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From the Editor

In contemporary culture and society, media wields substantial influence and can galvanize large-scale movements. Emerging as one of the most dynamic and rapidly expanding disciplines, especially in India, Pragyaan: Journal of Mass Communication (Pragyaan: JOMC) shoulders the responsibility of investigating significant changes and advancements. The journal is committed to delivering insightful research on emerging trends in the realm of media and communication. Recognized as a bi-annual, UGC Care Listed, open-access journal, Pragyaan: JOMC invites high-quality research papers, review articles, and case reports that present original research within the domains of communication and mass media studies. This edition of Pragyaan: JOMC features seven research papers and articles spanning diverse areas of Mass Communication.

These seven papers offer analytical and critical reflection by aligning with the journal's academic orientation. The paper, 'Comparative Analysis of Modern and Folk Media in Developmental Communication', evaluates the role of modern and folk media agencies in carrying messages and examines the impact of developmental campaigns in the Cachar district of Assam. It emphasizes the importance of considering cultural factors and tailoring communication strategies to the specific needs of the target population. 'OTT in Rural Areas Redefining Entertainment' aims to examine the adoption of the OTT platform as the preferred network of entertainment in rural areas of India. The study on 'Information, Education, and Communication (IEC) Initiatives of the Government of Uttarakhand' focuses on environmental awareness activities performed by various departments and organizations of the Government of Uttarakhand, with particular emphasis on the region, Garhwal Mandal. The study intends to examine the efficacy of Information, Education, and Communication (IEC) programs in raising public awareness and knowledge towards environmental issues and concerns. The research paper 'Online Privacy Loss and Communication Behavior of Internet Consumers' explores the level of awareness of internet users in relation to online privacy and how it affects their privacy. The paper on 'Media Framing of Protest and its Effects on Attitudes: a study of Rural Indian Audience in Sub-cultural context' examines the ways in which rural media audiences engage in multiple readings of media messages, often diverging from the intended meaning of the message creators. 'Seeking Gratification through Dramaturgy in Virtual Identity Construction' explores how people use social media to enact themselves in a way they want to be perceived, which unknowingly becomes a part of their real being, contributing to behavioral and cognitive changes in their personality. While 'Entrepreneurial Intention among Media Students: Exploring the role of Entrepreneurial Orientation, Entrepreneurial Self-Efficacy, and Entrepreneurial Education' tries to understand the Individual Entrepreneurial Orientation (IEO) and the intention to pursue entrepreneurship.

We express our gratitude to the authors for their significant contributions to the Journal. Our heartfelt thanks go out to our panel of referees for investing their time and thoughtful consideration into reviewing the papers, providing valuable insights, and ensuring the selection of high-quality submissions. Their insightful feedback and thorough reviews have played a crucial role in guaranteeing the selection of top-tier papers for publication.

Special acknowledgment goes to Vice Chancellor, Pro Vice Chancellor, Dean SoMC, Associate Editors and all the esteemed faculty members of the School of Mass Communication for their invaluable contributions in preparing the reader-friendly manuscript for publication.

We are optimistic that the contents, findings, and suggestions presented in this issue of Pragyaan: JOMC will prove to be informative, thought-provoking, and of practical relevance to our esteemed readers. We eagerly welcome and encourage comments and suggestions from our readers, as their valuable feedback plays a vital role in continuously enhancing the quality of our Journal. With an unwavering commitment to excellence, we remain dedicated to delivering a Journal that caters to the evolving needs and interests of our readership.

Thanking You

With Best Wishes
Dr. Shah Alam

Pragyaan: Journal of Mass Communication

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Research Papers/Articles

Comparative Analysis of Modern and Folk Media in Developmental Communication: A Case Study of Tea Garden Labourers of Barak Valley in Southern Assam

*Prof Partha Sarkar

ABSTRACT

This paper presents a comparative study on the effectiveness of modern and folk media in developmental communication among tea garden labourers in Barak Valley. The study aims to assess the different types and forms of media prevalent in the tea gardens, ascertain their use and agencies involved, evaluate the role of these agencies in carrying messages, examine the impact of developmental campaigns employing modern and traditional media, and suggest improvisation of communication strategies for optimum impact. Data was collected through interviews and discussions with labourers, journalists, and government officials from the districts of Cachar, Hailakandi, and Karimganj. The findings highlight the strengths and weaknesses of mass media and folk media in effectively communicating messages to the tea gardens community. It emphasizes the importance of considering cultural factors and tailoring communication strategies to the specific needs of the target population. The study provides valuable recommendations for future communication strategies in this context.

Keywords: Developmental communication, modern media, folk media, tea garden labourers, Barak Valley.

1. Introduction

Communication plays a vital role in mobilizing people and fostering their active participation in a country's developmental. In India, the importance of communication has been emphasized in successive five-year plans, which serve as blueprints for planned developmental. The country has made significant progress in communication and developmental infrastructure since gaining independence, with both processes reinforcing each other. However, there is a need for detailed studies and approaches to ensure equitable and participatory communication and developmental communication is the exchange of shared meaning through symbols and encompasses both transmission and ritualistic aspects. It occurs within a social context, influenced by individual and societal factors. Differences in message reception and interpretation can arise due to varying exposure and decoding. Thoroughly studying the correspondence between sent and received messages is crucial to avoid unintended effects. Health communication interventions require formative evaluation, audience needs assessment, and message pretesting. The Centre for Media Studies in India has conducted various research studies on communication, including IEC campaigns, audience interpretations of health-related content, media coverage of maternal mortality reduction, and evaluation of government-produced programs. Mass communication plays a significant role in preventing and controlling AIDS. Archana Rakesh Singh's study focused on mass media strategies for AIDS prevention among adolescents, identifying suitable mediums and methods for delivering awareness messages (Singh, 2006). Traditional media, such as folk performing arts, have been recognized for their effectiveness in conveying developmental messages. UNESCO and the International Planned Parenthood Federation organized meetings in 1972, emphasizing the integrated use of folk and mass media in family planning communication programs. Traditional forms of expression adapt to societal needs and serve as channels for economic and social developmental. They have been utilized for health campaigns, political awareness, and developmental initiatives. Traditional media resonate with rural populations, allowing for targeted outreach without encountering cross-cultural barriers (Kumar, 2006).

Traditional folk forms complement mass media in India, which is primarily limited to urban areas. These forms have endured for centuries and can drive social change in rural India. Thorough investigations, studies, and documentation are needed to understand their characteristics. Creative individuals should be exposed to

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these art forms and their aesthetics, acquiring techniques of creative communication. Folk performances in India encompass music, dance, pantomime, religion, and festivals, portraying both religious and secular themes. They are composite arts deeply rooted in tradition, but also convey universal values. Research studies have highlighted the significance of rural media in developmental communication. Traditional media effectively dispel superstitions and unscientific beliefs, inspiring action and promoting change. The MacBride Commission recommended the continued use of traditional forms to influence attitudes and bring about developmental. Utilizing traditional media strategically is crucial for effectively conveying developmental messages to rural masses (International Commission for the Study of Communication Problems, 2004). The unique approach of employing folk forms in locally popular artistic ways cannot be surpassed by any other means of communication. Developmental communication plays a crucial role in bringing about social change and addressing developmental issues. In the context of tea gardens in Barak Valley, the effectiveness of modern and folk media in developmental communication needs to be examined. This paper aims to assess the impact of these media forms and provide recommendations for improved communication strategies (Sarkar, 2020).

1.1 The Barak Valley as a Study Area

Barak Valley is a region located in the southern part of the Indian state of Assam. It is surrounded by hills and mountains on three sides, with the Barail Range to the north and the Tripura Hills and Manipur Hills to the south and east respectively. The valley is bordered by Bangladesh on its southern side. The region comprises three districts: Cachar, Karimganj, and Hailakandi. The geography of Barak Valley is characterized by fertile plains, lush green tea gardens, and numerous rivers. The valley experiences a humid subtropical climate with high rainfall, which is favorable for tea cultivation.

Dewan Tea Estate (DTE) is situated in the Cachar district of Barak Valley. It is located in the south-western part of Assam. The estate is nestled in the picturesque landscape of the valley, surrounded by hills and forests. The tea gardens of DTE are spread across vast areas of fertile land, benefiting from the region's favorable climatic conditions and soil quality. Isabheel Tea Estate (ITE) is located in the Karimganj district of Barak Valley. It is situated in the southern part of Assam, close to the international border with Bangladesh. The estate is characterized by rolling hills and scenic beauty. The tea gardens of ITE are nestled amidst the hilly terrain, providing a unique landscape for

tea cultivation. Aynakhal Tea Estate (ATE) is situated in the Hailakandi district of Barak Valley. It is located in the south-eastern part of Assam. The estate is surrounded by hills and forests, creating a serene environment for tea production. The tea gardens of ATE benefit from the region's geographical features and climatic conditions, contributing to the production of high-quality tea leaves.

Overall, the geography of Barak Valley, including the regions of Dewan Tea Estate, Isabheel Tea Estate, and Aynakhal Tea Estate, is characterized by its scenic beauty, fertile plains, hilly terrain, and the presence of the Barak River. These geographical features, along with favorable climatic conditions, make the valley an ideal region for tea cultivation and contribute to the success of the tea estates in the area.

Location Map

2. Literature Review

The literature review explores previous studies and research on developmental communication, modern media, and folk media. It discusses the role of mass media in disseminating information, the effectiveness of traditional and cultural media forms, and the importance of considering cultural factors in communication strategies.

According to Chapke, & Bhagat, (2002) folk media in India, such as music, dance, and drama, have historically played a crucial role in fostering unity and resolving conflicts related to caste, creed, religion, and language. These art forms have brought people from diverse backgrounds, including the poor and the rich, together. For many individuals burdened with various domestic and psychological challenges, folk performances have provided solace and served as a means to alleviate emotional distress. Based on the findings of Ramanathan, S. and V. Shrinivasan (1988), the utilization of traditional media such as "drama" or Villupattu has shown positive

outcomes in enhancing farmers' knowledge on specific subjects and ensuring its retention for a considerable period, ranging from fifteen to thirty days. The study indicated that drama was particularly effective in conveying information to young farmers, while Villupattu proved to be more impactful for illiterate individuals, facilitating their acquisition and retention of knowledge.

Developmental communication plays a crucial role in bringing about social change and improving the lives of communities. It involves the dissemination of information, messages, and ideas to foster developmental programs and initiatives (Waisbord, (2020). Traditional media, including folk media, have been used for centuries to communicate messages in communities (Gupta, 2015). Folk media forms, such as comic plays and group discussions, have unique characteristics that allow effective communication within specific cultural contexts. They are deeply rooted in local traditions, customs, and values, making them relatable and accessible to the community members. On the other hand, modern media, such as radio, television, and newspapers, provide a wider reach and standardized formats for mass communication. They have the potential to disseminate information rapidly and reach a larger audience. Both media forms have strengths and weaknesses in effectively conveying messages in developmental programs.

In the context of tea garden labourers in Barak Valley, communication plays a vital role in addressing their needs, raising awareness about their rights, and providing information on various developmental initiatives. Tea garden communities have distinct characteristics and cultural dynamics that must be considered when designing communication strategies. Understanding the local context, cultural beliefs, and practices is crucial for effective communication. Tailoring messages to resonate with the target population and utilizing media channels that are accessible to them are essential for successful developmental communication in tea gardens.

Several studies have highlighted the importance of folk media in developmental communication. These forms of media have been found to be effective in reaching and engaging with communities, especially in rural and marginalized areas. They are often more accessible and relatable to the local population, bridging cultural gaps and fostering meaningful interactions. Folk media also have the advantage of being participatory and interactive, allowing for two-way communication and community engagement. On the other hand, modern media have their own advantages, such as wider coverage, the ability to transmit information quickly, and the potential to reach

a broader audience. However, they may face challenges in terms of accessibility, language barriers, and cultural relevance.

3. Objectives of the Study

The main objective of the study is to assess the effectiveness of modern and traditional media in the tea gardens of Barak Valley, especially in relation to developmental programs and campaigns. The specific objectives include identifying different types and forms of modern and traditional media, evaluating their use for various purposes, examining the impact of communication campaigns, and suggesting strategies for improvement.

4. Research Methodology

The research employed a comparative research design to assess the effectiveness of modern and folk media in developmental communication among tea garden laborers in Barak Valley. The study focused on three districts in Barak Valley: Cachar, Hailakandi, and Karimganj. A sample frame of 450 workers from three tea gardens, namely Dewan Tea Estate (DTE), Isabheel Tea Estate (ITE), and Aynakhal Tea Estate (ATE), was selected using random and purposive sampling techniques. The sample size was determined to ensure adequate representation of the target population.

Data collection was conducted through interviews and questionnaires. The interviews were carried out with 150 labourers from each tea garden, resulting in a total of 450 interviews. Additionally, interviews were conducted with 50 journalists and 50 government officials from each district, totalling 150 interviews. The questionnaires were designed to collect quantitative data on tea garden labourers' knowledge, attitudes, and practices regarding developmental communication. The questionnaires included sections specifically focusing on modern media and folk media. Likert scale and multiple-choice questions were used to assess the respondents' perceptions and experiences.

The interviews aimed to gather qualitative data and gain deeper insights into the tea garden labourers' perspectives on modern and folk media. The interviews were semi-structured and allowed for open-ended responses, providing the participants with the opportunity to express their thoughts, experiences, and preferences. The qualitative data from the interviews were transcribed, coded, and thematically analysed to identify patterns, themes, and key findings.

The collected data underwent a rigorous process of analysis. Preliminary analysis was conducted to code and

filter the data from the raw data to enable further analysis. Quantitative analysis involved the use of statistical software to summarize the participants' responses. Descriptive statistics, such as frequencies and percentages, were used to provide an overview of the data. Comparative analysis was conducted to identify any significant differences between the effectiveness of modern and folk media. Qualitative analysis involved a thorough examination of the interview transcripts to identify emerging themes and patterns. These findings were then synthesized to provide a comprehensive understanding of the impact of modern and folk media on developmental communication among tea garden labourers in Barak Valley.

Ethical considerations were of paramount importance throughout the study. Ethical approval was sought from the relevant research ethics committee before conducting the study. Informed consent was obtained from all participants, ensuring their voluntary participation, anonymity, and confidentiality of their responses. Participants were fully informed about the purpose of the study, the procedures involved, and their rights as research subjects.

5. Results and Discussion

Traditional folk media in India serves as a powerful tool for communication, reconnecting people to their cultures and preserving societal traditions. Folk dances, with their vibrant colours and lively music, are a prominent form of traditional folk media, showcasing the distinct cultural expressions of different regions. Alongside modern mass communication mediums, traditional folk media finds popularity among rural communities, reflecting their stories and experiences. Various forms of traditional folk media, such as Tamasha, Powada, Keertana, Yakshagana, Nautakin, Puppetry, Jatra, Bhavai, Ramlila, Rashlila, and Street Theatre, offer captivating performances that entertain and educate audiences. Street theatre, in particular, has seen resurgence in popularity, providing a platform for conveying messages and raising awareness on social and political issues. Overall, traditional folk media holds a strong place in the hearts and minds of rural people, fulfilling their communication needs while preserving cultural heritage.

5.1. Types and Forms of Modern and Traditional Media in Tea Gardens of Barak Valley

The convergence of several civilizations occurred in Assam. The inhabitants of the beautiful state of Assam are a blend of many racial types, including Mongoloid, Indo-Burmese, Indo-Iranian, and Aryan. All of these races have been merged into the Assamese culture, which is a rich and exotic tapestry. The Assamese language, which is also the state language of Assam, is used to refer to the locals of the state of Assam.

The state is home to numerous tribes, each of which is distinct in terms of its customs, cultures, attire, and peculiar way of life. Assam is home to a variety of tribes, including the Bodo, Kachari, Karbi, Miri, Mishimi, and Rabha. While each tribe speaks its own language, Assamese is the official tongue of the state. The bulk of Assamese people are Vaishnavas (a sect of Hinduism). The Namkirtana, in which Lord Vishnu's grandeur is extolled, is performed by Vaishnavas who reject idol worship. The Satras, a place of religious and cultural practise with a history dating back more than 400 years, and the Naamghar, a place of worship, are the two major religious and cultural institutions that have a significant impact on Assam's cultural fabric.

Although the caste system exists in Assam, it is not as prevalent as it is in other regions of India. Assam is also home to people who practise Buddhism, Christianity, Hinduism, Islam, and other religions. The Bihu is Assam's national festival, which is observed by all Assamese, regardless of caste, creed, or religion, in three sections over the course of a year. The majority of minorities are Bengali-speaking Hindus and Muslims, followed by people from neighbouring Indian states and Nepal. The three Bihu festivals are the most significant social and cultural events, and they are celebrated with great passion by all people, regardless of caste, creed, or religious affiliation. Assamese people have a long history of being skilled crafts people. Assam has always been a thriving centre for artists, sculptors, masons, weavers, spinners, potters, goldsmiths, and artisans of ivory, wood, bamboo, cane, and hide. Assam, the tea state of India, is home to a diverse population, and each Assamese tribe has its own distinctive tradition characterised by art, music, and dance. Here are a few of Assam's most popular media and dancing styles.

5.1.1. Print Media:

Local Newspapers: There are several local newspapers in Barak Valley that cater to the interests and needs of the residents. These newspapers cover a range of topics including local news, events, agriculture, health, education, and stories related to the tea industry. Some popular local newspapers in the region include "Barak Valley Express," "Barak Bulletin," and "Dainik Jugasankha."

Magazines: Local magazines also provide a platform for sharing information, stories, and articles of interest to the tea garden community. These magazines often cover topics such as lifestyle, culture, agriculture, and tea

industry-related updates.

5.1.2. Radio:

Regional Radio Stations: Barak Valley has regional radio stations that serve as an important medium of communication. Stations like All India Radio Silchar, Big 92.7 FM, and Radio Azad Hind provide a wide range of programming, including news updates, entertainment shows, music, and discussions on various topics.

The figure 1 presents the usages of mobile with FM radio features among three tea gardens: Dewan Tea Estate (DTE), Isabheel Tea Estate (ITE), and Aynakhal Tea Estate (ATE). In the DTE, 33.3% of respondents reported

accessing FM Radio features on their mobile devices, while the remaining 66.7% did not access this feature. Among the ITE, 23.4% of respondents reported using FM Radio features on their mobile devices, while the majority (76.6%) did not utilize this feature. Within the ATE, the highest percentage (63.4%) reported accessing FM Radio features on their mobile devices, while 36.6% did not use this feature. Overall, the usage of FM Radio features on mobile devices varied across the three groups. ATE had the highest percentage of respondents accessing FM Radio, followed by DTE and ITE. The ITE group had the lowest percentage of respondents using this feature.

Figure 1. Usages of mobile with FM radio features
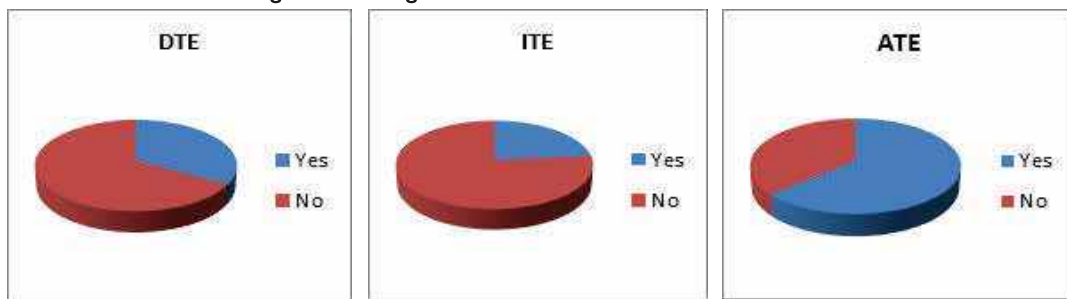
5.1.3. Television:

Satellite Television: Satellite television has gained popularity in the tea gardens of Barak Valley. Residents have access to national and regional channels through Direct-to-Home (DTH) services like Dish TV, Tata Sky, and Airtel Digital TV. These channels offer a variety of programs, including news, entertainment, movies, sports, and educational content.

