGE OF INTERNET FOR ONLINE SHOPPING**  
**USAGE OF INTERNET FOR ONLINE SHOPPING...**



Source: Author's contribution

**Graph-9: Usage of the Internet based on educational qualification**

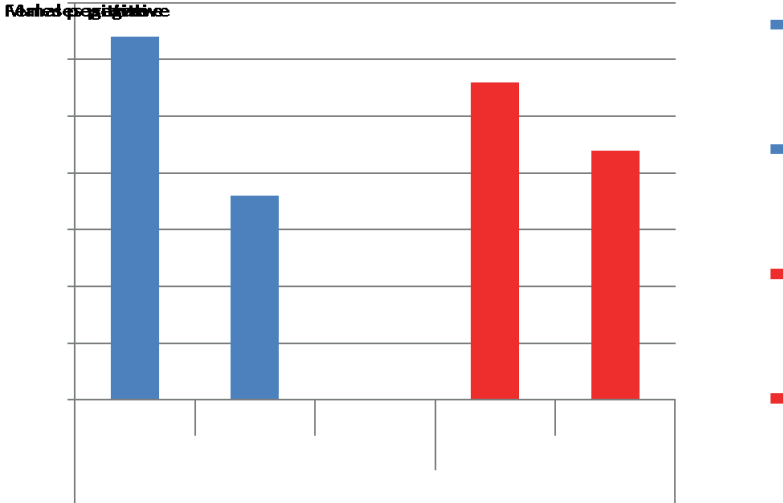
**USAGE OF INTERNET ON THE BASIS OF EDUCATIONAL QUALIFICATION**



Source: Author's own contribution

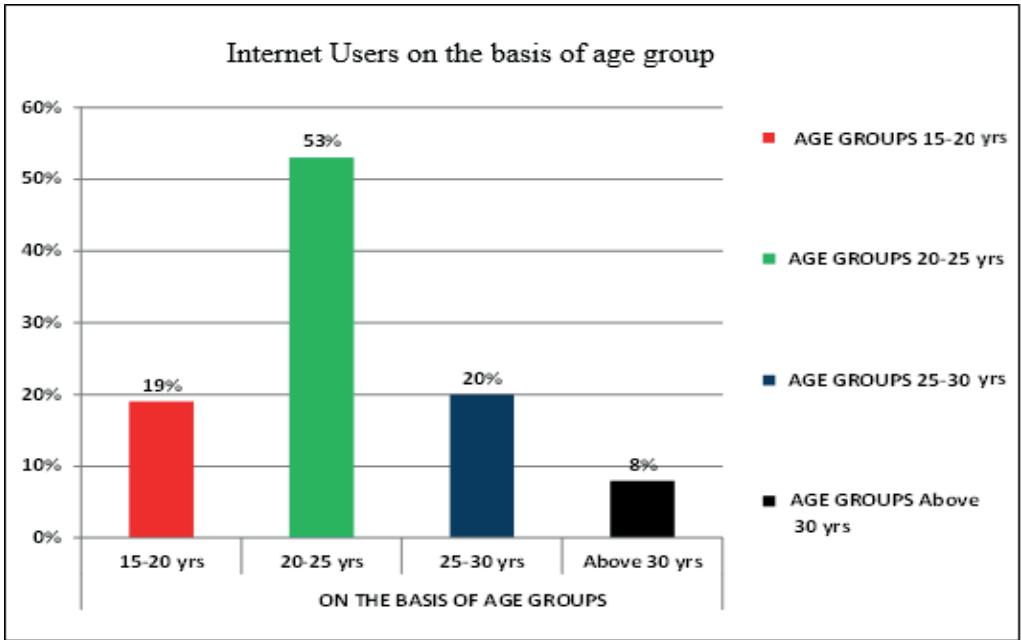
**Graph-10: Impact of Internet**

**IMPACT OF INTERNET ON TRADITIONS/OUTLOOK BEHAVIOUR... (NEGATIVE INFLUENCE ON TRADITIONS OUTLOOK BEHAVIOUR)**



Source: Author's contribution

**Graph-11: Internet Users on the Basis of age group**



Source: Author's contribution

### Findings and Discussion

The current study aims to explore and analyze how the mass media, especially the internet, has affected young people in Srinagar sociologically. The study shows that 84 per cent of males and 76 per cent of females read newspapers. Newspapers are readily available and practical, according to the respondents. It provides news and information about current affairs while allowing one to appear more knowledgeable at social gatherings. According to the study, 58 per cent of female and 52 per cent of male respondents do not listen to radio. Respondents mentioned the absence of radio sets at home as a factor for not listening to the radio. While 48 per cent of the male respondents listen to the radio, they connect their headphones, which operate as an antenna, to their mobile phones to access the radio. From the overall sample, 24 per cent of the male respondents were classed as radio listeners who tune in for less than an hour, 22 per cent tune in for between

