

INFLUENCE OF ONLINE MEDIA IN DIFFERENT AGE GROUPS

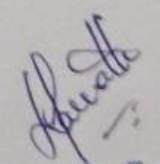
MINI PROJECT

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1) INTRODUCTION

In today's digital age, online media has become a pervasive force, influencing various aspects of our lives. The purpose of this group project is to explore the impact of online media on different age groups, understanding how content consumption, behavior, and preferences vary across generations. As we delve into this topic, we aim to uncover the nuanced ways in which online media shapes the thoughts, actions, and lifestyles of children, teenagers, adults, and seniors.

By analysing the distinct ways each age group engages with platforms such as social media, streaming services, and

news websites, we seek to provide a comprehensive overview of the positive and negative effects of online media. This study will also highlight the psychological, social, and cultural implications of digital interactions, offering insights into how different generations adapt to the rapidly evolving media landscape.

Through this project, we hope to contribute to a better understanding of the role of online media in modern society and foster a discussion on how to navigate its influence responsibly.



2) REVIEW OF LITERATURE

Digital media encompasses everything we consume online via mobile devices, tablet PCs, and conventional computers. A growing number of people are shifting their preferences for Media, Entertainment, and Information (MEI) services as a result of technological developments, especially in digital media. What's more is that fundamental changes are being made to our everyday lives.

In India, with easy access to the internet in recent times, the Indian population has been quite loyal to social media platforms. With just over 326.1 million users in 2018, the country is expected to reach up to 447.9 million users by 2023. India in fact, has the highest number of Facebook users worldwide which is close to 300 million as of Jan 2020. Also, WhatsApp and TikTok mobile downloads were highest in India in 2020.

As the country inclined more and more towards social media, the Indian Government took the Digital India initiative to tap on this opportunity. Not too far behind is India's digital advertising industry, which is worth over 160 billion INR and is estimated to reach 560 billion INR by 2023.

Interaction of interpersonal, peer, and media influence sources online: A research agenda for technology convergence

Joseph B Walther, Caleb T Carr, Scott Seung W Choi

A networked self, 25-46, 2010

Developments in communication technologies are raising new questions and resurrecting old questions about the interplay of interpersonal, mass, and peer communication. New technologies blur the boundaries between interpersonal and mass communication events and/or the roles that communicators take on using new systems. Arguments have been made that the "convergence" of old and new media demands new and unified perspectives on traditionally segregated processes. Media convergence" is a term that has been used to connote several phenomena that are brought about by advancements in telecommunication technology that may change some aspect of the communication process. The

potential for simultaneous communication via computers of both conceptually mass and interpersonal channels. For example, one can examine the NYTimes.com while chatting about its content with a friend via Instant Messenger; one can draw political news from a blogger, and post an individual reaction on that blog as a comment.

The influence of online professional social media in human resource management: A systematic literature review

Namita Rupture a, Amandeep Dhir b c d, Anushree Tandon e, Puneet Kaur f d, Jamid Ul Islam g

Traditional recruitment methods follow the pattern of advertising a job, receiving applications, shortlisting candidates, arranging interviews, and employing individuals

Pathway to Political Participation: The Influence of Online and Offline News Media on Internal Efficacy and Turnout of First-Time Voters

Judith Moeller, Claes de Vreese, and Ruth Kunz

News media play a key role in informing young citizens about politics and cultivating a sense of political efficacy. Online news media, in particular, are expected to have a positive impact due to their interactivity and new opportunities to share and discuss information.

A study on the influence of online reviews of new products on consumers' purchase decisions: An empirical study on JD. Com

Min Kang, Bing Sun, Tian Liang, Hong-Ying Mao

Frontiers in Psychology 13, 983060, 2022

According to the analysis, uncertainty is one of the main obstacles to the promotion of new products. Especially for high-tech products, customers generally find it difficult to understand the concept of new technology and new products and do not know what value and potential benefits the new products can bring to them (Wu et al., 2021). When consumers face a lot of uncertainty in a short period, it is difficult for them to make a quick purchase decision, and eventually, they may delay the purchase decision or even abandon the purchase of the new product. Therefore, early market word-of-mouth is crucial if companies want to bridge this gap in the marketplace. As stated by Robertson

and Gatignon (1986), to reduce the functional risks, potential users often rely on the experience and opinions of other users to make purchase choices because they are unfamiliar with the new product and lack the knowledge framework to evaluate it.

There have been many studies that have explored the impact of online reviews on product sales in a valuable way (Sparks and Browning, 2011; Lau et al., 2016; Eslami and Ghasemaghaei, 2018; Eslami et al., 2018; Shankar et al., 2020; Byun et al., 2021), but research on online reviews for product attributes that are of greater interest to consumers is relatively rare. Such online reviews are more targeted and valuable, which is very important to both consumers and businesses. According to Moore (2015), online reviews that include product performance would be considered more helpful because it improves the consumer's ability to evaluate the product. Especially for a new electronic products, such as laptops, consumers will evaluate the product in advance and build a knowledge model based on the information of product attributes (e.g., hard disk, processor, etc.). After pinpointing the product attributes that consumers care most about, online reviews containing information about these attributes are often what consumers value most and can directly influence their purchase decisions.