The figure 2 presents the distribution of satellite TV providers among three groups: DTE, ITE, and ATE. Among the DTE group, the majority (36.7%) rely on cable operators for satellite TV services. A significant portion (26.7%) uses Dish TV, followed by 17.3% using Videocon

d2h, 14% using Airtel, and 5.3% using Tata Sky. In the ITE group, cable operators are also the preferred choice, with 33.8% using their services. Dish TV is the second most popular option at 29%, followed by Videocon d2h at 22.8%, Airtel at 9.7%, and Tata Sky at 4.8%. Within the ATE group, the majority (80.7%) relies on cable operators for satellite TV services. Dish TV is the second most popular option at 17.2%, followed by Tata Sky at 1.4%, and Videocon d2h at 0.7%. Notably, no respondents reported using Airtel for satellite TV services in this group. Overall, cable operators are the dominant satellite TV provider across all three groups, with Dish TV and Videocon d2h also being popular choices. Airtel and Tata Sky have a smaller market share in comparison.

Figure 2. Distributions of satellite TV providers
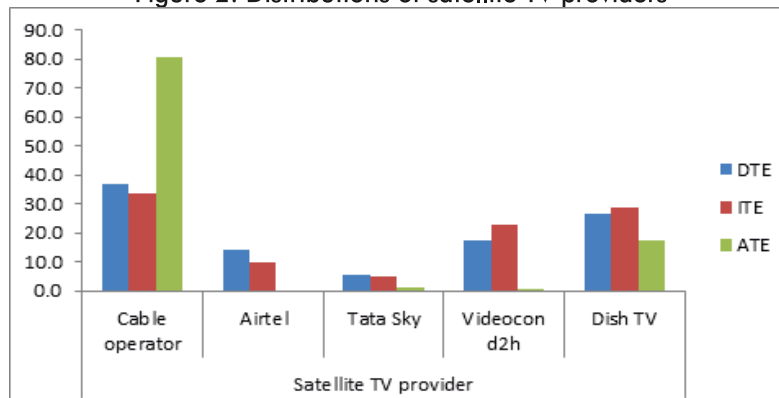
Cable Networks: Cable television networks also provide access to a range of channels in the tea gardens. Local cable operators distribute channels through coaxial cables, bringing both local and national programming to households.

5.1.4. Social Media:

Facebook is widely used in the tea gardens of Barak Valley. People create profiles, connect with friends and family, join groups, and share updates and information on various topics. WhatsApp is a popular messaging platform that allows individuals and groups to communicate, share messages, photos, videos, and audio recordings. It serves as an important medium for staying connected within the tea garden community. Instagram is a photo and video-sharing platform where users can share visual content with their followers. It is used for sharing personal moments, local events, and promoting local businesses and initiatives.

The figure 3 provides data on the usage of the Facebook feature on mobile devices among three tea gardens: DTE, ITE, and ATE. In the DTE, a significant majority of respondents (92.0%) reported accessing Facebook on their mobile devices, while a small percentage (8.0%) did not use this feature. Among the ITE, 66.9% of respondents reported using Facebook on their mobile devices, while 33.1% did not access this feature. Within the ATE, the highest percentage (89.7%) reported accessing Facebook on their mobile devices, while 10.3% did not use this feature. The survey indicates that Facebook is widely accessed on mobile devices across all three tea garden areas, with the highest usage observed in the DTE and ATE. The ITE group had a relatively lower percentage of respondents using Facebook on their mobile devices compared to the other two groups. Overall, Facebook is a popular mobile feature among the surveyed groups, playing a significant role in their mobile usage patterns.
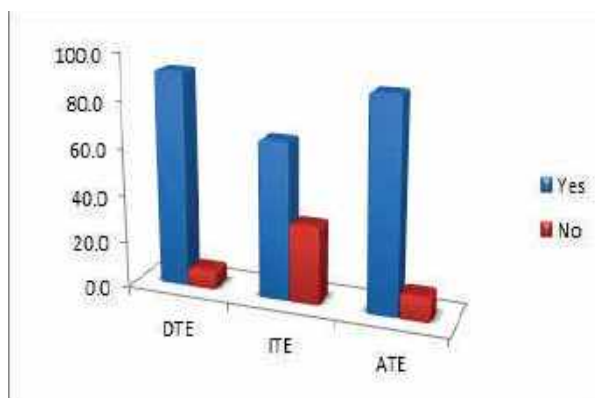
Figure 3. Usages of the Facebook feature
on mobile devices

5.1.5. Mobile Apps:

News Apps: Mobile applications such as "The Assam Tribune," "Pratidin Time," and "News18 Assam/Northeast" provide news updates, including regional and national news, directly to users' smartphones.

Streaming Services: Platforms like Hotstar, Netflix, and Amazon Prime Video are popular for streaming movies, TV shows, and documentaries. They provide entertainment options to the residents of tea gardens.

The figure 4 presents the distribution of internet access by location in three groups: DTE, ITE, and ATE. Among the DTE group, 86.7% access the internet from home, 10% from community halls, 2.7% from their working place, and 0.7% from other places. In the ITE group, 92.4% access the internet from home, 4.8% from community halls, 2.1% from their working place, and 0.7% from other places. Within the ATE group, 72.4% access the internet from home, 12.4% from community halls, 15.2% from their working place, and no one reported accessing the internet from other places.

Figure 4. Distribution of internet access (%)
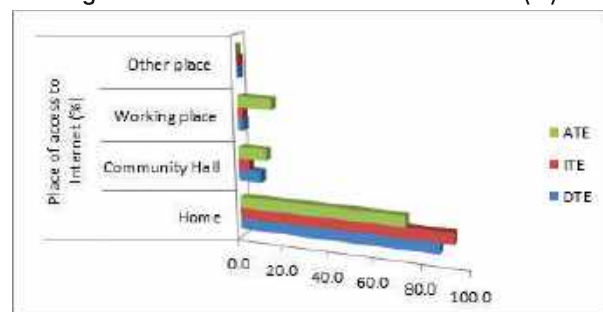
Messaging Apps: Messaging apps like WhatsApp and Telegram are commonly used for text messaging, voice calls, and sharing media content.

5.1.6. Wall Posters and Billboards:

Wall Posters: Wall posters are often used as a form of visual communication in the tea gardens. They display advertisements for local businesses, political campaigns, and community announcements. These posters are typically printed and posted on walls and notice boards in public spaces.

Billboards: In some areas, billboards are used to display advertisements, promote products or services, and convey important messages. They are usually placed along roadsides or in busy areas within the tea gardens.

5.1.7. Public Address Systems:

Public address systems are commonly used in the tea gardens to make announcements and broadcast important information. These systems consist of

loudspeakers that are strategically placed in public areas to reach a larger audience within the tea garden community. They are often used to communicate messages related to health campaigns, community events, and other relevant announcements.

5.1.8. Folk Performances:

The Assamese New Year and spring season are both celebrated with the Bohag or Rongali Bihu. Farmers make harvest-related prayers during Rongali Bihu. The end of the harvest season is marked by Magh or Bhogali Bihu, a festival in which people express gratitude for a successful harvest. Finally, Kaati or Kongali Bihu is not observed with the same glitz and pageantry as the other two festivities. It is scheduled for the last day of the Ashwin month, when the old harvest is running low and new crops are not yet ready. The good crop in the upcoming season is prayed for at Kongali Bihu. On the basis of the community in which it is performed, Bihu can also be divided into Moran Bihu, Deori Bihu, Mishing Bihu, Jeng Bihu, and Mukoli Bihu.

One of India's eight traditional dance genres is Sattriya. It is a dance play that has its roots in Assamese Vaishnavite monasteries that are Krishna-centric. The pairings of Radha-Krishna and Sita-Rama are the subjects of the majority of the tales. In the year 2000, Sangeet Natak Akademi designated it as a classical dance. The Kulis are a part of Assam's traditional dance known as Jhumar (the tea collectors). Everybody is welcome to watch the dance, which is presented each autumn.

One of Assam's oldest dancing traditions is ojhapali. In this context, Ojha denotes "music," while pali denotes "head of the dance group." In order to pray to the snake god Manas, the dance is performed. Deodhani comes after Ojhapali (also spelled as Devdhani). Without the former, one cannot do the Deodhani dance. Assamese Kacharis perform Pai Majai. It's done to give thanks to God for a bountiful harvest. The Assamese Bodo has a traditional dance known as Bagurumba. The Bodo people's New Year is celebrated at the Bwisagu festival, when it is performed. The renowned Sattriya dancer Narahari Burha Bhakat is recognized for the invention of the Bhortal Dance. They claim that it is the famed Sattriya dance codified.

The media prevalence is more prominent for folk song/dance, while puppetry is least preferred, in all three tea gardens and overall ATE workers found media prevalence followed by DTE and ITE. In puppetry, ATE (57.2%) has a moderate prevalence of media than DTE and ITE. In contrast, for the most preferred activity i.e. folk song/dance, only two-thirds of the DTE workers responded having media prevalence, while, more than 90% of ITE and ATE workers experienced media preference for the same. On the other hand, ATE (60.7%) workers experienced more media prevalence over drama, than DTE (17.9%) and ITE workers (7.6%). A similar trend is recognized for other activities as well, i.e. more than half of ATE workers found a media prevalence in other activities, followed by ITE workers (29%) and DTE workers (10.6%) in table 4.1.

Table 1: Different types and forms of modern and traditional media prevalent in the tea gardens of Barak Valley

Types	DTE		ITE**		ATE***	
	N=150	%	N=145	%	N=145	%
Puppetry						
Yes	28	18.5	4	2.8	83	57.2
No	123	81.5	141	97.2	62	42.8
Folk song/dance						
Yes	103	68.2	134	92.4	140	96.6
No	48	31.8	11	7.6	5	3.4
Drama						
Yes	27	17.9	11	7.6	88	60.7
No	124	82.1	134	92.4	57	39.3
Others						
Yes	16	10.6	42	29	83	57.2
No	135	89.4	103	71	62	42.8

5.2. Use of Modern and Traditional Media for Various Purposes

5.2.1. Role of "Folk Media" in the socio-economic and cultural developmental of India

The people living in rural areas of our nation are highly influenced by folk media. The majority of rural residents are illiterate, uneducated, and simple, which is why "Folk Media" has become ideally suited to them all. The villagers can appreciate its provided programming as a whole because all of the messages delivered by the folk media are simple and quick to understand. There are very few common mistakes that occur in our daily lives, yet popular media frequently tries to draw attention to them through their portrayal.

For the purpose of informing and educating the rural population, folk media carry a variety of messages about politics, social issues, healthcare, and agricultural innovation. Folk media have attempted to make up for larger coverage as well as the communication gap in rural life, where mass media like radio, newspapers, and television have not been widely adopted. The lack of decorum and protected status that folk media maintains compared to mainstream mass media makes it possible for rural listeners to connect with it far more effectively. The communicator, on the other hand, conveys information about events that occur regularly in village life. Since the main themes in folk media are presented as forms of entertainment, audiences who, like other urban inhabitants, have no experience with or preference for alternative forms of fun or enjoyment tend to become closer to and stick with such readily available rural medium of interests.

The folk media have largely taken advantage of the rural population's predominance by presenting a variety of programmes that have a substantial positive impact on the growth of the rural sector. It offers a wide range of programmes on topics like "family welfare," "adult and women's education," "uses of fertilisers to boost crop production," "polio vaccination," and a host of other topics in an effort to educate and inspire the unwary rural population and nudge them in the right direction toward achieving the nation's developmental goals.

5.2.2. Social Change through the use of "Folk Media"

Folk media, as widely acknowledged, plays a significant role in bringing about transformation in rural society. It serves the purpose of "rural education and culture" and acts as a "surveillance" mechanism for the rural community. The flexibility inherent in folk media makes it a suitable tool for rural communication, allowing for the instant dissemination of facts and events to audiences through its performances.

Unlike other mass communication mediums, folk media provides unparalleled opportunities for execution and immediate audience response. It's simple setup enables quick interaction between communicators and audiences. A successful interactive component can spark conversations that facilitate progress within the rural community by utilizing the ideas and concepts presented.

However, there is room for improvement in the overall presentation style and form of traditional media, the selection of current issues, and the quality of messages. Folk media needs to be modernized and standardized, incorporating a sense of decency and maintaining a proper balance between the message and entertainment value. Communicators must possess a basic understanding and knowledge of delivering messages that align with "current interests," conveying sophistication and precision to avoid the pitfalls of presenting messages that are vulgar, impolite, or rude.

The survival of folk media, which is the most common form of communication in rural areas, is at stake. Economic hardships plague many folk media practitioners as they lack financial support from commercial entities or direct payment from the audience. This financial struggle hampers their progress and poses a significant concern. It is crucial to provide more care and attention to ensure the sustainability of folk media. Failure to do so could result in the loss of its power to advance rural culture, education, and social ideals.

5.3. Governmental and Non-governmental Agencies Involved in Modern and Traditional Media

In the comparative study of modern and folk media among tea garden laborers in Barak Valley, the involvement of governmental and non-governmental agencies is of significant importance. These agencies play a crucial role in utilizing and promoting different forms of media for effective developmental communication.

Governmental agencies have a key role in shaping media policies, overseeing media channels, and supporting cultural preservation efforts. The Ministry of Information and Broadcasting at the central level and state broadcasting corporations are responsible for formulating policies related to media regulation, broadcasting, and cultural promotion. These agencies ensure the availability of diverse media platforms and channels that cater to the specific needs of the tea garden laborers in Barak Valley.

Additionally, cultural departments at the state level actively participate in the preservation and promotion of traditional folk media. They recognize the importance of preserving cultural heritage and support initiatives that encourage the use of traditional media forms, such as folk music, dance, drama, and storytelling. These agencies

provide financial assistance, infrastructure support, and platforms for showcasing traditional media performances and cultural events.

On the non-governmental side, various organizations and institutions contribute significantly to the developmental and utilization of modern and traditional media. Non-governmental organizations (NGOs) working in the field of media developmental and community engagement play a crucial role in empowering tea garden labourers through media literacy programs, capacity building initiatives, and community media platforms. These NGOs often collaborate with local communities to produce content that reflects their concerns, aspirations, and cultural identities.

Community media organizations, such as community radio stations and community-based newspapers, also play a vital role in facilitating communication within tea garden communities. These grassroots initiatives provide a platform for local voices to be heard, issues to be discussed, and information to be disseminated. They empower the tea garden labourers by giving them a voice and fostering a sense of community ownership over the media.

Furthermore, cultural societies and educational institutions contribute to the promotion and preservation of traditional media forms. They organize cultural festivals, workshops, and training programs to nurture and sustain traditional art forms and media practices. These initiatives help in passing down traditional knowledge and skills from one generation to another, ensuring the continuity of cultural heritage.

Media production companies, both governmental and private, also have a role in creating media content that reflects the aspirations and concerns of the tea garden labourers. They collaborate with governmental and non-governmental agencies to produce documentaries, short films, and television programs that highlight social and developmental issues relevant to the tea garden communities.

Governmental and non-governmental agencies are crucial stakeholders in the effective utilization and promotion of modern and traditional media among tea garden labourers in Barak Valley. Their involvement ensures the availability of diverse media platforms, supports cultural preservation efforts, fosters community engagement, and facilitates the production of media content that addresses the specific needs and aspirations of the tea garden labourers. Through collaborative efforts, these agencies contribute to the overall effectiveness of developmental communication in the tea gardens of Barak Valley.

5.4. Role of Agencies in Carrying Different Types of Messages

ICTs are found to be the least bothered with health and hygiene awareness among the three tea gardens namely Dewan Tea Estate (DTE), Isabheel Tea Estate (ITE), and Aynakhal Tea Estate (ATE). as more than 70% of respondents did not get any enlightenment regarding the same past using ICT. But social participation among tea gardeners has increased in all three tea gardens after the

Table 2. Role of ICTs for the information and developmental

Descriptive Variables	DTE		ITE		ATE	
	N=150	%	N=145	%	N=145	%
ICTs provide information regarding health and hygiene						
Yes	26	17.2	32	22.1	33	22.8
No	113	74.8	113	77.9	112	77.2
Can't say	12	7.9	0	0	0	0
The impact on Social participation after the use of ICTs has						
Increased	71	47	111	76.6	111	76.6
Decreased	63	41.7	32	22.1	32	22.1
Can't say	17	11.3	2	1.4	2	1.4
The impact on political participation through debates and discussions after the use of ICTs has						
Increased	76	50.3	109	75.2	101	69.7
Decreased	52	34.4	34	23.4	32	22.1
Can't say	23	15.2	2	1.4	12	8.3

use of ICTs, though, 41.7% of DTE workers, and 22.1% of ITE and ATE workers experienced a decline in the same. The implication of the use of ICTs is more prevalent in political participation, as more than half of the workers of the three tea gardens experienced an increase in political participation through debates and discussions. This is more prominent in ITE (75.2%) followed by ATE and DTE. Moreover, DTE workers overall did not experience as much benefit as ITE and ATE workers, after using ICTs in table 2.

The satisfaction of using ICTs internet, mobile, and satellite TV has a similar trend among the workers of three tea gardens in table 3. The DTE workers have comparatively low satisfaction than ITE and ATE workers. More than half of the DTE workers (58.3%) are satisfied with ICT internet, while two-fifth of them is somewhat satisfied with the facility. On the other hand, the majority of ITE and ATE workers (87.6%) are satisfied with internet usage, though, a marginal percentage of workers are somewhat unsatisfied with the same. Similarly, more than two-thirds of the workers of DTE (68.2%) are very satisfied with ICT mobile phones, which stand as 95.2% among the ITE and ATE workers. But one-third of DTE workers (41.1%) are somewhat satisfied with the same. In contrast, the percentage of satisfied users of satellite TV is comparatively lower in DTE (35.1%) and ITE (86.2%), while almost all of the ATE workers are satisfied with ICT TV satellites.

Table 3. Satisfaction among three tea gardens (DTE, ITE, and ATE) regarding three different ICTs (Internet, Mobile Phone, and Satellite TV).

Descriptive Variables	DTE		ITE		ATE	
	N=150	%	N=145	%	N=145	%
ICTs Internet Feeling of satisfaction						
Very satisfied	88	58.3	127	87.6	127	87.6
Somewhat satisfied	62	41.1	8	5.5	9	6.2
Somewhat unsatisfied	0	0	7	4.8	7	4.8
Neither satisfied nor unsatisfied	1	0.7	3	2.1	2	1.4
ICTs Mobile Phone Feeling of satisfaction						
Very satisfied	103	68.2	138	95.2	139	95.9
Somewhat satisfied	47	31.1	2	1.4	1	0.7
Very unsatisfied	0	0	0	0	1	0.7
Somewhat unsatisfied	0	0	2	1.4	2	1.4
Neither satisfied nor unsatisfied	1	0.7	3	2.1	2	1.4
ICTs Satellite TV Feeling of satisfaction						
Very satisfied	53	35.1	125	86.2	144	99.3
Somewhat satisfied	98	64.9	9	6.2	1	0.7
Very unsatisfied	0	0	11	7.6	0	0

5.5. Impact of Developmental Campaigns Using Modern and Traditional Media

The tea gardens of Barak Valley in India have been the focus of various developmental campaigns aimed at improving the living conditions and well-being of tea garden workers. These campaigns utilize both modern and traditional media platforms to disseminate information and promote positive social change. This note highlights the impact of such developmental campaigns on the tea garden workers and the effectiveness of using modern and traditional media in this context.

Developmental campaigns in the tea gardens of Barak Valley have employed modern media channels, such as television, radio, and digital platforms, to reach a wider audience and deliver key messages related to health, education, sanitation, women empowerment, and other developmental issues. These media channels have the advantage of wider coverage and accessibility, allowing for the dissemination of information to a larger population. Through television and radio programs, informative advertisements, and digital content, the campaigns have successfully raised awareness among tea

garden workers about various developmental initiatives and opportunities.

In addition to modern media, traditional media forms, including folk music, drama, storytelling, and community gatherings, have played a significant role in the success of developmental campaigns. These traditional media platforms have deep cultural roots in the tea garden communities and hold a special place in the hearts of the tea garden workers. Folk songs and performances have been used effectively to convey important messages and engage the audience emotionally. The rich oral traditions and storytelling techniques have allowed for effective communication of developmental goals and messages, often in a more relatable and culturally sensitive manner.

The impact of developmental campaigns using modern and traditional media in tea gardens of Barak Valley has been significant. These campaigns have contributed to increased knowledge and awareness among tea garden workers, leading to positive changes in behaviour, attitudes, and practices. For instance, campaigns focused on health and hygiene have resulted in improved sanitation practices and increased awareness about preventive healthcare measures. Educational campaigns have encouraged tea garden workers to enrol their children in schools and pursue higher education opportunities. Women empowerment campaigns have led to greater participation of women in decision-making processes and community developmental activities.