an hour and two hours, and 2 per cent tune in for more than three hours. Additionally, this study shows that 42 per cent of the female respondents listen to the radio. Out of these, 26 per cent of respondents listen for less than an hour, 12 per cent listen for between one and two hours, and 4 per cent listen for longer than three hours. According to the respondents, radio is still a reliable medium for accessing local music and news. According to the study, 60 per cent of females and 66 per cent of males watch television for between one and four hours per day. According to the respondents, television is currently the best medium with the greatest audience reach for advertisers, introducing new products, and creating new entertainment material. 100 per cent of males and females access the Internet. Respondents stated that they use the Internet extensively daily and thus frequently utilize it for educational and academic purposes. According to the study, 68 per cent of male respondents



believe that the Internet is a blessing in today's environment, compared to 12 per cent who think it's a curse and 20 per cent who think it's a mixture of both. While 60 per cent of the female respondents claimed that the Internet is a blessing in today's environment, 12 per cent said it is a curse, and 28 per cent said it is a mixture of both. According to the report, 68 per cent of males and 90 per cent of females use mobile phones to access the Internet for social networking and academic purposes. They said that because they are portable, mobile phones are light and may fit in a pocket or purse. It was discovered that more people own mobile phones than previously thought, and this is because inexpensive smartphones and data subscriptions are readily available. While 32 per cent of males and 10 per cent of females use P.C. to access the Internet to manage their academic work and presentations, respectively. 19 per cent of the respondents between the age of 15 and 20 years, 53 per cent, of the respondents between the age group of 20 to 25, 20 per cent of the respondents between the age group of 25 to 30 years and 8 per cent of the respondents between the age group of 30 to 35 years use the internet. It is more common and more well-liked among young people. Online purchasing is done by 68 per cent of females and 58 per cent of males. The outcome shows that younger women outperform their male counterparts. Unsurprisingly, it was shown that women are generally more engaged in internet buying than males. They commonly purchase clothing, footwear, and accessories from online retailers like Flipkart, Amazon, Snapdeal, and Myntra. According to the study, 64 per cent of men and 56 per cent of women believe the Internet has improved society and made it a better place to live. According to the respondents, using the Internet for email, learning, employment, and information research

are all possible. While 36 per cent of males and 44 per cent of females believe the Internet harms customs and behavior, respectively. According to the responses, it causes addiction. If they don't go online, they feel irate and cranky, and this is reflected in their behavior. 100 per cent of the males and 100 per cent of the females who responded claimed they use the Internet to access social networking sites. The respondents claimed they exchanged experiences, thoughts, perspectives, and reviews on social networking sites. Millions of individuals use the Internet to connect with others, learn about various topics, and share their experiences and knowledge. They also mentioned using S.N.S. to check on other people's status. According to the respondents, they use social networking sites to strengthen their bonds with friends and family. According to a study, Facebook is the most popular networking site, followed by WhatsApp, YouTube, Instagram, Twitter, and LinkedIn. Furthermore, internet-using students made up 19 per cent of the respondents. 53 per cent of the respondents were graduates, and 28 per cent were postgraduates, making up the majority of the sample. According to the respondents, the Internet has emerged as their most popular tool. In conclusion, it is evident that younger generations, who swiftly adopt new media, use the Internet in all of its forms and that it has become an essential part of their daily lives.

## Conclusion

Every culture experience change and no society can be stagnant. The social structure of civilization has completely changed as a result of the transition from nomadic to agrarian to industrial to informational societies. Since then, the pace of technological development has hastened this social shift. With the development of science and technology, mass media can now reach a wider

audience with the newspaper, radio, television, and even mobile phones, which offer a variety of services like long-distance calls, music and radio listening, games, photography, voice and video recording, and internet browsing. One of the greatest innovations of all time is the Internet. The way people connect, work, and learn is changing as a result of internet technology. It is a strong tool that unquestionably ushers in a new era. According to the study, 84 per cent of men and 76 per cent of women read the newspaper to be more educated at social gatherings. While 48 per cent of the men and 42 per cent of the women surveyed listen to the radio and use their mobile phones to access the radio by plugging in headphones. The best and most widely used media nowadays is television, which is watched by 66 per cent of men and 60 per cent of women. Radio was not entirely replaced by television, but it did significantly alter how it was used. Both male and female responders who use the Internet regularly are 100 per cent. The study shows that although the use of advanced internet technologies in mass media communication has multiplied, conventional media are still in use. The results appear consistent with Dizard's (1997) assertion that the media industries are through a phase of transition during which outdated technology is being modified to suit contemporary desires. In a similar vein,

conventional media have not vanished due to the Internet; rather, their use has evolved. 64 per cent of men and 56 per cent of women who responded believe that the Internet impacts society. The respondents claimed they use the Internet daily, frequently check their emails, and communicate online to save time and money. These results are consistent with the Kurihara et al. (2008) study, which found that the Internet has a positive effect, connects us with instant information exchanges, and makes one wealthy in areas like education, academics, medical treatment, mass media, and Email facilities, allowing for one-to-one communication globally. Both 100 per cent of male and female respondents access the Internet. They said the internet is a blessing today, and it was discovered that they use it for academic and educational purposes. The research by Iwughrehweta & Igere (2014), which demonstrates how the internet links with quick information, discovering course learning resources, and retrieving pertinent academic materials, is consistent with these findings. This study is a modest attempt to understand how the Internet has affected Srinagar's youth. For a more thorough investigation, there can be other factors that need to be taken into account. It is possible to approach this research from a variety of theoretical perspectives.

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