3) STATEMENT OF THE PROBLEM

The pervasive influence of online media affects individuals across various age groups in distinct ways, presenting both opportunities and challenges. This impact is significant, altering behavior, shaping attitudes, and influencing interactions in everyday life. The problem is multifaceted, encompassing issues such as exposure to harmful content, misinformation, digital addiction, and privacy concerns. These effects vary based on the age group, creating a complex landscape that necessitates targeted strategies for each demographic.



4) OBJECTIVES

1. Identify Usage Patterns: Determine how different age groups use online media, including frequency, types of platforms, and content consumed.
2. Assess Psychological Impact: Examine the psychological effects of online media on various age groups, such as mental health, self-esteem, and body image.
3. Evaluate Social Impact: Investigate how online media influences social behavior and relationships among different age groups.
4. Analyse Educational Outcomes: Explore the impact of online media on learning and educational performance across age groups.
5. Understand Behavioural Changes: Identify changes in behavior and lifestyle influenced by online media consumption in different age demographics.

6. Measure Media Literacy: Assess the level of media literacy in different age groups and how it affects their interpretation and response to online content.
7. Examine Health Implications: Study the health implications, including physical health effects like screen time and sleep patterns, related to online media use.



5) SCOPE OF DIGITAL MEDIA

Putra, A. M., Jaya, K., Andika, D., & Rosit, M. (2020, May). Economic Scope Analysis on Online Media: The Case of Okezone. com. In B-SPACE 2019: Proceedings of the First Brawijaya International Conference on Social and Political Sciences, BSPACE, 26-28 November, 2019, Malang, East Java, Indonesia (p. 388). European Alliance for Innovation. Social media are extremely popular online destinations that offer users easy ways to build and maintain relationships with each other, and to disseminate information in an activity referred to as “social networking”. Students, teachers, parents and organizations, in increasing numbers use tools available on social networking sites, to communicate with each other in a fast and cost-effective manner. The use of social networking sites to support educational initiatives has also received much attention. Popular social networking sites such as Facebook, Myspace, Twitter, WhatsApp, Flickr, ResearchGate, YouTube, LinkedIn etc. demonstrate an emerging opportunity for students and educators.

Many seniors rely on Facebook to stay connected with extended family members and old friends. Social media replaces visits or phone calls to keep up with loved Ones's lives. Seniors also leverage Facebook groups related to their hobbies,

communities, and interests to engage with peers. Staying current with news and political events is another common use case.

Overall, older adults tend to use social media for more utilitarian purposes like information and social connection rather than self-expression or entertainment. Their digital skills and literacy also sometimes lag behind, making certain platforms more challenging to navigate.

For parents in this (30-40) age range, social media often plays a complex role intertwining friendships, work, parenting duties, political and social interests. These middle-aged adults grapple with balancing personal and professional identities on social platforms.

6) SIGNIFICANCE OF ONLINE MEDIA

Usage of online media is significantly different among genders and generations. A process of functional displacement may be occurring in which television is, being gradually displaced by online media as the primary source of information.

Digital media offers unparalleled access to information, entertainment, and real-time conversations. It allows for cross-cultural engagement and the sharing of ideas across different mediums, from websites to social media platforms. This increased connectivity brings about improved collaboration, which is beneficial to businesses, consumers, and individuals in many ways.

Digital media also has a powerful influence on the way people make decisions. Through targeted advertising, companies can now target their customers more efficiently, providing them with relevant information and tailored experiences based on individual preferences. This increases engagement and customer loyalty, which leads to increased conversions and ultimately, sales.

Moreover, digital media opens up new possibilities for creativity and innovation. By harnessing the power of data and machine learning, organizations can develop

new products and services that are more efficient, personalized, and user-friendly. This not only benefits businesses but also enhances the user experience, allowing people to get more out of technology. Online media has numerous numbers of uses, as it is easily affordable and accessible, more people tend have access to its unending possibilities .

7) RESEARCH METHODOLOGY

Research Design.

- The study is conducted among different age groups to infer their influence on online media.
- Study is conducted through distribution of questionnaires and a total of 40 responses were
- Collected Research Instrument: Questionnaire is a research instrument consisting of a series of question and other prompts for the purpose of gathering information from respondents.
- Data collection: Both primary and secondary data were used for data collection

Primary data: The primary data has been collected from the sample respondents through the schedule with the help of the questionnaire which was distributed online.

Secondary data: Secondary data has been collected from standard reference book, magazines, newspapers and various websites.