The use of both modern and traditional media in these campaigns has proven to be effective in capturing the attention and interest of tea garden workers. The combination of modern media's widespread reach and traditional media's cultural relevance has created a comprehensive communication approach that resonates with the tea garden communities. By utilizing a mix of media channels, developmental campaigns have successfully overcome barriers of illiteracy, language diversity, and limited access to resources, ensuring a broader impact on the target population.

The impact of developmental campaigns using modern and traditional media in tea gardens of Barak Valley has been transformative. These campaigns have successfully raised awareness, changed attitudes, and promoted positive behavioural changes among tea garden workers. By harnessing the power of modern and traditional media platforms, these campaigns have effectively communicated developmental goals and initiatives, contributing to the overall well-being and socio-economic developmental of the tea garden communities in Barak Valley.

The findings of the study provided valuable insights into the prevalence and use of modern and folk media in the tea gardens of Barak Valley. The quantitative analysis revealed the respondents' knowledge, attitudes, and practices regarding developmental communication, specifically focusing on the use of modern and folk media. The analysis involved the calculation of frequencies and percentages to determine the prevalence of media usage among the tea garden labourers. The data were also graphically represented to develop a better understanding of the scenario under study.

The findings indicated that both modern and folk media have a role to play in developmental communication among tea garden labourers. Modern media, such as radio and television, were found to be effective in disseminating information to a wide audience and raising awareness about developmental programs and campaigns. However, accessibility to modern media channels was a concern in some tea garden communities. Folk media, on the other hand, were highly accessible and relatable to the labourers, as they were deeply rooted in local traditions and customs. They provided a platform for community engagement and allowed for interactive communication. However, the reach of folk media was limited compared to modern media.

6. Conclusion

Based on the findings, the paper suggests policy recommendations for improving developmental communication in tea gardens. It emphasizes the need for tailored communication strategies that consider cultural factors and address the specific needs of the target population. The recommendations aim to enhance the effectiveness and impact of communication programs.

6.1. Developing a Comprehensive Communication Strategy: A comprehensive communication strategy should be developed, taking into account the strengths and weaknesses of both modern and folk media. The strategy should aim to leverage the advantages of each media form and create synergies between them.

6.2. Conducting Cultural Assessments:
Cultural assessments should be conducted to understand the local context, cultural beliefs, and practices of the tea garden communities. This will help in tailoring messages and communication strategies to resonate with the target population.

6.3. Collaboration with Governmental and Non-Governmental Agencies: Collaboration between governmental and non-governmental agencies is crucial for effective developmental communication. Partnerships should be established to ensure the efficient dissemination

of information and coordination of developmental programs.

6.4. Enhancing Accessibility to Modern Media:
Efforts should be made to improve accessibility to modern media channels in tea garden communities. This may involve providing subsidized radios or television sets, establishing community viewing centres, or using mobile technologies for information dissemination.

6.5. Empowering Local Folk Media:
Local folk media should be empowered and supported to play a more significant role in developmental communication. Training programs, capacity-building initiatives, and financial support can be provided to strengthen their effectiveness and reach.

To sum up, this study examined the impact of modern and folk media on developmental communication among tea garden labourers in Barak Valley. The findings indicated that both media forms have their strengths and weaknesses in effectively conveying messages to the target population. Modern media offer wider coverage and standardized formats, while folk media are deeply rooted in local traditions and customs, making them more accessible and relatable.

The study highlighted the importance of considering cultural factors and tailoring communication strategies to the specific needs and characteristics of the tea garden communities. It emphasized the need for varied and multiple approaches in presenting messages to different regions and segments of the target population. The findings contribute to the understanding of communication dynamics in tea gardens and provide valuable recommendations for future communication strategies in this context.

Further research can explore additional factors influencing the effectiveness of modern and folk media and investigate strategies to enhance their impact on developmental communication in tea garden communities. By adopting a holistic approach that incorporates both modern and folk media, developmental communication efforts can be strengthened, leading to positive social change and the modernization of attitudes among the tea garden labourers in Barak Valley.

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OTT in Rural Areas: Redefining Entertainment

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ABSTRACT

Over the top (OTT) denotes to Films and TV contents delivered through a high-speed Internet connection to the audience. OTT is a paid service as the term comprehends services provided by players like Netflix, Amazon, Jio Cinema and other players. Over the top (OTT) viewing came into notice as one of the new avenue of fresh entertainment with rapid growth of Netflix's as it developed original contents and made available to audience through its license system quickly which was highly appreciated by audience as it gave a new taste, departure from watching old movies and TV programmes as home or personalized entertainment. OTT's rapid-growing lucrativeness and acceptance, especially with younger viewers, spurred it in wide-ranging competition. One can get OTT content directly through his or her PC, moreover, it is often watched on a Web-enabled TV set or through an Internet-enabled device like fire stick which is connected to an old Television, or on the smartphone.

Recently, with expansion of internet services in rural and semi-urban areas, desire of especially young population towards fresh entertainment content, increase in penetration of smart phones, cheaper availability of data and post-lockdown situation, OTT appeared as one of the finest and preferred plateform for entertainment. The present research paper is aimed to examine the adoption of OTT plateform as preferred network of entertainment in rural areas of the India.

Keywords: OTT, Adoption, Smartphone, Rural, Streaming media, Digital media

1. Introduction

Streaming media service, popularly known as the over-the-top or OTT offers media contents to its viewers via internet. Emergence of OTT services have challenged the domination of conventional media companies including satellite TV, cable TV, broadcast services, and even film companies in recent years. OTT has also been used to describe no-carrier cell phones or cell phones free from bounded connection from one service provider, in such devices we can be engaged in communication which will be charged as data. This technology provides freedom to user from monopolistic control from service provider. Users with their phone and sim card can access any service through apps, web portals of their choice. The term OTT can be taken as the synonymous with subscription-based video-on-demand (SVoD) services.

These services are known as access provider to TV and Film contents (both acquired from others and originally produced) to the subscribers. (Dasgupta, & Grover, 2019; Sundaravel, & Elangovan, 2020).

"OTT also encompasses a wave of "skinny" Television services that offer access to live streams of linear specialty channels, similar to a traditional satellite or cable TV provider, but streamed over the public Internet, rather than a closed, private network with proprietary equipment such as set-top boxes. Over-the-top services are typically accessed via websites on personal computers, as well as via apps on mobile devices" (Moro-Visconti, & Moro-Visconti, 2021), digital media players (including video game consoles), or Televisions with integrated Smart TV platforms.

In recent years OTT emerged as the striking entertainment plateform. With increasing Internet connectivity it has attracted more and more people. OTT in our country is in the initial days, therefore, free from various sensor related restrictions. Though, because of this freedom sometimes the plateform is used for showing vulgar and violent content, but responsible channels have released so many quality content also. It has changed the monopoly of DTH providers and monotony of the contents.

With availability of affordable broadband to masses, availability of cheaper priced smartphones, accessibility of OTT contents through apps which gives innovative payment structures with 'Increasing penetration of affordable broadband and smartphones, customized OTT

apps with user's convenience have made these platforms popular among people (Hattangadi, 2020). During the COVID-19 and lockdown period, over-the-top (OTT) services witnessed enormous explosion, and OTT became most preferred source of entertainment for audiences. In our country, more than 30 platforms including Disney plus Hotstar, Netflix, Hooq, Eros now have flourished and now these are being watched by huge number of families. As reported recently in news media, now we have more than 40 OTT service providers actively offering contents to audience through streaming media; over the Internet (Hattangadi, 2020).

OTT gave scope for filmmakers to release their films on the plateform during the pandemic period. Later, after receiving handsome amounts and lucrative offers, many filmmakers took OTT as the effective alternative to theatrical release of films and opted this plateform to reach more and wider audience in uninterrupted manner. Filmmakers who scared about their investment found OTT an effective solution and accepted it as the way of survival and making profit. For average viewers who want to save money and time and with one spent or membership, OTT gave pleasure experience of watching film at their homes. With increasing penetration of smartphone and internet connectivity more and more people are inclining to the OTT contents. Communication theories like uses and gratification seem effective in such context and provide a theoretical framework for such studies.

1.1. OTT in Rural India

In recently released Audience Sizing Report (December 2022) by Ormax with 20% overall growth rate now India has more than 42 crore OTT viewership (viewers who watch at least once in a month). Rural areas have witnessed around 26% growth rate which is higher than the urban growth figures i.e. 15%. It is happening as metro and class one city areas have achieved the saturation level, and with increase in cheaper Internet services, and availability of smartphones these rural areas and small towns have emerged as the new potential market for players. (ormaxmedia.com, 2022)

Since saturation is achieved in class one cities and OTT players have moved to rural audience, more localized and Indian language content is also increasing on these plateforms (Ambwani, 2022). In recent times web series like 'Ashram', 'Panchayat', 'Paatal Lok', 'Jamatra' are good example of this shift. As OTT has posed serious challenge to TV media and most of rural audience prefer to watch vernacular contents many more companies such as Sun, Zee, STAR, who were earlier limited to TV business only, have started their OTT plateforms. Therefore, it can be said that with competitive pricing strategies, increased Internet and smartphone penetration, flux of regional contents OTT is ready to redefine entertainment in rural India.

The present research work is an effort to explore the reach and access of digital media entertainment plateform OTT in rural areas. OTT plateforms are new way of entertainment which are gaining rapid popularity. These channels have been identified as the entertainment content providers, almost away from the censorship and other obstacles, and are basically focused on the customized urban audiences. If such contents are reaching into rural areas and find sizable audiences, they can have long-lasting cultural impacts. Since variations observed in numerous studies in consumption of digital contents and it is also revealed that most of new consumers, neo-literates, consumers from the lower income groups, rural areas prefer to watch video contents over internet, this study can bring new facts for understanding factors and effects of adoption of OTT contents by rural population.

2. Review of the Literature

Fitzgerald (2019) observed rapid growth of OTT services in our country and associates increase business of Netflix, Amazon, Hotstar, and Voot with dominant business trends and models popular and used at international level. He is concerned with penetration of services of companies such as Facebook and Amazon in India that is the second largest market in the world for Tech-Companies as perspectives of development, participation and its nature, issue of diversity, and impact of flocking of these players on communication and culture.

Mirrlees (2013) has raised some important question related to economic, political, and cultural significance of entertainment media and cultural imperialism which is again relevant with emergence and spread of new technologies such as OTT. He has used term cultural globalization in cross-border presence of entertainment media. Book predicts continuation of cultural imperialism with new media startups, and emerging interactive digital media formats.

Gimpel (2015) has critically analyzed technological innovation, shifting consumer behavior, and emerging business models in telecommunication, media and entertainment industries. Author has emphasized on the transformation in video content segment and predicted OTT as emerging player and future leader in video entertainment. His analysis is qualitative in nature and based on the interviews of 22 executives on key position in leading media companies.

Isa and others (2019) have discussed very pertinent issue on OTT plateforms in their research paper. They have analyzed the content regulation issues in Malaysia with special reference to Netflix contents available through internet streaming. Authors found limitations of existing legal provisions of the territory to regulate OTT contents available through online video streaming. They have used qualitative approach of analysis and data were collected through in-depth interviews. They have identified never-ending dilemma between content controlling efforts of nations, power of censorship and the desire for freedom.

Udoakpan & Tengeh (2020) found adverse impact of growth of OTT plateforms on pay-Television subscription in South Africa. Through an empirical study they have concluded that OTT services are a complementary service to pay-TV services as opposed to a substitute.

Park and Kwon (2019) have summarized that OTT plateforms have captured conventional TV markets through localization strategy, partnership strategy, content differentiation strategy, revenue enhancement strategy, partnership strategy and service optimization strategy.

Eaton and others (2018) found greater adoption, high customer engagement for OTT plateforms. They have concluded that consumers are turning to over-the-top and second screen to broaden the scope of their viewing experiences and engage more interactively with content and communities.

Matrix (2014) has examined use trends of digital media in 2013-14 and revealed that on-demand media contents are on rise in young people. The social TV viewing practices (author named OTT as the social media TV) are growing because of the availability of ad-free, high quality, and original Television contents. He also observed disruptive effect of OTT plateforms on traditional Television scheduling, ratings, advertising, and cable subscriptions. He has predicted cultural unification effects of increasing popularity of OTT channels.

Kenworthy (2020) has observed emergence of OTT plateforms and revealed the negative impact of Netflix on the growth of cable industry. He has predicted that a new market is emerging for streaming services where multihoming will play in competition.

Kwak & Other (2021) have revealed that age, income, occupation, and education level of users are main predictors of paid OTT usage. Researchers found variation in effects of factors in different countries hence territorial effect on the usage of OTT. They have used user demography of seven countries USA, Germany, Japan, South Korea, France, China, Britain to examine the consumer demographics and values in using OTT plateforms.

Consumers are the key element around which the whole market revolves. Indian marketers are always making their efforts to satisfy the changing taste and preferences of the consumers. It is true for the entertainment industry as well. The marketers have entertained the consumers by offering a variety of content like soap operas, live cricket matches, reality shows etc. A new content in the form of web series is gaining attention now days. In this article, the author has made an attempt to study the reasons behind the growth of web series market in India. The author has also thrown some light on the preferred Over-the-Top (OTT) platforms as well as the genre of web series liked by Indian viewers (Srivastava, 2020).

Nagaraj, Singh & Yasa (2021) attempted to identify factors affecting consumer's preferences to subscribe OTT contents. With the help of descriptive research authors have found five factors- content, convenience, quality, price and features which are affectinf consumer's decision. They have identified household structure along with age, occupation, and education as important push factor for subscription of OTT services.

Kumari (2020) has pointed out that the entrance of Over the Top services like Netflix, Amazon Prime, Hotstar in India has caused turmoil in the entertainment industry. Dasgupta and Grover (2020) have mentioned that with growing digitization, the challenge for marketers is to understand how consumers consuming Over-The-Top (OTT) content adopt and consume messages in this format effectively.

Saha (2021) has observed increase in popularity of OTT plateforms in rural areas of India. He has identified factors such as increased access to smart devices on lower prices, cost-cutting in data packages, increased internet penetration, and enhanced supply of quality content both in English as well as in regional languages. Saha has predicted bright future of OTT plateforms as customer shift is visible, and more and more producers, financers and advertisers and coming in the trade.

Gupta (2021) has examined factors that have made Indian consumers to shift towards web series from TV series. With help of empirical evidences collected before the lockdown, researcher has pointed out that youngsters are rapidly shifting from TV series to web series. Study reveals that 24x7 availability, flexibility in timing, fresh and non-conventional contents as some of the important factors for popularity of OTT plateforms.

Chatterjee and Pal (2020) have established positive correlation between growth in smartphone users and

change in the consumption pattern of media contents. They have used term digital mainstreaming for increase in the consumption of OTT plateforms. The researchers found no censorship, fresh and new style of storytelling, and increase in the smart devices, privacy issues among other to make OTT plateforms popular among audiences.

Ghosh (2021) has observed almost three fourth increase in consumption of OTT plateforms during Covid-19 crisis in metropolitan area (Bengaluru). Through online survey Ghosh has revealed that most of users participated in the survey which were predominantly youth shifted rapidly to OTT channels for uninterrupted and safe entertainment.

Nijhaawan & Dahiya (2020) named Covid as the catalyst for increasing adoption of OTT plateforms in India. According to researchers limitations of Television in supply of diversified contents has explored by OTT plateforms and COVID-19 has created favorable environment for them to increase their range and access. Authors have predicted bright future of OTT plateforms in country.

Puthiyakath & Goswami (2021) in their study pointed out that OTT gives user a greater degree of satisfaction through all seven dimensions of enjoyment. Here, utmost variance demonstrated in the convenience dimension. Authors have established that OTT has reasonable advantage over conventional Television and projected extraordinary future progress for these services.

The analysis of select reviews provide sufficient insight on the subject and clear that there is no remarkable study done on the theme selected for this study.

2.1 Research Gap

After extensive review of the available literature it is established that OTT is a new entertainment world which is spreading rapidly. Due to this, most of the research studies are focused on its spread, its effect on other media, content analysis, impact of Covid19 on it, or its popularity among urban and young population. During the literature survey, the researchers could not find any comprehensive research work focusing on the popularity, availability, or otherwise of OTT Plateforms in rural areas. Based on the review of available research the following study gaps have been identified-

2.1.1. There is no study available in the data base covering all aspects of OTT services in the rural areas of the country.

2.1.2 Most of OTT research concentrates on the spread, market model, its adoption in urban environment. Such researches explore existing urban dominated cultural models and often ignore specific cultural shifts taking place among rural communities as a factor in adoption of

new technologies and new ways of content consumption.

2.1.3. No significant research literature found on the peer pressure influences, user behaviour in rural areas regarding OTT plateforms.

2.1.4. Some popular articles and data sets are available to examine the research question and analyze the pattern of the expansion of OTT plateforms in rural areas.

These research gaps give enough reason and encouragement to researcher to carry the present research and come with some meaningful insights.

3. Research Questions

3.1. As emerging platform of entertainment and visual contents how far the OTT platforms are popular among people residing rural areas?

3.2. What are different factors influencing adaptation of OTT contents among people from rural areas?

3.3. Is there any significant correlation between socio-cultural factors and adaptation of OTT platforms in tribal-rural areas?

4. Objectives of the Research

4.1. To examine the adoption of OTT platforms in rural areas.

4.2. To identify the factors influencing adoption of OTT services.

4.3. To study cultural factors influence on the use of such platforms.

5. Research Methodology

Since study is analytical in nature and findings obtained from the review of existing literature and the observation of the researcher, a narrative review of the literature has been carried out to describe and discuss various aspects of research question. It is extensively used from conceptual perspective as well as for factor identification. At first screening, literature were included if they had titles and keywords indicating their subject of analysis associated with streaming media or OTT. After first screening, only those articles were preferred which discussed specifically expansion of OTT services in new territories and in rural areas. Factors were identified from the literature selected and analysis is performed to attain the objectives of research.

6. Data Analysis & Findings

Required data is obtained from various online sources including google scholar and Shodhganga data base. Besides, articles available in books, reports and other popular articles through the websites taken for study. All sources are mentioned in the reference section of the

article.

Emergence of OTT has developed a successful business model for Internet enabled media technologies that has reshaped thy way media consumer access film and entertainment content. With development, expansion and availability of digital media technologies through smartphones to the large section of population rapid growth recorded across different media plateforms, mobile devices and service providers. Numerous factors such as breadth and diversity of the plateform, hybrid nature of technology, minimal censor interruptions, and availability of lucrative population segment, globalization, and spread of popular culture have created scope for development of new model of content production, distribution, and viewer engagement, hence, a solid market model of securing advertisements, subscription incomes and support from media conglomerates. 'Furthermore, although OTT mirrors the traditional video stack, digital technologies enable many distinctive characteristics and features that are not possible with over-the-air, cable, or satellite distribution. These include the sheer breadth of content available, flexibility of time and place for viewing content, and the flexibility of consumer offerings and price points that companies can offer and from which consumers can choose' (Arthofer et. al., 2016). These factors have given advantage to OTT plateforms to easily enter and establish presence in the rural and non-conventional markets.

Emergence of OTT has diminished the dependency of distribution of media content on facilities based distribution systems through cable and satellite. Digital technologies have provided unlimited self-space for both producers and consumers to access the new means of entertainment without restrictions of infrastructure, space, and the landscape. This 'space shifting' ((Arthofer et. al., 2016)) has worked as the one of the biggest reasons behind expansion and availability of OTT in rural areas and now OTT producers have access to billions of potential viewers who have access to internet connections (Lots, 2018).

Another factor that has helped OTT to reach in these new non-conventional rural areas is proliferation of portable media devices with HD screens, availability of mobile phones and streaming access on reasonable prices. With availability of smartphones, cheaper network services, and facility to access content on the go has matched the nature and requirement of the rural audience, therefore, scope, space, and demand is created for OTT contents which were earlier considered as the metropolitan and urban entertainment phenomenon. In fact, in general,

rapid growth of internet, and smartphone has transformed patterns of consuming media contents that has fostered development of OTT service providers, and resulted in expansion of consumer base in non-conventional areas (Kulkarni et. al. 2022; Parmar & Pandit, 2021; Naik 2020).

OTT has greater perceived usefulness value for enjoyment and entertainment and this has always been an important factor in emergence of new media plateforms, hence, for emergence and expansion of OTT in rural areas too. OTT provides both binge-watching satisfaction and instant gratification. It has changed the traditional viewing ecosystem of waiting and lining-up for aired broadcast, as streaming services to subscribers are available on demand, at the time of their choice. Consumers can watch at their leisure that provides comfort for rural viewership that still faces issues of power-cuts, engagement in outdoor activities and adjustment with the traditional family routines. Binge watching has given scope to OTT players to create serialized drama episodes for viewers. Binge watching is simply watching back to back episodes of a programme in single sitting (Matrix, 2014, Ahmed, 2017; Nanda & Banerjee, 2020). Binge watching and filmed entertainment on OTT plateforms has provided new way of entertainment for rural viewers', who are inhabited in areas of poor infrastructure, hence, instant gratification value scored out of new ways of content presentation and time flexibility for viewers.

OTT has freed viewers from many constraints including restrictive and censored contents. Cultural inclusion is another factor that has as background factor pushed viewership in rural areas. It is established concept that Mediatization plays role of push factor in marketing of consumer culture as mediated cultural products work as cultural referents and hence create cultural communities. This conversion and growth of created community can be named as the reinforcement and expansion of media realm. This realm through mediated cultural products or media contents spread new elements or adoption of new cultural values (Jansson, 2002; Hjarvard, 2008). Media has become dominant provider of cultural products and beliefs, OTT has perceived as the part of this mediated culture, and, since other conventional media have already crafted mediated cultural communities in rural areas, new products like OTT have also made their ways.

As already revealed in many datasets and research findings, OTT has reached to rural audience in India, and, adapted by audience as the new means of entertainment (Chacko, 2022; Gupta, 2021; Sharma & Banerjee, 2020). Since other mass media and internet have already

accelerated the process of domestication and virtualization, rural audience were already oriented for 'de-territorialized' (Tomlinson, 1999) experience of media contents. OTT hence easily welcomed and accepted by these audience.

7. Conclusion

OTT is new way of entertainment available through digital technologies and also suitable to viewing through smartphones. Expansion in digital media technologies to the rural and far-flung areas, lucrative audience size available in this zone, diminished the dependency of distribution of media content on facilities based distribution systems through cable and satellite, proliferation of portable media devices with HD screens, availability of mobile phones and streaming access on reasonable prices, greater perceived usefulness value for enjoyment and entertainment of the plateform, cultural inclusion and creation of cultural groups through mediatization, self-efficacy, and freedom from the restrictions and constraints can be mentioned as the important factors responsible for expansion and popularity of OTT in rural areas of the India. Based on the reviews, analysis and predictions we can conclude that OTT has become popular in rural areas and more penetration, content adoption and expansion will be seen in near future.

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Information, Education and Communication (IEC) Initiatives of Government of Uttarakhand for Environmental Awareness: A Study of People's Perception and Knowledge in Garhwal Mandal

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ABSTRACT

Uttarakhand is endowed with a diverse biodiversity that includes towering mountains, lush forests, rivers and a variety of flora and fauna around. However, rapid urbanization, increasing population, and unsustainable development practices have created serious dangers to the state's delicate ecosystems. The Uttarakhand government has taken a multifaceted approach to protecting its environment and ecology for promoting sustainable living, using Information, Education, and Communication (IEC) as effective weapons for environmental awareness. This research study focuses on environmental awareness activities performed by various departments and organizations of the Government of Uttarakhand, with a particular emphasis on the region, Garhwal Mandal. The study intends to determine the efficacy of Information, Education, and Communication (IEC) programmes in raising public awareness and knowledge towards environmental issues and concerns. The research investigates the level of awareness, acceptability, and engagement of the target audience in environmental awareness programmes using a quantitative survey of 500 respondents. For effective environmental awareness programmes, the findings emphasize the significance of public participation, targeted planning, and educated engagement. The study offers a deeper insight and suggestions to policymakers and future researchers, emphasizing the importance of enhanced public engagement and bridging the knowledge-action gap in relation to environment and ecology.

Keywords: Environmental awareness, IEC programmes of Uttarakhand Govt., Communication programmes and campaigns, Participative communication

1. Introduction

Uttarakhand is popularly regarded as a Dev Bhoomi or the "Land of Gods" because of the presence of a vast number of pilgrimage sites and shrines. The state is endowed with the natural beauty of the Himalayan valleys and glaciers. Uttarakhand became the 27th state of India on November 9, 2000. The state has two divisions: the western half is known as the Garhwal Mandal, while the eastern half is known as the Kumaon Mandal. Ecologically, Uttarakhand is a very sensitive state, highly prone to earthquakes, cloud bursts, flash floods etc.; its terrain is quite fragile in nature which is perhaps the biggest challenge the people of this State are facing.

Human beings not only owe the responsibility to save the humankind but is also accountable towards the surrounding, they live in; to save the environment and the ecology should be the prime concern of humans in this challenging phase of global warming amidst huge industrialization and mindless consumption. Here, environmental awareness becomes the most important factor to ensure the safety of our environment. Mass media has continually been showing the ill-effects as to how the environment is getting harmed but there is a dire need to reach to the target audience so that the environmental problems could be mitigated and finally erased from the grassroot level. So, the focus should be laid on the effective communication strategies for environmental awareness. Informing, educating and communicating people to bring about awareness is the possible way to save and protect the environment, because if the environmental problems/issues are not being taken care of, the life and living of future generation may be at stake.

IEC i.e., Information, Education and Communication is one of the most effective tools to establish communication with the audience and for creating awareness in the target group over environmental issues and concerns. IEC

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activities actually carry specific messages which are easy to remember and these messages could be retained by the audience for a longer period resulting in positive attitudinal changes of the public. It is essentially useful in the places where people not only have poor access to information and education but also lack the ability to interpret the harmful effect to their lives because of environmental related issues. IEC plays a vital role in bringing awareness and is able to bring out the desired significant changes in the community. It comprises techniques, tactics, effective planning, and procedures that allow people, families, and communities to stay engaged and participating in order to accomplish the desired outcome.

This study lays emphasis on environmental awareness programmes of a few governmental departments and organizations of Uttarakhand, viz., Municipal Corporation, Watershed Management department, Swajal (Drinking Water Supply), Namami Gange (Department of Drinking Water and Sanitation), Forest department and Agriculture department. These departments are working on various aspects of environmental problem, viz., No use of plastic, Ganga River cleaning, Plantation drive etc.

2. Literature Review

It has been observed that the mass media in general and different communication exercises in particular play a vital role for creating awareness about the environmental issues. The communication initiatives, programmes and campaigns have the power to bring in the changes in the minds and attitudes of the people. Different scholars and researchers have attempted to study the role of different communication exercises in sensitizing the masses in relation to environment and ecology.

According to Cox (2006), environmental communication educates, encourages and paves the way in solving the environmental issues, and further represents the perception of nature. Hansen (2011) examined that the public carried knowledge regarding the environmental issues through the digital media because the power of media lay on the fact that they are widespread and shape public opinion. Nasir & Ahmad (2013) believe that the mass media is useful in encouraging the Environmental Non-Governmental Organisations (ENGOs) in spreading environmental messages to the public in a reliable manner as mass media carries a vast approach to disseminate the message at a time. Sypsas et al. (2013) highlighted that digital media was widely used by young people, so educational and informational material could be updated by them to create environmental awareness.

From a different perspective, Govindaraju et al. (2012) asserted that for creating awareness mass media should play a proactive role in making the world greener and environmentally sound. However, Jurin et al. (2010) describe that environment communication is like history which develops; and, further implementing it in communication process by making use of mass media may be effective and useful. Mishra (2013) stated that there was a greater need for awareness to improve understanding of environmental issues. Human interaction and relationship with the environment can help in creating environmental consciousness. According to Anderson (1997), since a few years, environmental concerns have grown in importance and have earned the status of a worldwide news topic. According to Shanahan et al. (1997), whatever people hear about the environmental threats like ozone depletion, water and air pollution, greenhouse effect, global climate change actually come from media.

Research evidences suggest that in the past, certain media efforts have enhanced people's environmental knowledge, and have changed their views and attitudes towards environment. As per Hansen (2010), the mass media serves as a platform for publicizing environmental concerns, and via communication, the general public learns about environmental issues and how they are handled, debated, and resolved. Dutt et al. (2013) examined the coverage of environmental concerns in 31 important English newspapers and discovered that the reporting of environmental and climate change/global warming topics had greatly risen. This reflects the necessity to bring the matter publicly at a wide scale to curb the alarming situation of environment related issues.

Boykoff & Rajan (2007) experienced that Media coverage aided in moulding public opinion, with its coverage in the United States and the United Kingdom serving as a significant example of how science, politics, and the media intersected and interacted. Only through media coverage the public came to know and got understanding about the scientific terms. Therefore, it is important to work with media in collaborative manner. According to Stamm et al. (2000), the usage of media and interpersonal sources proved to be directly associated to awareness of global warming origins, impacts, and remedies. The study suggested that mass media and interpersonal communication had played an important role in creating awareness among the people. He stressed that the penetration of the message via media had to be given more consideration so that not only awareness but a deeper understanding could also be generated in the

public. Chauhan et al. (2020) discussed the importance of creating awareness about waste minimization through the implementation of IEC i.e., information, education and communication. Waste can be minimized by following the principles of 3R i.e., Reduce, Reuse and Recycle. The cleanliness campaign in Indore, known as the cleanest city of India is targeted to decrease the diseases, dengue or epidemic. Details on solid waste management has been given in detail by these researchers. Questionnaire, group discussions and interview have been used to arrive at the conclusion. Factors analysis has been done and a few factors are discussed in detail so that everybody can understand them easily. The outcome depicts that involvement of the communities, households and society is a prerequisite to spread awareness. Spreading awareness through electronic media is useful but practical classroom teaching could change the scenario. And for making a campaign successful, IEC plays a vital and dynamic role by the help of primary and higher secondary teachers to spread awareness about the waste disposal or 3R concept. Polythene bags came out to be the major hurdle in solid waste management. Limitations of the study are also discussed in the paper. Recommendations are also suggested by them.

The literature reviewed above have largely signified that mass media have proved to be a vital tool in creating environmental consciousness. However, the IEC programmmes and campaigns as an effective tool for environmental awareness has been scantly treated by the earlier researchers, more so in relation to the state of Uttarakhand, which calls for a systematic study over this subject.

3. Research Questions

This research paper seeks answers to the following questions:

2.1 What are the major IEC activities being organized by different departments/organizations of Government of Uttarakhand?

2.2 To what extent the IEC activities of the Government of Uttarakhand have succeeded in creating awareness among the public in general and target group (if any) in particular?

2.3 How are the masses responding to the environmental awareness initiatives of the Government of Uttarakhand? What is their level of participation in such communication initiatives of the Government?

4. Research Methodology

A quantitative method was adopted in which the researchers conducted a survey analysis. Each of the

above-mentioned research questions had been investigated through a questionnaire and only those people were administered questionnaires who had at least some ideas of the governmental works in the given area. As such, a quantitative analysis of the responses of the 500 respondents drawn from both urban and rural areas selected through purposive and convenience sampling method from different districts of Garhwal Mandal of Uttarakhand was done in order to draw inferences over the subject of the study.

5. Findings, Analysis and Interpretation

Uttarakhand is a state with a sensitive and vulnerable climatic region, abundant natural resources but a fragile ecology; and it has been facing the environmental issues from the past many years due to its geographical conditions. The awareness programmes and initiatives by various departments of Uttarakhand are attempting to aware the masses and involve them in those environmental programmes so that the environmental problems can be curbed and conservation of the environmental issues can be done to ensure a sustainable development. To conduct a study over the IEC activities of the government, a systematic framework has been followed, which is based on two types of variables: independent variables (age, gender and urban/rural) and dependent variables (awareness level of respondents, attitudes and behavior towards IEC and effect of IEC activities). 500 questionnaires were administered to the selected sample, out of which 68 were disqualified at the time of analysis due to insignificant data and information asked therein. A total of 432 filled questionnaires were analyzed by Plotly method using R software.

5.1 Demographic Details

Demographic details of respondents are presented below.

Table-1

Female	125
Male	307
Total	432

Table-1 shows the gender of the respondents. The total numbers of respondents are 432, out of which 125 are female respondents and 307 are male respondents. The respondents are the beneficiary of the governmental programmes of Uttarakhand and are above 18 years of age. The survey was conducted in the Garhwal Mandal of Uttarakhand covering all the districts of it i.e., Dehradun, Haridwar, Rudraprayag, Chamoli, Uttarkashi, Pauri and Tehri.

5.2 IEC activities of Uttarakhand Government Departments

The first research question inquired about the major IEC activities being organized by different departments and organisations of government of Uttarakhand for knowing different IEC activities of the government. Respondents were asked about their knowledge of particular IEC activities which is elaborated as below:

5.3 Awareness about IEC activity

Table-2

Options	Frequency	Percentage
Yes	393	91%
No	39	9%
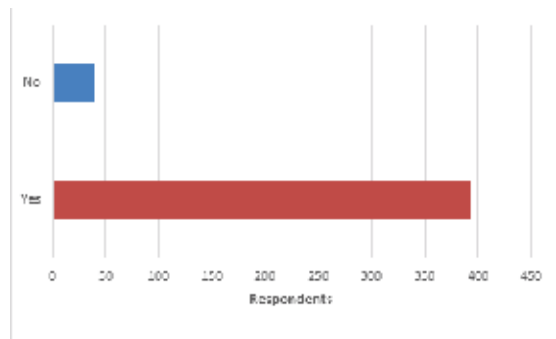
Fig.1 Awareness of respondents about the IEC activity

Table-2 and Fig.1 show that out of 432 respondents 393, i.e., 91 percent of respondents are aware that IEC activities are being organized by govt. of Uttarakhand. Only 39 respondents, i.e., 9 percent of respondents are unaware of it. This shows that a significant number of respondents were aware about it.

5.4. Participation in IEC activity

Table-3

Participation	Frequency	Percentage
Yes	227	53%
No	205	47%
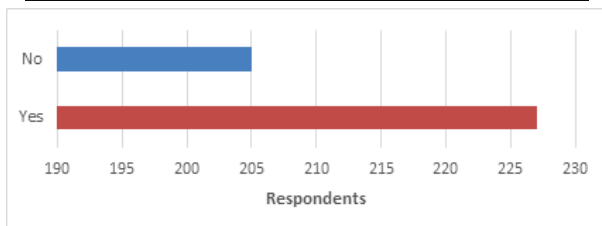
Fig.2. Participation of respondents in IEC activity.

The research study also analyzes the participation of respondents in the IEC activity. Table-3 and Fig.2 depict that out of 432 respondents 227, i.e., 53 percent of respondents have been part of IEC activity and 205 respondents, i.e., 47 percent of respondents were not a part of it.

5.5 Ongoing environmental awareness campaign

Table-4

Options	Frequency	Percentage
Yes	302	70%
No	130	30%
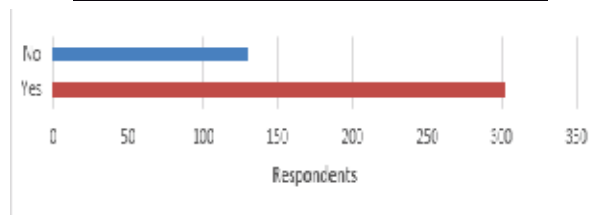
Fig.3 Ongoing environmental awareness campaign

Table-4 and Fig.3 show that out of 432 respondents, 302 i.e., 70 percent of respondents are aware of the running environmental awareness campaign. Only 130, i.e., 30 percent of respondents do not have idea or are unaware of it.

5.6 Awareness of the environmental programmes

Table-5

Options	Frequency	Percentage
(A) Swachh Bharat Abhiyan	348	81%
(B) Gramya II	207	48%
(C) Namami Gange	264	61%
(D) Swajal	359	83%
(E) Pradhan Mantri Krishi Vikas Yojana	261	60%
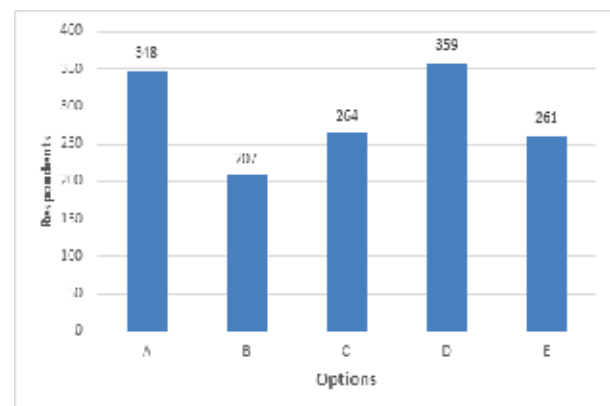
Fig.4 Awareness of the environmental programmes

Table-5 and Fig.4 show that out of the mentioned five governmental programmes, respondents have awareness or they have heard about the programmes. The most popular programme turns out to be Swajal and Swachch Bharat Abhiyan. A sizeable proportion of respondents also have awareness about the environmental programmes undertaken by govt of Uttarakhand. 348 respondents i.e., 81 percent of respondents have heard about Swachch Bharat Abhiyan, 207 respondents i.e., 48 percent of respondents know about Gramya II, 264 respondents i.e., 61 percent of respondents have heard about Namami Gange, 359 respondents i.e., 83 percent of respondents know about Swajal and 261 respondents i.e., 60 percent of respondents have heard about Pradhan Mantri Krishi Vikas Yojana. The lowest percentage of awareness of respondents is 48 percent which is a considerable number. Thus, it is clear that a good number of people were well aware of the environmental programmes.

Therefore, it has been found that a sizable number of respondents have awareness about the IEC activities organized by the govt. of Uttarakhand; but the study demonstrates that people's participation in IEC activities is roughly fifty percent which signifies that they have lack of knowledge about the IEC activities on ground or they are ignorant about the actual activities therein. The data reveals that the majority of the respondents were aware about the ongoing environmental awareness campaigns and also identified the environmental programmes conducted by the govt. of Uttarakhand. Thus, it can be inferred that along with awareness, public participation is also necessary to improve the environmental consciousness among people.

5.7. Environmental Awareness among Masses

The second research question assessed as to what extent the IEC activities of the Government of Uttarakhand had succeeded in creating awareness among the public in general and target group (if any) in particular. Respondents were asked about their understanding of environmental awareness related to IEC activities and their acceptance of environmental messages through IEC and other activities which is elaborated as follows:

5.8 Purpose of IEC activity

Table 6

Purpose	Frequency	Percentage
(A) Creating awareness and mobilizing respondents.	55	13%
(B) Educate public at large.	27	06%
(C) Establish communication with the target audience	15	03%
(D) Development through participatory communication	09	02%
(E) All of the above.	350	81%
(F) None of the above.	07	02%
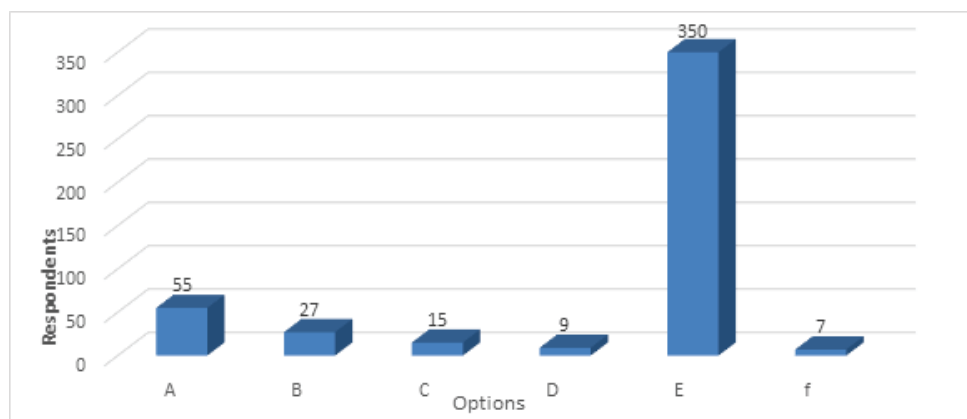
Fig.5 Purpose of IEC activity

Table-6 and Fig.5 depict that out of 432 respondents, 55, i.e., 13 percent of respondents know about the creating awareness and mobilizing respondents. 27 respondents i.e., 6 percent of respondents know about educating public at large. 15 respondents, i.e., 3 percent know about establishing communication with the target audience. 9 respondents, i.e., 2 percent know about

development through participatory communication. 350 respondents, i.e., 81 percent know about all the mentioned options of purpose of IEC activity which signifies that the majority of respondents are aware of the environmental issues and are also concerned about it. Only 7 respondents i.e., 2 percent of respondents are not aware at all about the purpose of IEC activity.