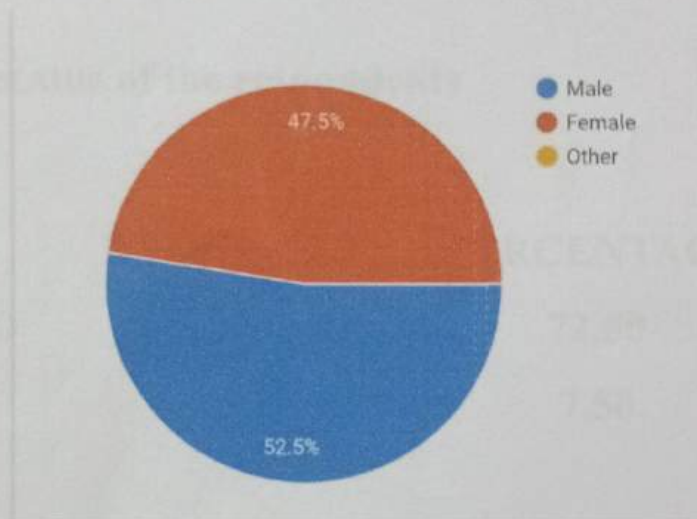
Sample size

The sample size is limited to 100 users

8) DATA ANALYSIS AND INTERPRETATION

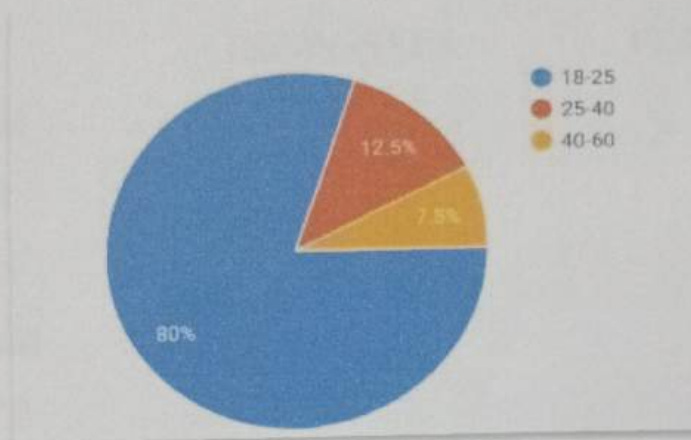
1. Gender of the respondents

GENDER	RESPONSES	PERCENTAGE
MALE	21	52.50
FEMALE	19	47.50
OTHER	0	0



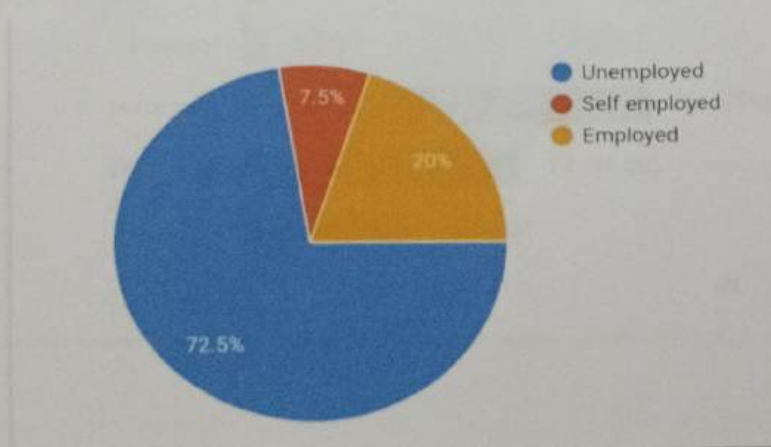
2. Age of the respondents

AGE	RESPONSES	PERCENTAGE
18-25	32	80.00
25-40	5	12.50
40-60	3	7.50



3. Employment status of the respondents

STATUS	RESPONSES	PERCENTAGE
UNEMPLOYED	29	72.50
SELF EMPLOYED	3	7.50
EMPLOYED	8	20.00

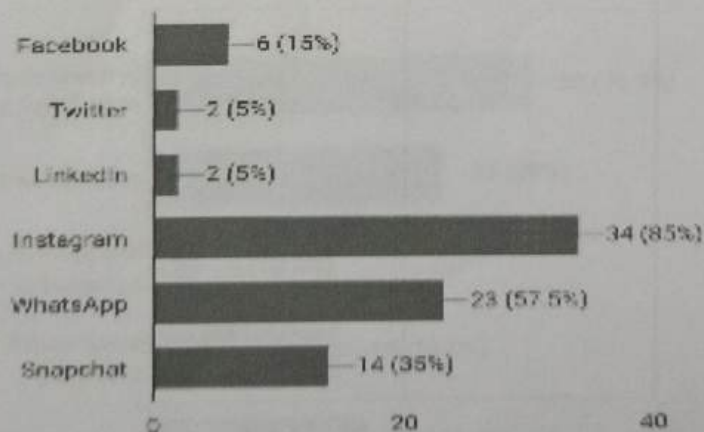


4. Most active social media channels by respondents

OPTIONS	RESPONSES	PERCENTAGE
FACEBOOK	5	6.33
TWITTER	2	2.53
LINKEDIN	2	2.53
INSTAGRAM	33	41.77
WHATSAPP	23	29.11
SNAPCHAT	14	17.72
OTHERS	0	0.00

What social media channels are you most active on? (Choose as many as are applicable)