5.9. Noticeable improvement related to environment

Table 7

Options	Frequency	Percentage
(A) Yes	240	56 %
(B) No	25	6 %
(C) Very Much	35	8 %
(D) Little	136	31%
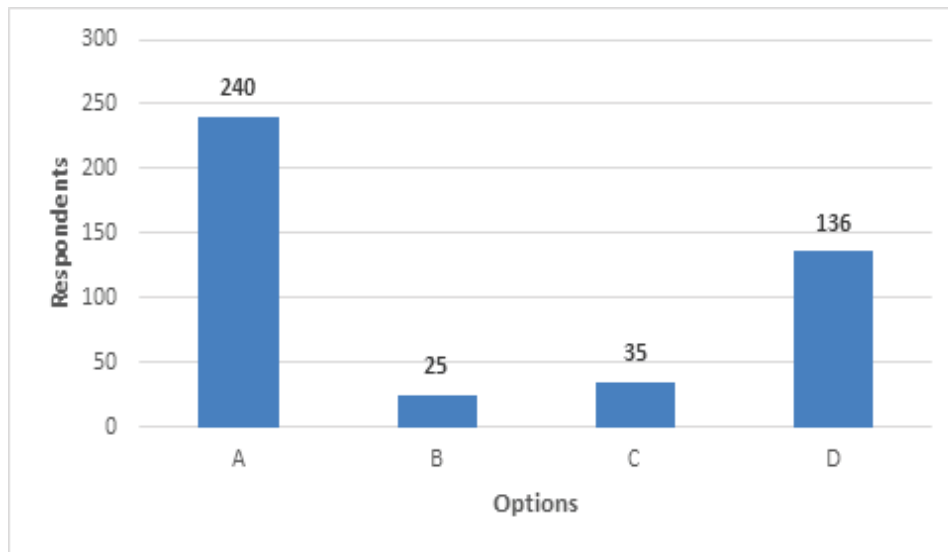
Fig.6 Noticeable improvement related to environment

Table-7 and Fig.6 show that out of 432 respondents, 240, i.e., 56 percent of respondents accepts that they have noticed the positive changes in their area related to environment whereas only 25 i.e., 6 percent of respondents have not seen any environmental

improvement and 35, i.e., 8 percent of respondents have noticed very much improvement in their area. 136 respondents i.e., 31 percent of respondents have assessed little environmental improvement in their area, which is also a noticeable number.

5.10 Possible ways for saving and conserving the environment

Table 8

	Options	Frequency	Percentage
(A)	Only my efforts cannot contribute to save the environment.	41	9%
(B)	Use of eco-friendly products can have a positive impact.	325	75%
(C)	It's already very late to think on this matter.	16	4%
(D)	The matter is highly exaggerated.	07	2%
(E)	India is already in sustainable zone.	25	6%
(F)	Do not know.	27	6%
(G)	Any other	21	5%
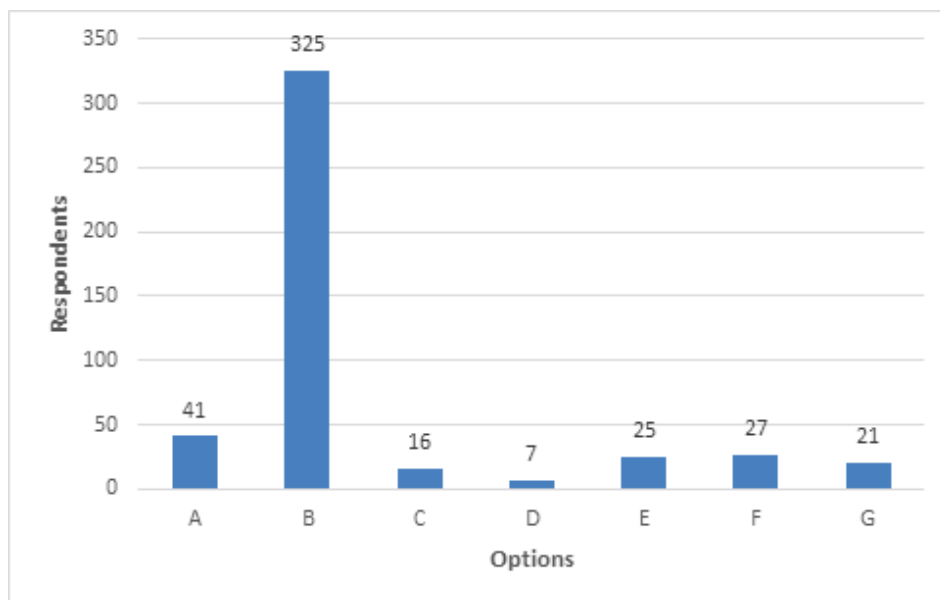
Fig.7 Possible ways for saving and conserving the environment

Table-8 and Fig.7 depict that out of 432 respondents, 41 respondents i.e., 9 percent of respondents think that only their efforts cannot contribute to save the environment. 325 respondents i.e., 75 percent of respondents believe that use of eco-friendly products can have a positive impact in saving and conserving the environment. 16, i.e., 4 percent of respondents understand that it's already very late to think on this matter. 7 respondents i.e., 2 percent of respondents think that the matter is highly exaggerated. 25, i.e., 6 percent of respondents think that India is already in sustainable zone and 27 respondents i.e., 6 percent of respondents do not know about any of the ways to save and conserve the environment. 21 respondents i.e., 5 percent of respondents think other than the given options like by strengthening the panchayats, by strictly implementing the environmental protocols from ground level.

5.11. Preferred IEC tool to create environmental awareness

Table 9

Options	Frequency	Percentage
(A) Interpersonal Communication	29	7%
(B) Radio	19	4%
(C) Television	35	8%
(D) Newspapers	35	8%
(E) Brochures/Leaflets/ Hoardings	22	5%
(F) Nukkad Natak	32	7%
(G) All of the above	341	79%
(H) Any other	08	2%
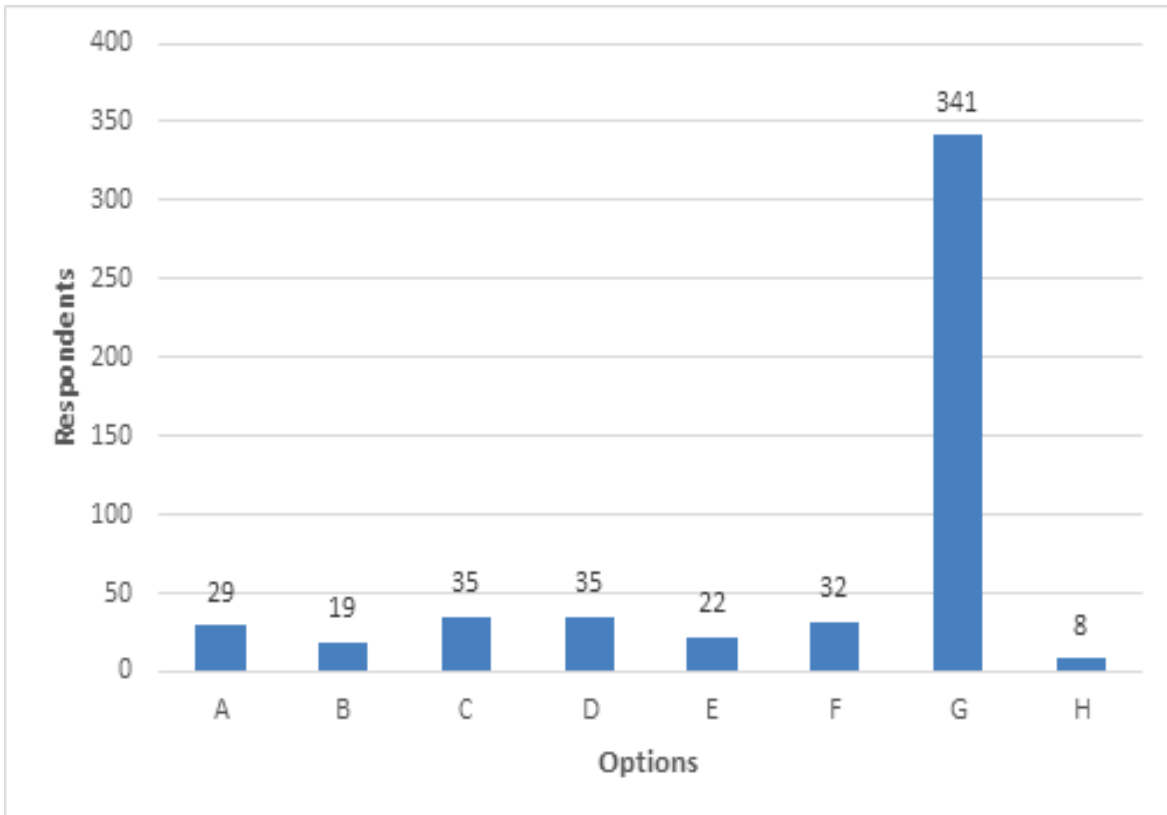
Fig.8 Preferred IEC tool to create environmental awareness

Table-9 and Fig.8 depict that out of 432 respondents, 341 i.e., 79 percent of respondents consider all the mentioned IEC tools to be the preferred one to create environmental awareness. But there are a few respondents with some particular choices. 29 i.e., 7 percent of respondents consider Interpersonal Communication the most preferred while 19 i.e., 4 percent of respondents like Radio. 35, i.e., 8 percent of respondents like television and newspapers whereas 22 respondents i.e., 5 percent like Brochures/ Leaflets/ Hoardings and 32 respondents i.e., 7 percent like Nukkad Natak. 8 respondents i.e., 2 percent of respondents have indicated other choices.

5.12. Motivation through IEC activity to save the environment

Table 10

Options	Frequency	Percentage
Yes	385	89%
No	47	11%
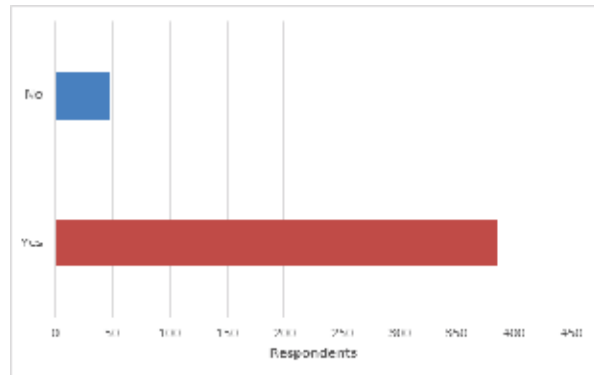
Fig.9 Motivation through IEC activity to save the environment

Table-10 and Fig. 9 show that out of 432 respondents, 385 i.e., 89 percent of respondents think that IEC activity has motivated them to work in a manner to save the environment. This signifies that majority of the respondents are influenced by IEC activity. Only 47 respondents i.e., 11 percent of respondents are not motivated by IEC activities in order to save the environment.

5.13. Conserving the environment could bring sustainable future

Table 11

Options	Frequency	Percentage
Yes	404	94%
No	28	6%
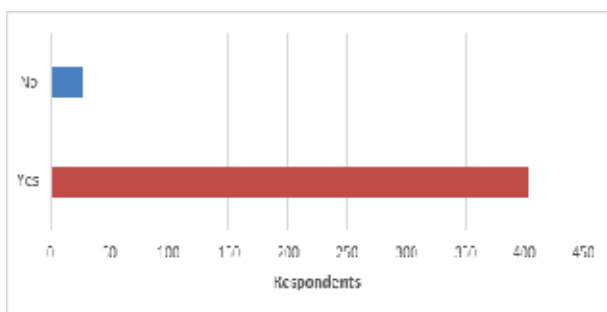
Fig.10 Conserving the environment could bring sustainable future

Table-11 and Fig.10 depict that out of 432 respondents, 404 i.e., 94 percent of respondents believe that saving and conserving the environment could bring sustainable future for coming generations. A significant number of respondents believe that saving and conservation of environment is very important for coming generations. Very few respondents i.e., 28, 6 percent of respondents believe that saving and conserving the environment could not bring sustainable future for coming generations.

Thus, it has been noticed that the significant number of people knew the purpose of IEC activities, possessed knowledge and were aware about the environmental issues. The data revealed that the majority of respondents knew about the possible ways for saving and conserving the environment. Respondents possessed knowledge about the best IEC tools and had preferred all the communication tools effective to create environmental awareness. A high percentage of respondents have got motivated through IEC activity to save the environment and also know that conserving the environment could bring sustainable future for the coming generations. This demonstrates that people had a good understanding about the environmental issues and to improve the situation, public needs to be channelized and keep them updated so that their continuous participation and awareness could impart fruitful result.

5.14 Participation of the masses in communication initiatives

The third research question assessed as to how the masses respond to the environmental awareness initiatives of the Government of Uttarakhand. Respondents were asked about their level of participation in such communication initiatives of the Government. And their interests towards conserving the environment were also identified.

5.15 Participation in environmental awareness programme

Table 12

Options	Frequency	Percentage
Yes	273	63%
No	159	37%
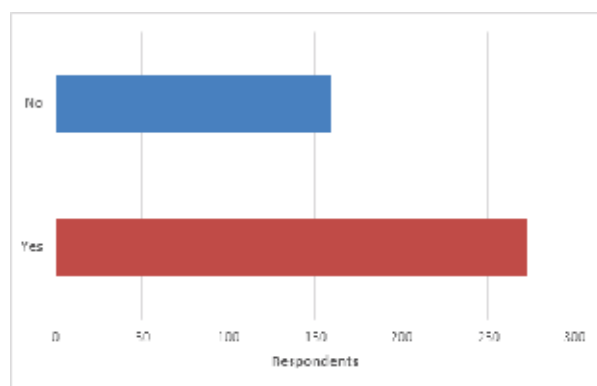
Fig.11 Participation in environmental awareness programme

Table-12 and Fig.11 depict that out of 432 respondents, 273 respondents i.e., 63 percent of respondents have awareness about the environmental programmes and 159 respondents i.e., 37 percent of respondents do not have any kind of awareness about any environmental programme.

Majority of the respondents are well aware about the environmental programmes which shows that respondents have participated in the IEC activities.

5.16 Reaction towards a brochure related to environmental awareness

Table 13

Options		Frequency	Percentage
(A)	Read it	28	6%
(B)	Tear it	03	1%
(C)	Read and implement it	114	26%
(D)	Read, implement and tell others to follow	327	76%
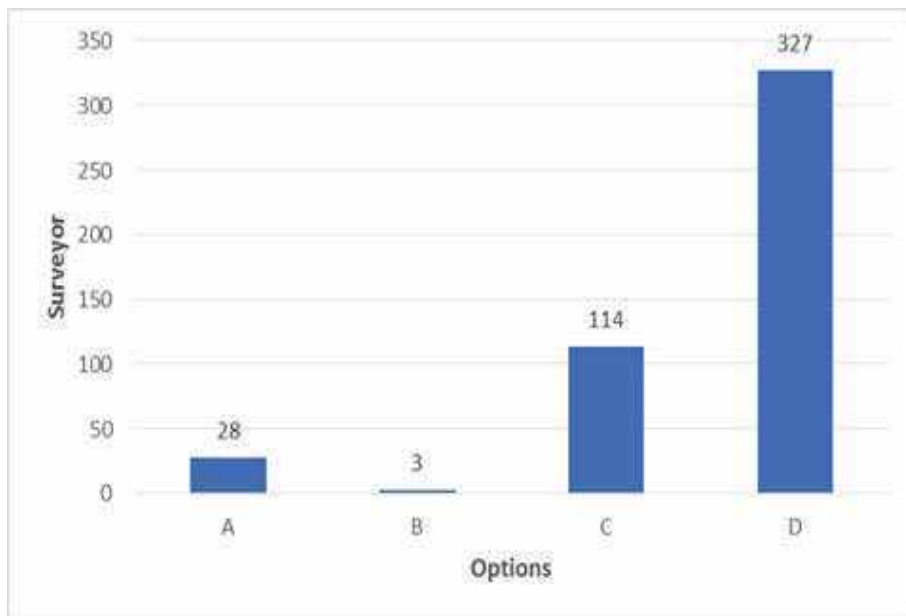
Fig.12 Reaction towards a brochure related to environmental awareness

Table-13 and Fig.12 depict that out of 432 respondents, 28 i.e., 6 percent of respondents goes with option of reading it, 3 respondents i.e., 1 percent of respondents tear it, 114 i.e., 26 percent of respondents read and implement the ideas written on the brochure and 327 respondents i.e., 76 percent of respondents read, implement and tell others to follow the ideas mentioned on the brochure related to environmental awareness.

5.17. Beneficiary of environmental awareness programme

Table 14

Options	Frequency	Percentage
Yes	246	57%
No	186	43%
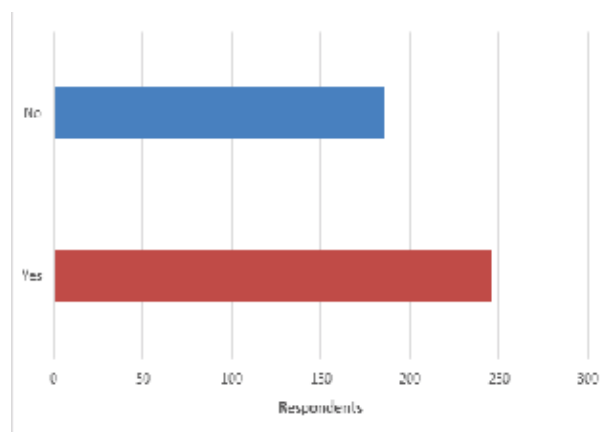
Fig.13 Beneficiary of environmental awareness programme

Table-12 and Fig.13 show that out of 432 respondents, 246 i.e., 57 percent of respondents are the beneficiary of environmental awareness programme organized by Govt. of Uttarakhand and 186 i.e., 43 percent of respondents are not the beneficiary of environmental awareness programme organized by govt. of Uttarakhand.