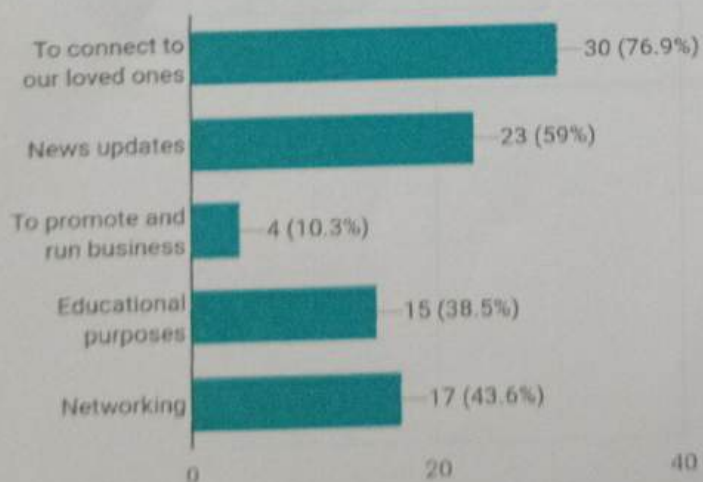
40 responses



5.Purpose of social media use by respondents.

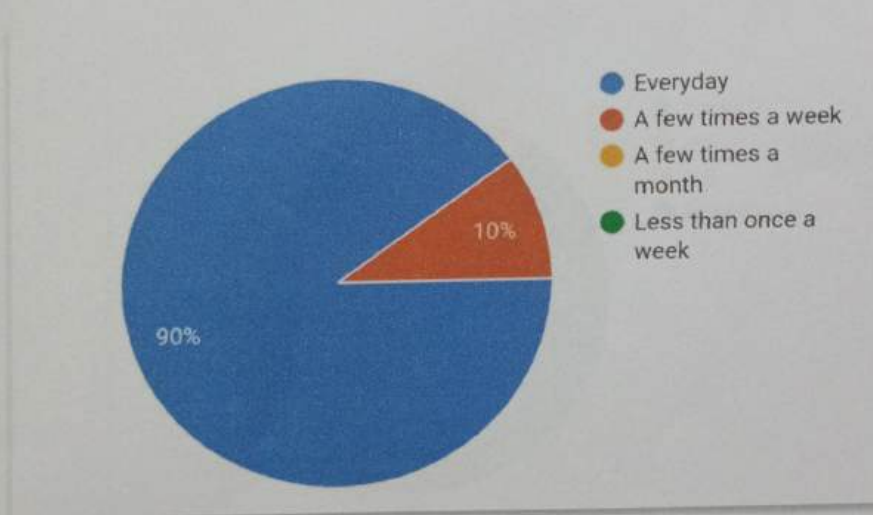
OPTIONS	REPOSSES	PERCENTAGE
To connect to loved ones	31	34.44
News updates	23	25.56
To promote and run business	4	4.46
Educational purposes	15	16.67
Networking	17	18.89
Others	0	0.00

What do you use social media for?(Select all that apply)



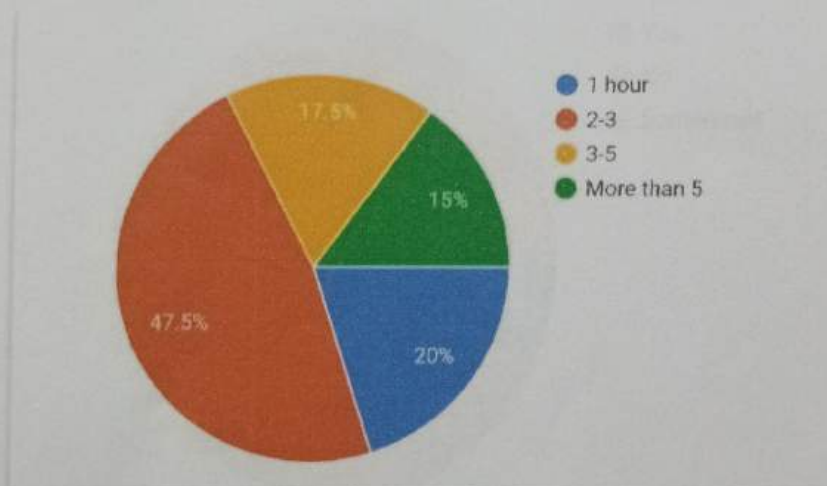
6. Frequency of social media use by respondents

OPTIONS	RESPONSES	PERCENTAGE
Everyday	36	90.00
A few times a week	4	10.00
A few times a month	0	0.00
Less than once a month	0	0.00



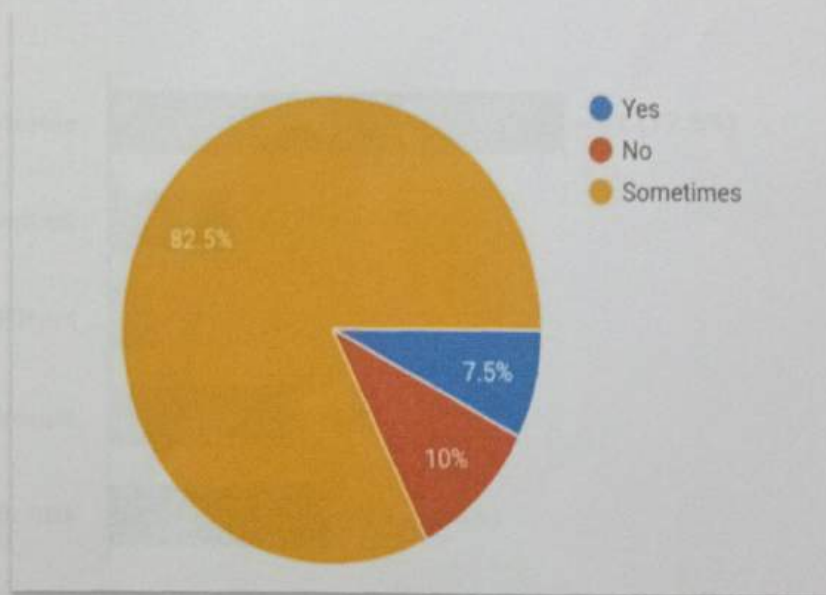
7. Hours spent on social media by respondents.

HOURS	RESPONSES	PERCENTAGE
1 hour	8	20.00
2-3	19	47.50
3-4	7	17.50
More than 5	6	15.00



8. Reliability of information

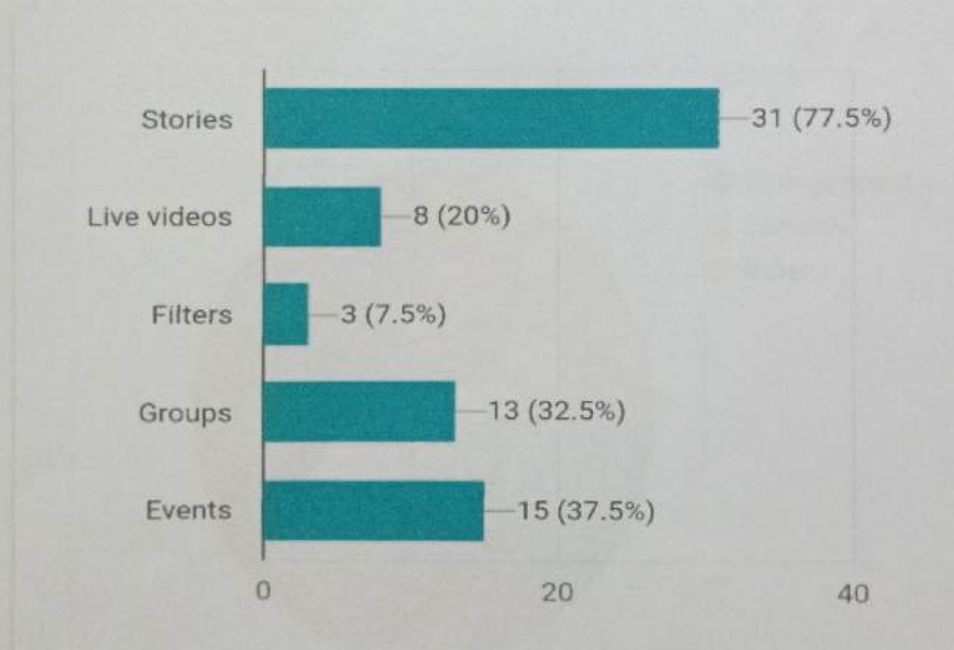
OPTIONS	RESPONSES	PERCENTAGE
Yes	3	7.50
No	4	10.00
Sometimes	33	82.50