5.18. Changes in habits relating to environmental conservation

Table 15

Options	Frequency	Percentage
(A) Do not use pesticides in the crops	169	39%
(B) Conserve rainwater	246	57%
(C) Make use of garbage bins	279	65%
(D) Against of open defecation	301	70%
(E) Participated in plantation drive	270	63%
(F) Do not waste natural resources	193	45%
(G) Any other	08	2%
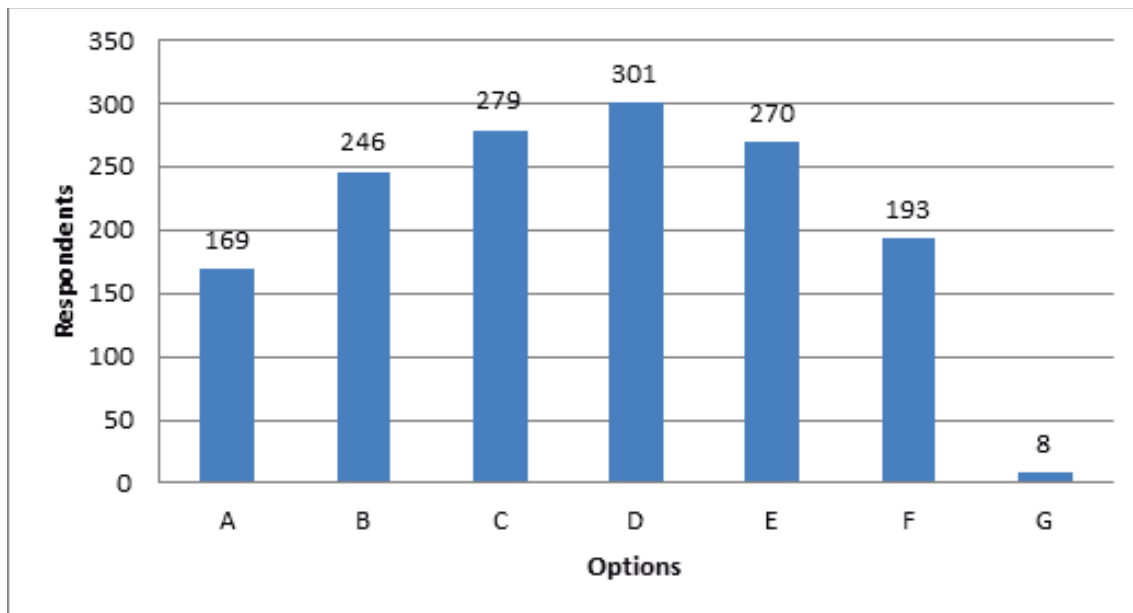
Fig.14 Changes in habits relating to environmental conservation

Table-15 and Fig.14 depict that out of 432 respondents, 169 i.e., 39 percent of respondents do not use pesticides in the crops, 246, i.e., 57 percent of respondents conserve rainwater, 279, i.e., 65 percent of respondents make use of garbage bins, 301, i.e., 70 percent of respondents are against of open defecation; 270, i.e., 63 percent of respondents participated in plantation drive; 193 i.e., 45 percent of respondents do not waste natural resources and only 8 i.e., 2 percent of respondents do other activities like informing respondents through word of mouth, organizing awareness rallies for saving the environment

5.19. Most alluring environmental awareness effort

Table 16

Options	Frequency	Percentage
(A) Rallies	260	60%
(B) Quiz competition	184	43%
(C) Documentaries	146	34%
(D) Radio Jingle	129	30%
(E) Marathon	96	22%
(F) Debate on Television	174	40%
(G) Training Workshops	232	54%
(H) Hoardings/ leaflets/Posters	207	48%
(I) Newspapers	174	40%
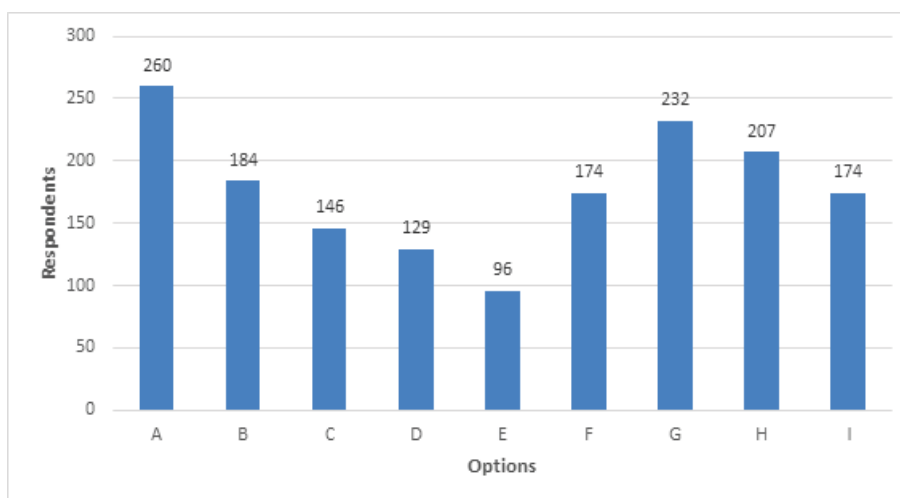
Fig.15 Most alluring environmental awareness effort

Table-16 and Fig.15 depict that respondents have multiple choice, the most preferred choice for creating environmental awareness is Rallies and the least preferred choice is Marathon. The figure depicts that the respondents preferred almost all the options. Out of 432 respondents, 260 i.e., 60 percent of respondents prefer Rallies, 184, i.e., 43 percent of respondents prefer quiz competition, 146, i.e., 34 percent of respondents like documentaries, 129, i.e., 30 percent of respondents like radio jingle, 96 i.e., 22 percent of respondents prefer marathon , 174 i.e., 40 percent of respondents prefer debate on television, 232 i.e., 54 percent of respondents like training workshops, 207 i.e., 48 percent of respondents like hoardings/ leaflets/posters and 174, i.e., 40 percent of respondents prefer newspapers.

The findings demonstrated the participation of public in

environmental awareness programme which showed that a significant percentage of people had participated in the IEC activities but a noticeable number of people did not have any kind of awareness about environmental programme which signified that there was a great need to fill this gap by taking some new and effective measures. The data indicated that respondents reacted in a positive manner while seeing an environment related brochure and majority of the respondents were the beneficiaries of the environmental awareness programmes. The positive changes in the habits related to environmental conservation had also been noticed in a vast majority of people. People were well aware about the environmental awareness efforts taken by the govt. of Uttarakhand and the most preferred choice turned out to be environmental rallies which signified that people were interested in the

environmental awareness initiatives of govt. of Uttarakhand and had also participated in these programmes.

Therefore, it is ascertained that respondents are aware of the IEC events organised by the government of Uttarakhand. However, public engagement in these programmes is only about 50%. This demonstrates a lack of understanding or disinterest in IEC activities on the ground. Though, the majority of respondents are aware of government environmental awareness initiatives and programmes. They also understand environmental concerns and how to save and conserve the environment. Respondents favour effective IEC tools and have taken part in environmental awareness programmes. Many people have experienced positive changes in their environmental conservation behaviours. It is clear that people are engaged in and benefit from the Uttarakhand government's environmental awareness activities, notably through environmental rallies. To enhance environmental consciousness even further, efforts should be focused on expanding public engagement and closing the awareness gap through effective techniques suitable to the target audience's understanding.

6. Discussion

The state of Uttarakhand possesses a serene environment and a beautiful terrain but it has a fragile ecology as well. Here, for the protection of the environment, the common man has been associated with nature since ancient times. But in today's era of modernization, the traditional methods are getting extinct somewhere in Uttarakhand. Talking about cleanliness, earlier in the hilly areas of Uttarakhand there used to be wooden, stone and mud houses. Today, these houses have been replaced by cement houses where old traditions are not tolerated. In the name of cleanliness and environment conservation, many schemes are being run from the central government to the gram panchayat level. But despite that, the common man in Uttarakhand has not yet become fully aware. Today, our society is much more educated than the ancient times. Although, every person is connected to the whole world through social media but the level of awareness is still lacking which should have happened in today's mobile era. The biggest example of this is seen in Gangotri Dham where clothes are offered to the river Ganga in the name of faith. Ironically, these offerings are detaching Ganga from her maternal home itself! At the same time, systematic sewerage treatment plants have not been built in the cities and towns along the banks of the Ganga due to which all the garbage is thrown directly into the river Ganga. Though people are aware of the government

programme, 'Namami Gange' but they lack the knowledge of actual implementation of the programme which worsens the situation. It has been assessed by that numerous watershed projects in Uttarakhand have failed because of gaps between concept and implementation, a lack of field coordination, and a fundamental lack of understanding of how project implementation is translated into field results (Chauhan, 2010). Eventually, the money allocated to such activities does not produce the desired results and advantages.

6.1. Interconnection of education and environmental conservation

Talking about the educational percentage of Uttarakhand, the literacy rate is 78.82 percent which is more prevalent in urban areas. Rural women are literate but majority of them have not yet completed their education. But they cannot be called educated because they could barely sign their names (Kumar, 2020). Moreover, they do not have access to information regarding every government scheme running in their areas and at times, if they could hear about any government programmes, it is generally through sources like their children or word of mouth or other sources. Here, the use of IEC as a medium of communication becomes pertinent to channelize the information in a manner so that it could be well received and interpreted by all, literate or illiterate. In this way, masses could be informed and educated about environmental conservation programmes of the government and their participation level may also increase, which may eventually contribute in effective and sustainable conservation of environment and ecology in the state.

6.2 Environment friendly methods for environment conservation

The practice of using chulha for cooking purpose is still prevalent in the villages despite knowing the fact that the traditional chulha is harmful to health and for the environment as well because the carbon monoxide and carbon dioxide are emitted when twigs, dried wood, and cow-dung cakes are burned in the chulha which is considered harmful for the nature. This method of cooking is very old and requires lots of natural resources which are limited and not beneficial for the environment (Dhyani and Sharma, 2018). However, the people are still hesitant to use LPG cylinders in higher reaches of Uttarakhand. Hence, awareness at this level is very much required to make them realize this method of cooking is harming the whole ecosystem and is disturbing the ecological balance. Masses should be encouraged to use LPG because it has been recognized as being better for the environment and

human health than alternatives such as solid biomass fuels since it emits less black carbon and methane (Bruce et al., 2017). Awareness programmes should be designed to change the rudimentary thinking of the people especially in the rural areas. While maintaining the religious harmony of the people, awareness campaigns should be supervised and regulated to make them understand the need of the hour for the betterment of their place.

6.3 Covid-19 phase and changes in environment

In this context, if we talk about the Covid-19 phase or pandemic time, the outbreak of disease affected the whole world in several ways. People got caught in this rapidly transmissible disease which not only affected the human lives but also devastated many industries and millions of jobs. However, it had a salutary impact on environment and ecology. Due to the lockdown in the country, unnecessary movement of people was stopped which resulted in a changed lifestyle. People laid more attention on hygiene, sanitation and the communication between families also flourished; but one of the most important and imperative effects of lockdown was the improvement in our environment. After one month of lockdown, satellite photos show that Venice's waterways have become clearer (ESA, 2020). The pollution level reduced at a high rate, the air quality improved at a high pace, the energy consumption was low, emission of gases, emission of chlorofluorocarbon was minimized, emission of industrial waste was reduced, rivers became clean and so on. Another advantage of the countrywide shutdown was that it improved water quality in several Indian rivers that were ordinarily contaminated by industrial and human effluents (Lokhandwala and Gautam, 2020).

Hence, this suggests and signifies that consumption is done by people not by the government. It is more important that we all become sensitive towards our consumption and contribute less to the problem. It is collective responsibility of everyone to sincerely take up protection of environment above most priorities, failing which our next generation will be doomed and destroyed. Information, Education and communication should be a continuous process till the time the goals are not attained and the schools/university should arrange mandatory trips to the polluted spots with students which will help in creating better understanding and spreading awareness. For a sustainable society, all must think and work sustainably by using alternative sources of energy so that our future generations could thrive and live a peaceful life.

7. Summary, Suggestions and Limitations

The purpose of this study was to assess the Government of

Uttarakhand's environmental awareness activities. It also intended to gather a thorough knowledge of the people's awareness and acceptance of environmental messaging through Information, Education, and Communication (IEC) programmes and other related initiatives of the Uttarakhand Govt. This study discovered that, while these activities were well-known, public participation was crucial to raise environmental awareness and closing the knowledge-action gap among the masses. It was found that while a significant number of people had adequate knowledge of the ongoing environmental awareness campaigns such as Namami Gange, Swachch Bharat Abhiyan, Swajal, Gramya II, and Pradhan Mantri Krishi Vikas Yojana, there were others who were not aware of all these awareness programmes thereby indicating the need for additional focus to reach out to the left-out masses. This research also found that information, education, and communication (IEC) efforts were helpful at boosting awareness and in inspiring prople to participate in environmental preservation. The study also found that environmental indicators improved following IEC activities, thereby giving a definite hint for boosting awareness activities among masses. Majority of the people thought that adopting eco-friendly items would have a favourable influence. Some advocated for the empowerment of local bodies like Panchayats, while others emphasized the implementation of stringent environmental norms. The majority of respondents acknowledged the necessity of environmental preservation for future generations and advocated the need for more IEC activities in this regard. This study also evaluated people's engagement and responses to government communication initiatives in Uttarakhand. It was found that a significant number of people was well aware of environmental programmes and had actively participated in IEC activities. However, just 57 percent of respondents were beneficiaries of environmental awareness programmes, underscoring the need to close the gap and expand the number of beneficiaries. Because of IEC activities, positive improvements in habits and traits of the masses were discovered, such as opposition to open defecation, participation in planting drives, and waste disposal in rubbish bins. Rallies, hoardings/leaflets/posters, quizzes, television discussions, newspapers, documentaries, and radio jingles were also judged to be the most appealing environmental awareness efforts. Marathons were the least preferred activity, as found in this study! Overall, the importance of public participation, targeted planning, and informed engagement in order to achieve effective environmental programmes were the major findings of this study.

7.1 Suggestions

The following practical suggestions came out of this study for improving public involvement and bridging the knowledge-action gap in Uttarakhand's environmental awareness efforts using Information, Education, and Communication (IEC):

7.1.1. Improving Public Engagement: Govt officials should hold interactive workshops, seminars, and conferences with government officials, environmental specialists, and the general public to encourage conversation and the sharing of ideas. Creating citizen forums or committees that actively involve the public in environmental conservation processes of decision-making may also be useful. Moreover, encouraging community engagement in environmental efforts such as plantation of trees drives, garbage management campaigns, and clean-up campaigns may also be beneficial.

7.1.2. Improving Communication Strategies: To spread environmental information and engage a larger audience, using a variety of communication channels such as social media platforms, mobile applications, and online portals may be highly effective. Govt department should also collaborate with local media to increase awareness through articles, documentaries, radio broadcasts, and television shows. To successfully deliver environmental themes, creating an engaging and aesthetically appealing IEC material such as brochures, posters, wall paintings, infographics, and short films is also imperative. Street plays or Nukkad Natak may be the most effective way to create awareness where literacy is low.

7.1.3. Segmenting the target audience: Tailoring IEC programmes to the individual needs and concerns of various target groups, such as people, communities, and stakeholders is also needed. Therefore, departments should tailor IEC activities as per the local context, culture, and language. To ensure that the messaging is relevant and connects with the target audience, considering cultural norms, beliefs, and traditions may also be needed. Localising the material and employing culturally sensitive techniques improve the efficacy and acceptability of IEC activities. Drafting the message in the native language of targeted audience may bring desired results.

7.1.4. Assess and Address Barriers: Yet another suggestion for departments and policy makers is to conduct frequent surveys and evaluations to identify the obstacles to improved engagement and participation in environmental conservation efforts. Through targeted actions, people's problems and issues could be addressed, such as a lack of infrastructure, insufficient resources, or insufficient information. Creating a feedback mechanism to collect public comments and recommendations for continual development of IEC programmes is also warranted.

7.1.5. Collaborate and Coordinate: Collaborate with community leaders, non-governmental organisations, and local influencers, even with environmental influencers and environmental experts to successfully spread environmental messaging within their specific areas. Hosting webinars, inviting guest speakers, organising panel discussions, or co-creating material are all examples of collaborations, their skills and fan base can assist to increase interest and engagement.

7.1.6. Overcoming Scepticism and Opposition: Individuals with opposing viewpoints, competing interests, or ideological biases may express scepticism or opposition to IEC programmes. To effectively communicate the environmental message, it is vital to overcome preconceived beliefs, resolve misconceptions, and create trust.

7.1.7. Share information about the importance of reducing, reusing, and recycling plastics. Inspire people to take action by educating them on the environmental repercussions of plastic pollution.

7.1.8. Consistency and Repetition: Reinforce the essential themes consistently across various IEC activities and channels to produce effect and long-term behaviour change. Repetition of essential messages over time improves message memory and reinforces desired behaviours or attitudes.

7.2 Limitations

Despite the essential insights and contributions made by this research study, its inherent limitations must be acknowledged and addressed. We can assure a thorough grasp of the study's scope and consequences by admitting the limitations. Since the study was conducted on a limited population of rural and urban regions of Garhwal mandal of Uttarakhand, the research study's conclusions may not be a representation of a vast nation like ours, but they may be generalised to a significant extent. The data collection might have been greatly enhanced if the study's budget had been financed. A sponsored study over the chosen subject would have given the required financial resources to dedicate to various components of data collection. This would have allowed the researchers to invest in advanced technologies, and specialised software, resulting in more accurate and thorough data collection.

Overall, this study adds to the existing body of knowledge in relation to IEC as an effective tool for environmental

awareness and for ensuring people's participation in governmental efforts. This study also throws light on the outcomes and limitations of government-led environmental awareness programmes in Uttarakhand. The findings of the study may give a valuable insight to policy planners in Uttarakhand in relation to development communication programmes and campaigns in general, and environmental awareness programmes in particular.

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Online Privacy Loss and Communication Behavior of Internet Consumers

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ABSTRACT

The Catch-22 of technology is that it is never all positive or negative. The web is like an open door to search and use data and to associate with others and presents the greatest danger to individual privacy. It can be used as a wicked way for uncovering one's life to the rest of the world.

Internet users rarely understand the transactions involved with their privacy in the online marketplace. Even those who do understand the value of privacy, readily part with information when they need data from the Internet. Even though Internet users have confessed to having anxiety and concern for their online privacy, when met with a requirement that can be fulfilled by the web, they are faced with a dilemma of motivational conflict.

The research explored level of awareness of Internet users in relation to online privacy, their privacy concerns and the impact of loss of privacy on communication behavior. The study revealed through application of multiple regression that level of awareness, privacy loss and privacy self- efficacy beliefs contribute significantly to changing online communication behavior. Interestingly, even though online privacy concerns of consumers are high, they do not contribute significantly to changing online communication behavior.

Keywords Internet, Technology, Privacy, Online Privacy, Level of Awareness, Privacy loss, Privacy Concerns, Privacy Self-Efficacy Beliefs, Online Communication Behavior.

1. Introduction

"No one shall be subjected to arbitrary interference with his privacy, family, home, or correspondence."

  Universal Declaration of Human Rights- Article 12

The Catch 22 of innovation and technology is that it is never all positive or negative. The web is like an open door to search and use data and to associate with others. Simultaneously, it presents the greatest danger to individual security and privacy and can be used as a wicked way for uncovering one's life to the rest of the world.

Consumers use the Internet for many reasons. Yet, to have access to information online, they need to permit a degree of contact and communication with websites which comprises of the permission to allow cookies and the also voluntary revelation of private data from user's end.

The early idea of privacy focused on freedom from intrusion into one's private space. However, the rise of the Internet has changed the very notion of private space. Jasna Matic of the Serbian government explained that the concept of privacy needs to be redefined, as the very meaning of privacy has undergone change in the era of social networks, mobile platforms, location services, and cloud computing.

The debate on the New World Information and Communication Order started in the1970s. Underlying this debate was the idea that information is power. Even today information control is at the center of the privacy discourse. The Internet has created a new kind of information and communication order which even though purporting to support free flow of information, in reality, inhibits it. Access to information is incredibly powerful in the dynamics of international relations. Therefore, thinking that consumer privacy is of importance is a mere farce. And so, the web, more than a means of security became a means for invasion.

Privacy- related practices and attitudes are bound to solidify as businesses gather, use and transmit private information of consumers which is sure to make it harder to alter the existing state of affairs and initiate changes at a later time. And as vested interests become more ingrained even political, arguments against policy change will

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become weaker. Thus, unless change comes quickly, privacy threats are slated to grow.

An information repository situated in cloud space is like bank of information in which several users and malfeasants may be interested, intending to use the data maliciously or in other illegal ways. Where Big Data is concerned, privacy is an immense concern. There is a lack of stringent laws related to data use barring electronic health records. Those who have awareness of privacy breaches online, fear that their personally identifying information can be misused. Unfortunately, the very people being affected by this- the consumers, have very little control over how their information is handled, sold and used.

In India, digital literacy and privacy literacy are still long-drawn struggles. Even those who so to say, do understand the value of privacy, readily part with information when they need data from the Internet. Even though a large number of Internet users have confessed to having anxiety and concern for their online privacy, when met with a requirement that can be fulfilled by the web, they are faced with a dilemma of motivational conflict. Most users do not understand that their data is money for corporations and businesses involved in targeted marketing, advertising, and selling.

1.1 Statement of the Problem

This study attempts to analyze the impact of loss of privacy on online communication behavior of college students.

1.2 Objectives

1.2.1. To determine the level of awareness of privacy issues among Internet consumers;

1.2.2. To analyze the privacy concerns of Internet consumers;

1.2.3. To analyze the impact of privacy loss on communication behavior of Internet consumers in the wake of awareness about privacy issues.

2. Review of Literature

Samuel Warren and Louis Brandeis' famous article defined privacy as the right to be let alone in 1891 while Alan Westin (1967) called privacy the right of people, collectives and organizations to decide for themselves the extent of information disclosure about them to others. (Holvast 2008)

Solove (2002) argues that privacy can be conceptualized under six general headings. A few of these conceptions focus on ways to attain privacy whereas some talk about functions of privacy. These headings include: (1) Right to be let alone- Warren and Louis Brandeis (2) the ability to limit contact with oneself (3) the capability to conceal certain matters from public view- confidentiality (4) the

capability to conceal details of one's private life (5) the right to protect their personality, individualism and pride-personhood (6) to be able to maintain confidentiality of the intimate aspects of one's relationships and life-intimacy. (pp. 1087-1155)

Westin offers a hierarchical model of levels of analysis of privacy. In his framework, he says that political, socio-cultural (including organizational) and personal levels are nested spaces where the notion of privacy is constructed, interpreted and practiced (Epstein, Roth and Baumer 2014, pp. 144-172).

Knowing how to retrieve and assess online information is no longer sufficient; it is also necessary to understand how to negotiate social relationships online (Epstein and Quinn, 2020, pp. 1-13). Because users' personal information is constantly shared, as they explore the Internet, privacy concerns are inextricably linked to the process. Automated recommender systems, are intended to track and record oft-visited websites. This information is commonly used to generate suggested search results and can be sold to businesses for the purpose of developing targeted advertisements. When a security breach happens, however, the same data can be easily viewed or even hacked. As online data-sharing is so common, most privacy research focuses on individuals' perceptions of how their personal information is collected, stored, and used by businesses. (Durnell, Miyamoto et al. 2020, pp. 1834-1838)

Understanding why consumers respond the way they do despite threats to privacy is of critical importance (Norberg, Horne and Horne 2007, pp. 100-126). Internet users themselves agree that privacy and security are pertinent issues. Most Internet users whether they have made online purchases or not, are concerned for the privacy of the storing, sharing and transmission of their personal information. (Miyazaki and Fernandez 2001, pp. 27-44).