9. Most appreciated features on social media by respondents

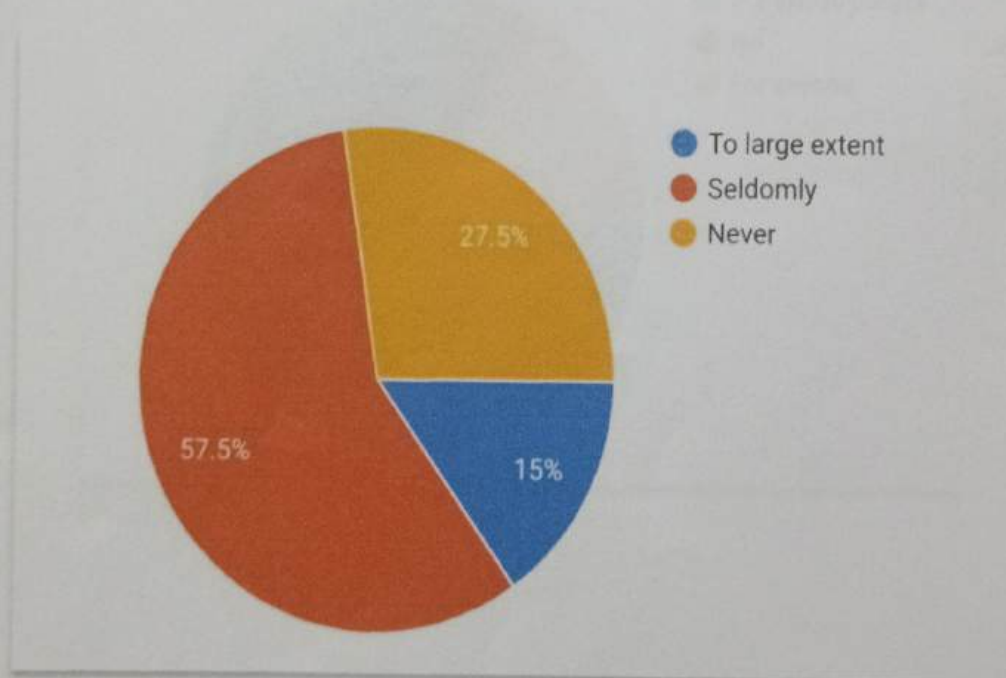
TABLE 9.1

FEATURES	RESPONSES	PERCENTAGE
STORIES	31	44.29
LIVE VIDEOS	8	11.43
FILTERS	3	4.29
GROUPS	13	18.57
EVENTS	15	21.43



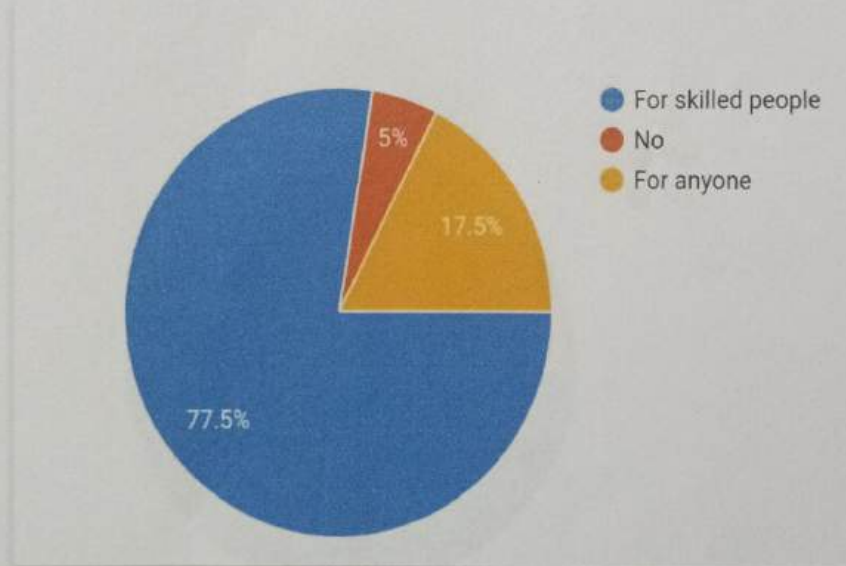
10.Extent of Social Media’s Influence on Behaviours and Actions on respondents

OPTIONS	RESPONSES	PERCENTAGE
To large extent	6	15.00
Seldomly	23	57.50
Never	11	27.50



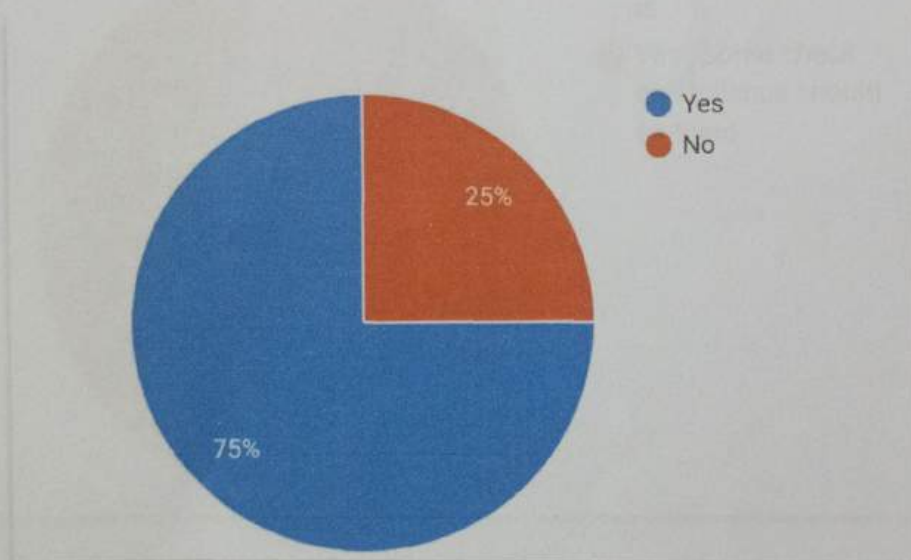
11.. “Is Online Media a Viable Source of Income?”