In Goldfarb and Tucker's (2012) words, "Targeting occurs when an advertiser chooses to show an ad to a particular subset of potential viewers and displays the ad online to that subset rather than to everyone using that media platform Targetability and measurability have helped make advertising -supported Internet companies such as Google and Facebook, among the fastest growing and most innovative in the US economy." (pp. 65-90)

Internet users must have the freedom to restrict right of use of their private data and be able to exercise a certain degree of control over it. (Milne, Rohm and Bahl 2004, pp. 217-232).

Thus, according to this conceptualization, privacy is the ability to restrict the presence of unwanted people and the use of personal data. (Goodwin 1991; Rifon, LaRose and Choi 2005, pp. 339-362). This view suggests the user has

ownership over private data and it is akin to the right of property. (Youn 2008, pp. 362-388).

At the 2009 Internet Governance Forum (IGF) too, privacy was framed more as an issue of control or as "a safe haven where people are able to control the terms under which they lead their lives" by Namita Malhotra of the Alternative Law Forum 2009 (Epstein, Roth and Baumer 2014, pp. 144-172).

Privacy of Internet users is a dynamic idea that depends strictly on the context in which it operates. The studies on privacy, however, point towards a unanimous opinion towards user privacy that acknowledges the significance Yet, the literature on privacy illustrates the convergent view towards consumer privacy, which recognizes the importance of individuals' ability to control their personal information within the context of a marketing transaction (Youn 2008, pp. 362-388)

With the rise of social media sites, Internet users were suddenly able to connect and share with the global community. This contrasts sharply with the primitive (or even modern) human social networks, which were quite modest and closed. On the other hand, on the Internet users often reveal information to a large, invisible, and heterogeneous community. (Shariff, Green, and Jettinghoff 2021, pp.159-166)

Consumers can use a variety of techniques to protect their online privacy. Protective behaviors are certain computer-based acts that consumers adopt for the safety of their information in the online world. (Boerman, Kruikemeier and Borgesius 2021, pp 953-977) The concern of duplicating, theft, or alteration of data is always a worry with Internet use and therefore, the threats posed by cyber security should not be overlooked. (Sivarethinamohan and Sujatha 2021, pp.56-68)

The theoretical framework of the present study draws on the following theories:

2.1 Protection Motivation Theory (PMT)

Rogers' Protection motivation theory (1975, 1983) proposes that people are motivated to protect themselves from risk-taking and dangerous behaviors based on their evaluation of the pros and cons i.e the risks accompanied with making such decisions. In addition, the theory postulates that "self-efficacy" which can be defined as people's confidence in their own capability to protect themselves or to complete a task effectively, without bringing any negative consequences upon themselves is pivotal in describing "protection motivation". In this approach, "protection motivation" is assumed to trigger "attitudinal and behavioral changes to deal with risks. (Youn 2009, pp. 389-418)

Discussing PMT in his paper, Youn (2009) states that Rogers originally proposed in 1975 that "one's motivation

to protect oneself from risks arises from three cognitive appraisal processes:

2.1.1. perceiving the risk to be likely to occur to oneself

2.1.2. perceiving the risk to be severe

2.1.3. perceiving protective behavior to be effective in reducing risk, which is referred to as response efficacy

In an attempt to explain individuals' tendency to fail to engage in protective and desired behavior, Rogers (1983) and Maddux and Rogers (1983) revised the protection motivation theory by adding three more cognitive appraisals:

2.1.4. self- efficacy which refers to an individual's belief that he or she has the ability to perform a desired behavior

2.1.5. the response costs incurred by engaging in a desired behavior

2.1.6. the rewards associated with risky behavior" (pp. 389-418)

"Protection motivation" according to the theory is described as an initiator for "attitudinal and/or behavioral change" that helps manage and avoid risk. According to the theory, "Coping behaviors" constitute acting directly or deterring oneself from acting at all. (Rogers 1975, 1983; Youn 2009, pp. 389-418) Thus, it can be said that either of the four mental valuations motivate people to take part in "risk-reducing behaviors". These are 1) susceptibility 2) risk intensity 3) efficacy of the response 4) self -efficacy beliefs.

The theory says: the imagined or "perceived benefits" related to risk-taking behaviors enfeeble people's desire avoid risk- taking behaviors. (Rogers 1975, 1983) Therefore, when the same reasoning is applied in the context of online privacy, the incentives given by online businesses and websites in return for divulging PII assuages the motivation to defend our privacy online. According to Yoon (2009) "Level of privacy concerns may thus be considered as protection motivation, which causes users to engage in risk-reducing behavior." (pp. 389-418) By this logic then, high level of privacy concerns among users about online data gathering, sale and transmission is bound to motivate them to practice privacy-protection behaviors and be judicious about sharing PII. Therefore, in situations where users are given inducements, they are moved rethink the choices they make in relation to online privacy. (Nehf 2007, pp. 351-365)

The phenomenon of what has come to be known as "experience effect" can be explained by the fact that users feel low concern for their privacy online after having used the Internet for a substantial amount of time. (Rifon, LaRose and Choi 2005, pp. 339-362) Protection motivation, thus, stems from both threat appraisal and coping appraisal. (Youn 2009, pp. 389-418) It has also

been observed that technically literate consumers tend to adhere to "confrontative coping strategies" like going through privacy policy documents thoroughly, evaluating third-party responses of websites and using antiviruses and firewall software. (Raman and Pashupati 2004; Youn 2009, pp. 389-418)

2.2 Social Cognitive Theory

Social Cognitive Theory by Albert Bandura

LaRose and Rifon (2007) explain Albert Bandura's Social Cognitive Theory (1986) in the following words: "outcome expectations defined as judgements of the likely consequences of behavior, provide incentives for enacting behavior. Positive outcomes encourage behavior, while expectations of negative outcomes provide disincentives. Self- efficacy, or belief in one's capability to organize and execute a particular course of action to achieve important attainments, determine whether sufficient levels of effort will be invested to achieve successful outcomes when one is already motivated to do so." (pp. 127-149)

Thus, "outcome expectations" emphasize on the effects brought about by certain behaviors of individuals. Let's say, if users are aware that the cause of spam is the sale of data to third-parties or else that customized search results make shopping easier as the website has more information about you, they will take information disclosure decisions keeping the outcome in mind. These expectations are shaped by:

2.2.1. Enactive learning i.e. individual experience with loss of privacy

2.2.2. Vicarious learning i.e. by observing others attitudes and behavior towards privacy

2.2.3. Persuasion i.e. efforts to surrender privacy in return for a service. An example of this would be notices on privacy.

Users' unwillingness to divulge "personally identifiable information (PII)" can theoretically be attributed to equivalent inconsistencies in the supposed degree of adverse costs or risks associated with such revelation. As such revelations are mandatory for online dealings, it definitely influences the behavior of buyers in cyberspace. Though, just anticipation of undesirable effects of conforming to the requirements of a particular website is likely to have such an outcome instead of universalized privacy concerns. Therefore, according to this theory, a particular behavior essentially corresponds to an expectation. (LaRose and Rifon 2007, pp. 127-149)

Even as users attach great importance to their data, they readily exchange it for incentives offered by marketers online. Users who realize the worth of their data demand inducements in return for parting with private data indicating that a price can be attached to user data such

as PII, and that it is possible to acquire information using economic transactions. In making decisions about interactions with websites, consumers chase objectives that relegate consumer privacy secondary to other considerations. (Nehf 2007, pp. 351-365) Internet users with high degree of self-efficacy beliefs appear to readily knock off or not consider adverse effects of disclosing private data online, as they are convinced of their competence in being able to protect themselves from privacy violations. Thus indicating that the number of years of exposure to the Internet is directly proportional to people's confidence in the ability to protect themselves online. (LaRose and Rifon 2007, pp. 127-149)

Earlier studies have indicated that privacy perceptions are influenced by the risk involved in information disclosure. Perceived disclosure consequences reflect that the user imagines the negative consequences of information disclosure to be much higher than possible advantages. The adverse perceptions about outcomes can impact consumers on a physical, emotional and material level. For instance, disclosure of an ailment suffered in the past can possibly be the cause of denial in case of a medical insurance cover. It may even affect the even employment of the individual adversely affecting all spheres of his life. (Norberg, Horne and Horne 2007, pp. 100-126)

Prior research has pointed towards "levels of trust" being associated with greater readiness to disclose private data. Researchers also discovered that users placed great trust in established and renowned brand names and consequently divulged PII and financial information such as credit/ debit card numbers more easily in comparison to lesser known brands. Studies examining the influence of "trust" in allaying the privacy concerns of users and getting them to divulge information online, revealed that trust was of vital importance and that trustworthiness of a website was directly related to the amount of information disclosed on it by users. (Norberg, Horne and Horne 2007, pp. 100-126)

2.3 Social Contract Theory (SCT)

Social contract theory, suggests that individuals' "moral and/or political obligations are dependent upon a contract or agreement among them to form the society in which they live." Thomas Hobbes, John Locke and Jean Jacques Rousseau are credited with the development of Social contract theory.

Hobbes (1588-1679) contended that the self- interests of people in a society are the basis for responsibilities and political authority in that society. He said that man depended upon a "social contract" to live life meaningfully and that it was the fountainhead of all things noble and worthy. He further asserted that man at any time is faced with either of the two choices: to adhere by the conditions of the "social contract" or go back to "the State of Nature".

Hobbes says that no one in their right mind would make the second choice. He says that "pragmatic self-interest" was the source of the "social contract". He illustrates this with an example: individuals voluntarily choose to be ruled by a government in exchange of safety offered by it. Therefore, individuals transfer their rights to the government in a social contract to protect them harm. (Nyamaka, 2011)

Nyamaka (2011) says that according to SCT, the twin ideas which the human mind always holds onto are: 1) the principle of freedom i.e. the government has its foundation in "will and not force" 2) the principle of justice i.e. the political order in society is governed by the norm of "right not might". Thus, SCT serves to elucidate the process of creation of social systems and regimes. The theory chiefly dwells upon the willing assent of people to be ruled by a government. Furthermore, SCT signifies an unsaid agreement concerning the rights and duties of the citizens and the government.

Simply put, in the privacy context, from a social contract viewpoint, members in a trade-off get into a "give-and-take relationship" that is mutually advantageous for both sides and they ensure that the agreement is kept. In the online world, a "social contract" is entered into by users when they consent to divulge personal information in exchange for "tangible or intangible benefits" offered by websites. Users opt to enter into this "social contract" until the perceived advantages are greater than the risks involved in giving up personal data, as a result, users' motivation to protect themselves from privacy loss is significantly reduced. (Youn 2009, pp. 389-418) Pitt and Watson (2007) say that in a scenario like this, "privacy is at best postponed and more likely lost" (pp. 365-375). Prior research suggests that higher perception of risk associated with data divulgence is the chief cause of privacy concerns, while perception of bigger incentives in return for private data allays concerns regarding online privacy. (Youn 2009, pp. 389-418)

The fact that people voluntarily give up private data in exchange for perceived advantages is not at all astonishing. Let's say a website that contains valuable information or simply music downloads or general information over a topic, could ask the consumers to create an account and give personal details for accessing it. There is a possibility that the information the consumers gets in return for their personal details is much more valuable and thus, PII disclosure seems like a fair bargain. (Norberg, Horne and Horne 2007, pp. 100-126)

2.4 Research Gap

The review of literature on online privacy reveals that there is no coherent and definitive study on change in communication behavior of Internet consumers in India owing to online privacy loss. In the few studies that exist,

online privacy which is a multidimensional construct has either been studied from the perspective of the general Internet user or governmental surveillance/mismanagement of user data. Additionally, the age group of 18-22 years that forms the target demographic for this study has not been studied exclusively and extensively by any researcher. This demographic comprises the most prolific users of the Internet who are also vulnerable to privacy threats online owing to their age and relative indiscretion in divulging personally identifying information online. The age group thus warrants attention of researchers. The present study therefore, aims to identify the level of awareness, privacy concerns and changes in communication behavior of college students owing to loss of privacy online.

2.5 Research Questions

RQ1: What is the level of awareness of Internet consumers?

RQ2: What are the privacy concerns of Internet consumers?

RQ3: What is the level of privacy loss suffered by Internet consumers?

RQ4: How strong are the privacy self- efficacy beliefs of users?

RQ5: What type of communication behavior takes place in Internet Consumers in the face of privacy loss?

2.6 Research Hypotheses

Based on the research gap identified from the existing literature, the following hypotheses were proposed:

H01: No significant relationship exists between level of awareness and change in communication behavior.

H^1: A significant relationship exists between level of awareness and change in communication behavior.

H02: No significant relationship exists between privacy loss and change in communication behavior.

H^2: A significant relationship exists between privacy loss and change in communication behavior.

H03: No significant relationship exists between privacy concerns and change in communication behavior.

H^3: A significant relationship exists between privacy concerns and change in communication behavior.

H04: No significant relationship exists between privacy self-efficacy beliefs and change in communication behavior.

H^4: A significant relationship exists between privacy self-efficacy beliefs and change in communication behavior.

H05: No significant relationship exists between gender and change in communication behavior.

H^5: A significant relationship exists between gender and change in communication behavior.

3. Research Design

The exploratory cum descriptive study was conducted with the aim of assessing the impact of privacy loss on online communication behavior of college students in Shimla city. The study was based on an empirical analysis of data collected from Internet users. Primary quantitative data was collected using the survey method and was analyzed using descriptive statistics with IBM SPSS 20.0. The primary data was collected using questionnaire. The secondary data was collected from sources like online libraries, books and previous research studies. Descriptive and inferential statistics were used for data analysis.

3.1 Population, Sample Size and Sampling Procedure

Undergraduate students from eight colleges of Shimla were selected for the study. Purposive sampling was used for selecting colleges to be included in the research. Purposive sampling was used to ensure that only those students were included in the study who were users of the Internet. The study was quantitative in nature and the data was collected by surveying 500 respondents aged between 18-22 years from eight colleges of Shimla. Purposive sampling was used for selecting the colleges as well. The eight colleges that were selected are the most prestigious colleges of Shimla city with the largest student population coming for different parts of the state. The sample size was kept roughly at 10 per cent of the total student population in the eight colleges.

The colleges included St. Bede's College, Rajiv Gandhi Govt. College, Centre of Excellence, Government College Sanjauli, University Institute of Information Technology HPU, University Institute of Legal Studies HPU, University College of Business Studies HPU, APG Shimla University and Rajakiya Kanya Maha Vidyalaya, Shimla. The approach adopted for the choice the sample was two pronged: the age group of the sample was determined keeping in mind their prolific Internet usage and their ability to discern the risks and benefits associated with navigating through cyberspace better than school students. Having said that, some of the respondents in this age group are relatively new users of the Internet which makes them vulnerable to privacy threats lurking all over the Internet. To minimize the variance, the sample was matched on age, qualification, language (English speaking), Internet usage patterns- the respondents must have an account on at least one social networking site, and/or must have divulged personally identifying information online at least once, and/or made a purchase

online using a debit/ credit card at least on one occasion, and/or surfed the internet for general search purposes. A sample size of 63 respondents each was drawn from the first six colleges and 61 respondents each from the last two respectively. The sample was a voluntary one.

3.2 Data Collection

A well-structured questionnaire was prepared to elicit data from the respondents. The questionnaire was concerned with people's comfort with information disclosure online, accuracy and extent of information disclosure, type of information disclosure (name, email, phone number, home address etc.), perceived risks of such disclosure, knowledge of privacy related issues, privacy concerns, perceived self-efficacy beliefs, perceived benefits of information disclosure, knowledge of privacy related issues, awareness about privacy threats and privacy protection measures taken in the wake of awareness of these threats. The questionnaire was circulated both online and offline. The questionnaire was framed keeping in mind three theories: Protection Motivation Theory, Social Cognitive theory and Social Contract theory, which served as the theoretical framework of the study.

3.3 Reliability and Validity of the Questionnaire

A pilot study was conducted to test the reliability and validity of the questionnaire. For this study data was collected from 50 respondents of eight colleges of Shimla by conducting a survey. The respondents were selected using convenience sampling. The collected data was tabulated and analyzed using IBM SPSS 20.0. Cronbach Alpha was calculated to measure the internal consistency between items in the scale and Pearson Correlation was calculated to measure the criterion validity.

To check the reliability of the measurement instrument, the Crohnbach's Alpha Test of reliability was conducted on the four constructs viz. Level of Awareness, Privacy Loss, Self-Efficacy Beliefs Privacy Concern and Change in Communication Behavior. The following table shows the values of Crohnbach's Alpha for each of the constructs.

Table 3.3.1 Reliability Statistics

Construct	Crohnbach's Alpha	No. of Items
Level of Awareness	.907	13
Privacy Loss	.874	13
Self -Efficacy Beliefs	.881	13
Privacy Concern	.810	6

As can be seen from the Table 3.6.1, the value of Crohnbach's Alpha is .907 for 13 items measuring Level of Awareness, .874 for the 13 items measuring Privacy Loss, .881 for the 13 items measuring Self Efficacy Beliefs, and .810 for the 6 items measuring privacy concern. This indicates that the items have relatively high internal

consistency. Gliem and Gliem (2003) state that the normal range for Cronbach's alpha reliability coefficient lies between 0 and 1. However, a lower limit to the coefficient does not actually exist. Thus, the proximity of Crohnbach's alpha coefficient to 1.0 indicates greater internal consistency of the items in the scale. The size of alpha is determined by both the number of items in the scale and the mean inter-item correlations. Based upon the formula $\_ = rk / [1 + (k -1)r]$ where k is the number of items considered and r is the mean of the inter-item correlations. Further, George and Mallery (2003) provide the following rules of thumb for reliability analysis with Crohnbach's alpha coefficient: "$\_ > .9$ – Excellent, $\_ > .8$ – Good, $\_ > .7$ – Acceptable, $\_ > .6$ – Questionable, $\_ > .5$ – Poor, and $\_ < .5$ – Unacceptable". The value of alpha coefficients in table 3.6.1 indicates that the measurement scale was highly reliable.

Content and construct validity of the scale was determined by discussion with experts from academia and industry.