OPTIONS	RESPONSES	PERCENTAGE
For skilled people	31	77.50
No	2	5.00
For anyone	7	17.50



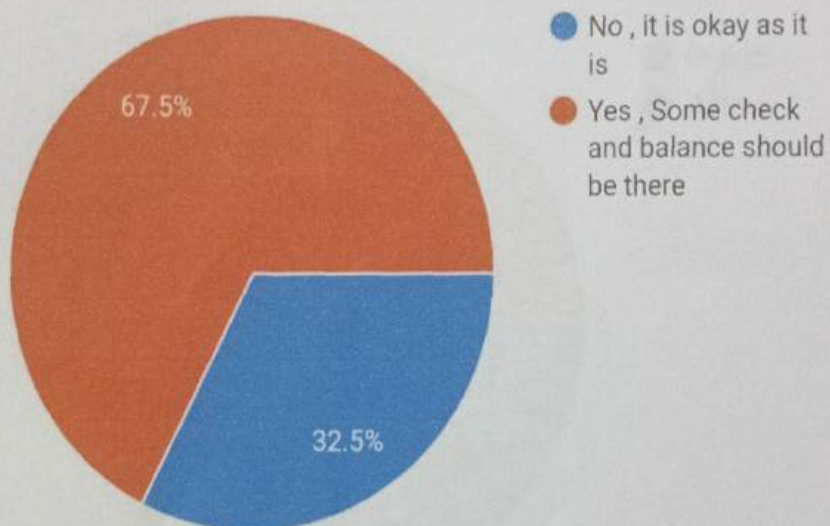
12. The Impact of Social Media on Mental Health”

OPTIONS	RESPONSES	PERCENTAGE
Yes	29	72.50
No	11	27.50



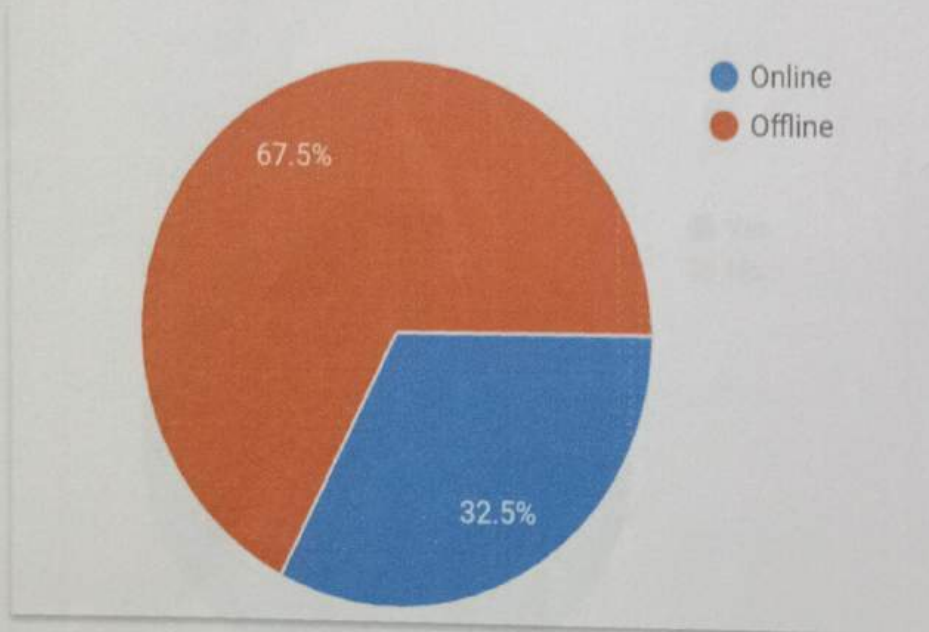
13.Examining the Checks and Balances on Social Media.

OPTIONS	RESPONSES	PERCENTAGE
No, it is okay as it is	13	32.50
Yes, some check and balance should be there	27	67.50



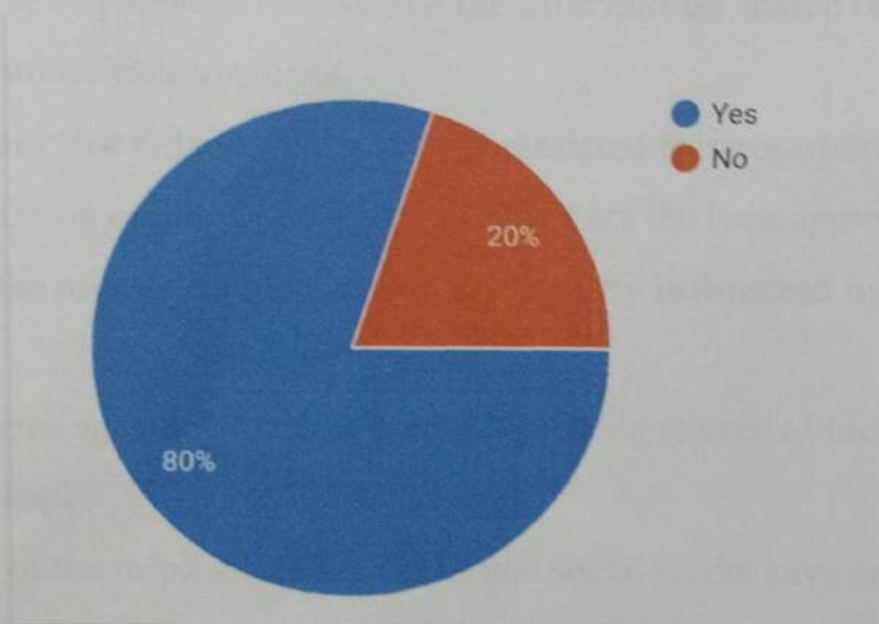
14.Mode of shopping preference by respondents

MODE	RESPONSES	PERCENTAGE
ONLINE	13	32.50
OFFLINE	27	67.50



15. Respondents opinion on whether social media have a negative impact on youth

OPTIONS	RESPONSES	PERCENTAGE
YES	31	77.50
NO	9	22.50



9) FINDINGS

- Majority of the respondents were **males**.
- Majority of the respondents (**80%**) are of the **age group** of **18-25**.
- Most of the respondents were **unemployed**, mostly students and actively searching for jobs.
- Almost **85%** chooses **INSTAGRAM** to be their most active social media channel, **followed** by **WHATSAPP (57.5%)**.
- Majority of the respondents uses social media **to connect to their loved ones** and for **news updates**.
- **90%** of the respondents uses online media **everyday**.
- Respondents uses social media on an average for **2-3 hours** .
- Most of the respondents believe that the **information** shared on social media is **sometimes accurate**.
- **Stories and live videos** are the most appreciated features of the respondents on online media whereas **filters** are the least appreciated one.
- A major the respondent's behaviour are **scarcely influenced** by social media.
- Respondents agreed that online media is a viable **source of income** for **skilled people**.
- Majority of the respondents **admitted** that social media have an impact on their **mental health**.
- Respondents suggests that there should **be some regulations** on social media.
- Above **67%** of the respondents prefer to shop **offline** and rest online.
- **Clear majority** of the respondents agreed that social media have a **negative impact on youth**.

10) LIMITATIONS OF THE STUDY

- The study is time bound.
- The study is limited to 40 responses so , findings and suggestions given on the basis of the study cannot be extrapolated to the entire population.
- The survey might include a limited number of questions due to time constraints , restricting the depth of data collected.
- The participants may provide socially desirable responses rather than honest answers .
- Participants of category might have similar level of access to technology and interest not reflecting the diverse access and usage patterns found in broader age groups.
- The participants are likely to share similar backgrounds, such as educational level, socioeconomic status, and cultural influences, which limits the diversity of perspectives and experiences, creating personal bias.
- There was no personal interaction with the respondents as the data are collected through online mode questionnaire.

11) INFLUENCES ON DIFFERENT AGE GROUPS

Online media exerts a significant influence on different age groups, shaping their behaviours,

perceptions, and interactions in various ways. Here's a detailed look at the influences:

Children (Ages 0-12)

- Cognitive and Language Development : Educational apps and videos can enhance learning and language skills. However, too much screen time can impair attention spans and physical activity.

- Social Skills : Interaction with educational content and age-appropriate games can support social learning, though excessive use may hinder face-to-face social skill development.

Teenagers (Ages 13-19)

- Identity and Self-Expression : Social media platforms are pivotal for self-expression, identity formation, and peer interaction. Teens use these platforms to explore their identities and connect with others.

- Mental Health : Social media can both positively and negatively impact mental health. It provides a space for support and community, but also exposes teens to cyberbullying, peer pressure, and comparison.

Young Adults (Ages 20-35)

- Career Development : Online media is essential for job searching, professional networking

(e.g., LinkedIn), and skill development through online courses and webinars.

- Lifestyle Choices : Influencers and online communities significantly impact lifestyle

choices, including fashion, travel, and fitness.

Middle-Aged Adults (Ages 36-55)

- Work-Life Balance : Online tools facilitate remote work and professional collaboration,

helping manage work-life balance.

- Health and Wellness : Online media is a primary source for health information, fitness

routines, and wellness tips. Telemedicine is increasingly utilized.

Older Adults (Ages 56+)

- Learning and Adaptation : While some older adults face challenges adapting to new

technologies, many are increasingly adopting online media for information, communication, and leisure.

- Health Management : Online resources and telehealth services are valuable for managing

health and accessing medical information.

12) GENERAL MERITS

1. Global connectivity: Online media bridges geographical gaps, allowing for global communication and cultural exchange.

2. Access to Information: Instant access to news, educational resources, and entertainment enhances knowledge and awareness.

3. Economic Opportunities: Online platforms provide new avenues for entrepreneurship, remote work, and e-commerce.

GENERAL DEMERITS

1. Addiction and Overuse: Excessive use of online media can lead to addiction, impacting mental and physical health.

2. Misinformation and Fake News: The rapid spread of false information can influence public opinion and behavior negatively.

3.Privacy Issues: Increased data sharing raises concerns about data privacy and security.

4. Cybersecurity Threats: Exposure to hacking, phishing, and other cybersecurity threats .



12) SUGGESTIONS

Improving online media usage involves being mindful of what you consume, verifying information before sharing, and taking breaks to avoid overconsumption. Setting time limits, diversifying sources, and engaging critically with content can also help foster a healthier relationship with online media.

14) REFERENCE

<https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.983060/full> <https://www.taylorfrancis.com/chapters/edit/10.4324/9780203876527-7/interaction-interpersonal-peer-media-influence-sources-online-research-agenda-technology-convergence-joseph-walther-caleb-carr-scott-seung-choi>
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<https://iimskills.com/importance-of-social-media-in-our-lives>
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