Figure. Mind Map for Constructs and Sub-variables Affecting Understanding of Online Privacy among College Students
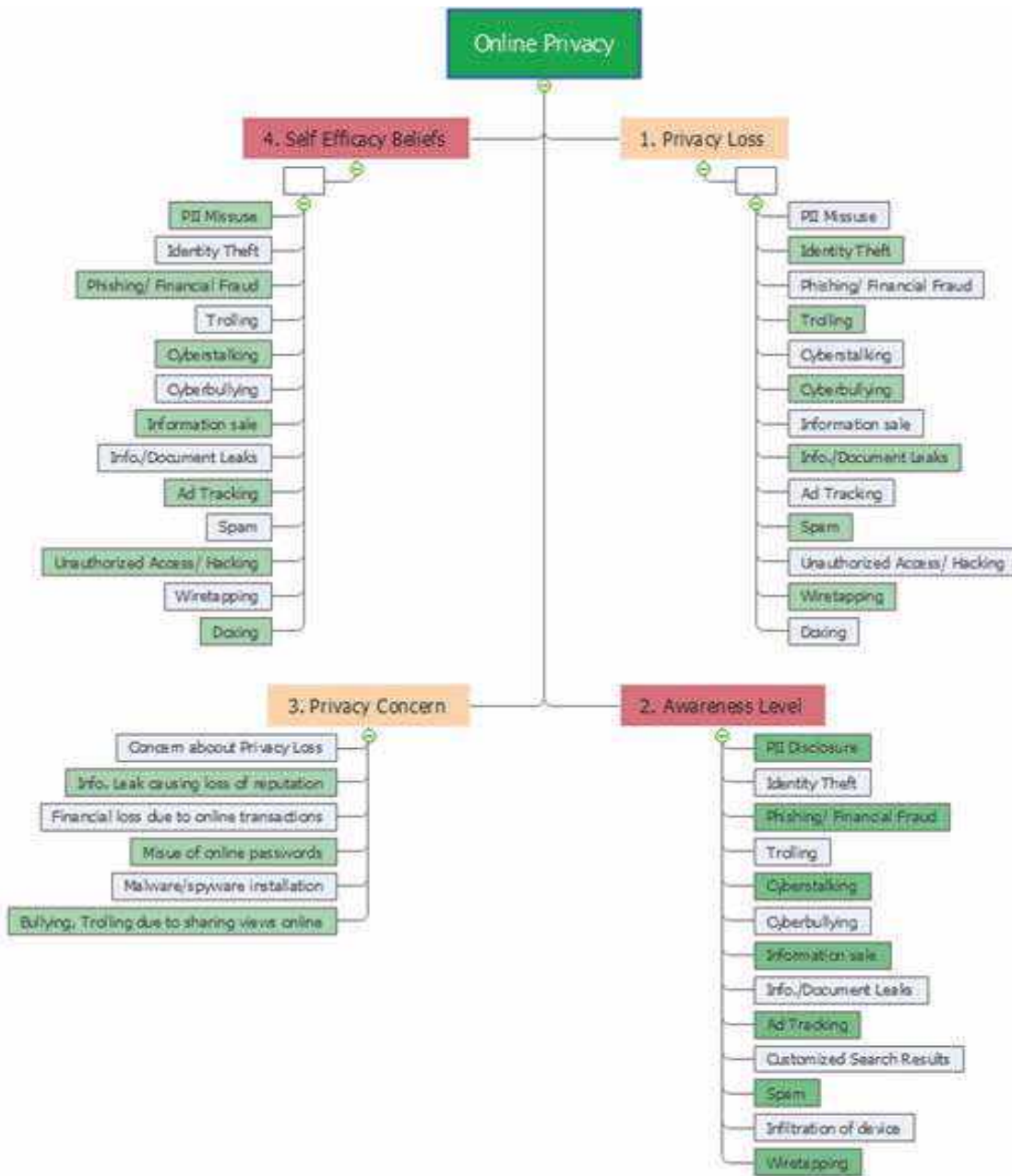
4.1 Awareness Level

Table 4.1.1 Level of Awareness

Awareness about:	Mean	St. Dev	%
PII storage	4.11	.795	82.12
Identity Theft	4.13	.835	86.28
Phishing/ Financial Fraud	4.34	.673	86.76
Trolling On Social Media	4.30	.954	85.96
Cyberstalking	4.30	.860	86.04
Cyberbullying	4.12	.955	82.32
Information Sale	3.58	1.138	71.52
Info. Document Leaks	3.72	1.176	74.44
Ad Tracking/ Customized Search Results	3.81	1.094	76.16
Customization Limiting Internet Exposure	3.67	1.099	73.36
Spam mails sent online	3.87	1.010	77.48
Infiltration Of Personal Devices	3.79	1.195	75.72
Wiretapping	3.17	1.279	63.36
Overall Level of Awareness	3.92	1.00	78.58

It can be seen from Table 4.1 the level of awareness about Personally Identifying Information (PII) such as name, email id, contact number etc. being stored by websites stands at 82.12%. Awareness level of online identity theft is 86.28%, of phishing and financial fraud occurring online is 86.76%, of trolling on social media: 85.96%, cyberstalking: 86.04%, cyberbullying: 82.32%, information sale: 71.52%, online information and documents leaks: 74.44%, ad tracking and customization of the Internet: 76.16%, customization limiting Internet exposure: 73.36%, spam emails received by users without signup: 77.48%, online corporations infiltrating personal devices to gather and store user data: 75.72% and awareness of wiretapping at 63.36%.

The table also indicates that respondents showed the greatest awareness about online financial frauds and phishing, M= 4.34 (SD= .673), followed by trolling on social media, M= 4.30 (SD= .954) and cyberstalking, M= 4.30 (SD=.860). Awareness about identity theft, M= 4.13 (SD= .835) was next followed by awareness about cyberbullying, M= 4.12 (SD=.955), PII storage, M= 4.11 (SD= .795), spam emails, M= 3.87 (SD= 1.010), ad tracking/customized search results, M= 3.81 (SD=

Table 4.1.2 Categorization of Level of Awareness

Category	Frequency	Percent (%)	Cumulative Percent
High	351	70.2	70.2
Low	149	29.8	100.0
Total	500	100.0	

Based on inferences drawn from Table 4.1.1, it can be seen in table 4.1.2 that 70.2% (N=351) users fall in the 'High Awareness' category whereas 29.8% (N=149) users fall in the 'Low Awareness' category. Section 4.1 answers RQ 1.

4.2 Privacy Concern

Table 4.2.1 Privacy Concern

Privacy Concern	Mean	St. Dev	%
Concern for Privacy Loss	4.17	.926	83.48
Worried about Info. leaks causing loss of reputation	4.06	1.004	81.16
Worried about online transactions causing loss of money	3.50	1.246	70
Worried saving password online would lead to misuse	4.02	1.048	80.16
Worried about malware/spyware installation	4.01	.746	75.2
Worried about sharing views online lead to trolling/bullying	3.76	1.240	75.84
Overall Privacy Concern	3.92	1.035	77.64

Table 4.2.1 indicates that respondents rated their concern for online privacy at 83.48%, M=4.17 (SD=.926), for online information leaks causing loss of reputation at 81.16%, M= 4.06 (SD= 1.004), concern for saving online passwords leading to misuse at 80.16%, M= 4.02 (SD= 1.048), concern for malware, spyware installation at 75.2% , M= 4.01(SD= 1.240), concern about trolling and bullying as a result of sharing views online at 75.84%, M= 3.76 (SD= 1.240) and concern for online transactions causing loss of money at 70%, M= 3.50 (SD= 1.246). Therefore, the table shows that while respondents are concerned about their overall privacy most, their concern for information leaks causing loss of reputation is also ranked high. On the other hand, respondents show the least concern for financial loss due to online transactions. Section 4.2 answers RQ2.

The table indicates that the overall level of privacy concern can be pegged at 77.64%, M=3.92 (SD= 1.035). On the basis of the mean obtained, two categories of privacy concern of the respondents were created with respondents having a mean value of 3.92 and below falling in the 'Low Concern' category and all other respondents have mean score above 3.92 falling in the 'High Concern' category.

Table 4.2.2 Categorization of Privacy Concern

Category	Frequency	Percent (%)	Cumulative Percent
High	271	54.2	54.2
Low	229	45.8	100.0
Total	500	100.0	

Based on inferences drawn from Table 4.2.1, it can be seen in table 4.2.2 that 54.2% (N=271) users fall in the 'High Concern' category whereas 45.8% (N=229) users fall in the 'Low Concern' category.

4.3 Privacy Loss

Table 4.3.1 indicates the different types of privacy loss suffered by the respondents while navigating through cyberspace. Respondents said that 53.32% of the times they have been victims of unfair use of Personally Identifying Information, 47.4% times they have suffered identity theft, followed by phishing/ financial fraud at 47.24%, trolling on social media at 54.52%, cyberstalking at 56.6%, cyberbullying at 54.64%, information and document leaks at 55.48%, information sale to third parties at 65.6%, ad tracking at 71.24%, spam emails at 76.2%, computer hacking at 62.12%, online wiretapping at 53.24% and doxing at 47.16%. The total privacy loss on all the factors listed stood at 57.03%.

It can be seen in Table 4.3.1 that out of all the different types of privacy threats users encounter online, spam emails are at the top of the list, M= 3.81 (SD= 1.126) followed by Ad tracking, M= 3.56 (SD= 1.207), information sale to third parties, M= 3.28 (SD= 1.262), computer hacking, M= 3.11 (SD= 1.321), cyberstalking, M= 2.83 (SD= 1.287), trolling on social media, M= 2.83 (SD= 1.224), information/ documents leaks, M=2.77 (SD= 1.239), online wiretapping, M= 2.69 (SD= 1.010), unfair use of PII, M= 2.67 (SD= 1.339), cyberbullying, M= 2.53 (SD= 1.195), identity theft, M=2.37 (SD= 1.212), phishing/ financial fraud, M= 2.36 (SD= 1.275), doxing, M= 2.36 (SD = 1.010). On the basis of the mean obtained, two categories of privacy loss suffered by respondents were created with respondents having a mean value of 2.85 and below falling in the 'Low Privacy Loss' category and all other respondents have mean score above 2.85 falling in the 'High Privacy Loss' category.

Table 4.3.1 Types of Privacy Loss

Type of Privacy Loss	Mean	St. Dev	%
Unfair Use of PII	2.67	1.339	53.32
Identity Theft	2.37	1.212	47.4
Phishing/ Financial Fraud	2.36	1.275	47.24
Trolling On Social Media	2.73	1.224	54.52
Cyberstalking	2.83	1.287	56.6
Cyberbullying	2.53	1.195	50.64
Information/Document Leaks	2.77	1.239	55.48
Information Sale to Third Parties	3.28	1.262	65.6
Ad Tracking	3.56	1.207	71.24
Spam mails	3.81	1.126	76.2
Computer hacking	3.11	1.321	62.12
Online Wiretapping	2.69	1.101	53.84
Doxing	2.36	1.010	47.16
Overall Privacy Loss	2.85	1.22	57.03

Table 4.3.2 Categorization of Privacy Loss

Category	Frequency	Percent (%)	Cumulative Percent
High	74	14.8	14.8
Low	426	85.2	100.0
Total	500	100.0	

Based on inferences drawn from Table 4.3.1, it can be seen in table 4.3.2 that only 14.8 % (N=74) of the users fall in the 'High Privacy Loss' category whereas 85.2% (N= 426) users fall in the 'Low Privacy Loss' category. This implies that only 74 out of the total 500 respondents admitted to have suffered privacy loss online. Section 4.3 answers RQ3.

4.4 Privacy Self-Efficacy Beliefs

Table 4.4.1 shows the privacy self-efficacy beliefs of users. Respondents pegged their self-efficacy beliefs about protecting themselves from misuse of personally identifying information at 59.16%, about identity theft at 63.2%, phishing/financial fraud at 65.96%, trolling on social media at 60.6%, cyberstalking at 54.44%, cyberbullying at 62.28%, information sale to third parties at 60.72%, information and document leaks at 52.08%, ad-tracking and customization of search results at 58.08%, customization limiting Internet exposure at 57.28%, spam emails at 61.76%, infiltration of personal devices/hacking/ unauthorized access at 57.52% and online wiretapping at 55.08%. Respondents' total self - efficacy beliefs can be pegged at 59.06%

It can be seen from Table 4.9.1 that users feel most confident about protecting themselves from phishing/financial fraud, M= 3.30 (SD= 1.103), identity

theft, M= 3.16 (SD= 1.064), followed by cyberbullying, M= 3.11 (SD= 1.246), spam emails, M= 3.09 (SD= 1.311), information sale to third parties, M= 3.04 (SD= 1.148), misuse of personally identifying information, M= 2.96 (SD= 1.091), ad tracking/ customized search results, M= 2.90 (SD= 1.083), infiltration of personal devices/ hacking/ unauthorized access, M= 2.88 (SD= 1.031), customization limiting Internet exposure, M= 2.86 (SD= 1.147), online wiretapping, M= 2.75, (SD= 1.166), cyberstalking, M = 2.72 (SD= 1.246), information and document leaks, M= 2.60 (SD= 1.130). On the basis of the mean obtained, two categories of self-efficacy beliefs of respondents were created with respondents having a mean value of 2.95 and below falling in the 'Low Self Efficacy Beliefs' category and all other respondents have mean score above 2.95 falling in the 'High Self Efficacy Beliefs' category.

Table 4.4.1 Privacy Self- Efficacy Beliefs

Privacy Self-Efficacy Beliefs	Mean	St. Dev	%
Misuse of PII	2.96	1.091	59.16
Identity Theft	3.16	1.064	63.2
Phishing/ Financial Fraud	3.30	1.103	65.96
Trolling On Social Media	3.01	1.255	60.16
Cyberstalking	2.72	1.246	54.44
Cyberbullying	3.11	1.246	62.28
Information Sale to Third Parties	3.04	1.148	60.72
Information/Document Leaks	2.60	1.130	52.08
Ad Tracking/ Customized Search Results	2.90	1.083	58.08
Customization Limiting Internet Exposure	2.86	1.147	57.28
Spam mails	3.09	1.311	61.76
Infiltration Of Personal Devices /Hacking/ Unauthorized Access	2.88	1.031	57.52
Online Wiretapping	2.75	1.166	55.08
Overall Privacy Self -Efficacy Beliefs	2.95	1.155	59.06

Table 4.4.2 Categorization of Privacy Self- Efficacy Beliefs

Category	Frequency	Percent (%)	Cumulative Percent
High	271	54.2	54.2
Low	229	45.8	100.0
Total	500	100.0	

Based on inferences drawn from Table 4.9.1, it can be seen in table 4.9.2 that 54.2% (N= 271) users fall in the 'High Self-Efficacy Beliefs' category whereas 45.8% (N= 229) users fall in the 'Low Self- Efficacy Beliefs' category. This implies that majority of users feel confident of being able to protect themselves from online privacy threats.

Sections 4.4.1 and 4.4.2 taken together answer RQ3. The overall self- efficacy beliefs of respondents stand at approximately 60 percent with nearly 54 percent of the respondents falling in high privacy self-efficacy beliefs category.

4.5 Change in Communication Behavior

Table 4.5.1 shows change in communication behavior of Internet consumers in the wake of awareness about privacy issues. It can be seen from the table that the change in communication behavior for various categories of privacy risks was pegged at: provided fictitious email ids to protect privacy: 69.68%, been cautious about sharing photos and PII because of identity theft: 76.96%, refrained from sharing Aadhar details, passwords and bank account details: 81%, refrained from sharing actual views on social media due to fear of backlash and trolling: 63.84%, refrained from sharing Important documents/ photos via for fear of cyberstalking /cyberbullying or leaks/ misuse: 65.48%, used Facebook/ Twitter selectively because of knowledge of privacy threats: 65.52 %,

installed antivirus to keep device safe: 73.52%, removed themselves from mailing lists (spam): 70.48%, deleted data from Cloud: 69.52%, Change password regularly to avoid misuse: 69.28%, made changes to privacy settings to protect privacy: 77.96%. The total change in communication behavior is 71.20%.

It can be observed from the table that out of the different measures taken by respondents to protect privacy in the wake of awareness about privacy threats, refusing to share Aadhar details, passwords and bank details online tops the list with a mean score of 4.05 (SD= .944) followed by making changes to privacy settings, M =3.90 (SD= 1.082), exercising caution while sharing photos

Table 4.5.1 Change in Communication Behavior

Change In Communication Behavior	Mean	St. Dev	%
Provided fictitious email to protect privacy	3.48	1.064	69.68
Cautious to share Photos PII due to Identity Theft	3.85	.944	76.96
Refrained from sharing Aadhar details passwords and bank account details	4.05	.945	81
Refrained from sharing actual views on social media platforms for fear of backlash and trolling	3.19	1.170	63.84
Refrained from sharing Important documents/ photos via for fear of cyberstalking /cyberbullying or leaks/ misuse.	3.27	1.177	65.48
Used Facebook/ Twitter selectively because of knowledge of privacy threats	3.28	1.084	65.52
Installed antivirus to keep device safe	3.68	1.191	73.52
Removed yourself from unwanted mailing lists (spam)	3.52	1.187	70.48
Deleted data from Cloud	3.48	1.180	69.52
Change password regularly to avoid misuse	3.46	1.270	69.28
Made changes to privacy settings to protect privacy	3.90	1.082	77.96
Overall Change in Communication Behavior	3.56	1.118	71.20

and personally identifying information to avoid identity theft, M= 3.85 (SD = .944), installing antivirus to keep devices safe, M= 3.68 (SD= 1.191), removing oneself from unwanted mailing lists, M= providing fictitious email id to protect privacy, M= 3.48 (SD= 1.064), deleting data from cloud, M= 3.48 (SD= 1.180), changing passwords regularly to avoid misuse, M= 3.46 (SD= 1.270), selective use of Facebook/ Twitter because of knowledge of privacy threats, M= 3.28 (SD= 1.082), refraining from sharing important documents/ photos via for fear of cyberstalking /cyberbullying or leaks/ misuse,

M= 3.27 (SD= 1.177) and finally refraining from sharing actual views on social media platforms for fear of backlash and trolling, M = 3.19 (SD= 1.170).

On the basis of the mean obtained, two categories of change in communication behavior of respondents were created with respondents having a mean value of 3.56 and below falling in the 'Low change in behavior' category and all other respondents have mean score above 3.56 falling in the 'High change in behavior' category. Section 4.5.1 answers RQ5.

Table 4.5.2 Categorization of Change in Communication Behavior

Category	Frequency	Percent (%)	Cumulative Percent
High	263	52.6	52.6
Low	237	47.4	100.0
Total	500	100.0	

Based on inferences drawn from Table 4.5.1, it can be seen in table 4.5.2 that 52.6% (N=263) users fall in the 'High change in behavior' category whereas 47.4% (N=237) users fall in the 'Low change in behavior' category.

4.6 Regression Analysis

Table 4.6.1 Variables Entered/Removed a

Model	Variables Entered	Variables Removed	Method
1	Level Of Awareness, Privacy Loss, Privacy Self -Efficacy, Privacy Concern [b]		Enter

a.   Dependent Variable: Change in Communication Behavior
b.   All requested variables Entered

Table 4.6.1 indicates that Multiple Regression was performed using the Enter method where Change in Communication Behavior is the dependent variable and level of awareness, privacy loss, self-efficacy beliefs and privacy concern are independent variables.

Table 4.6.2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765[a]	.680	.642	.45932

a. Predictors: (Constant), Privacy Self-Efficacy, Level of Awareness, Privacy Loss, Privacy Concern

From table 4.6.2 it is observed that coefficient of Multiple Determination (R) has a value of .765 which implies that 76.5% change in the dependent variable – change in communication behavior is taking place because of the four independent variables- level of awareness, privacy loss, privacy self-efficacy beliefs and privacy concern. The values of both R Square: 0.680 and Adjusted R Square: 0.642, are greater than 0.5 which suggests that there is a strong relationship between the dependent variable- change in communication behavior and independent variables- level of awareness, privacy loss, privacy self-efficacy beliefs and privacy concern.

Table 4.6.3 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.023	4	5.756	27.282	.000[b]
	Residual	104.431	495	.211		
	Total	127.454	499			

a. Dependent variable: Change in Communication Behavior

b. Predictors: (Constant), Privacy Self-Efficacy, Level of Awareness, Privacy Loss, Privacy Concern

$H_{0\beta} = 0$ (No relationship)

$H_{1\beta} \neq 0$ (Strong relationship)

$\alpha = 0.05$

From Table 4.6.3 we can see that an Overall Test of Significance (OTS) was done which revealed a p value (0.000) which is less than $\alpha = 0.05$. This suggests that the alternate hypotheses are accepted which implies that the Overall Test of Significance is getting approved.

Table 4.7.4 Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	B	Unstandardized Coefficients		Tolerance	VIF
(Constant)	1.917	.206		9.309	.000		
Level of Awareness	.287	.031	.399	9.416	.000	.923	1.083
Privacy Loss	.101	.029	.154	3.545	.000	.882	1.134
Privacy Concern	.040	.034	.053	1.179	.239	.827	1.209
Privacy Self-Efficacy	.024	.032	.235	.741	.001	.754	1.326

a. Dependent Variable: Change in Communication Behavior

In Table 4.7.4 from the standardized β coefficient it can be inferred that Level of Awareness (p = 0.000), Privacy Loss (p = 0.000) & privacy self-efficacy (p = 0.001) are the independent variables which are significant in contributing to change in communication behavior. Here, the alternate hypotheses H^1, H^2 and H^4 are accepted.

From the standardized β coefficient it is also observed that 39.9% change in communication behavior is a result of Level of Awareness, 15.4% is because of privacy loss and 23.5 % is because of privacy self-efficacy beliefs. However, from the Coefficients Table 4.7.4, it is also observed that for privacy concern (p= 0.238), the p value is greater than $\alpha = 0.05$, hence the Null hypothesis H03 is getting confirmed i.e. there is no significant relationship between the dependent variable- change in communication behavior and the independent variable- privacy concern.

From the above discussion it can be concluded that the following alternate hypotheses have been confirmed:

H^1: A significant relationship exists between level of awareness and change in communication behavior

H^2: A significant relationship exists between privacy loss and change in communication behavior

H^4: A significant relationship exists between privacy self-efficacy beliefs and change in communication behavior;

And the following Null hypothesis has been confirmed:

H03: No significant relationship exists between privacy concerns and change in communication behavior.

In addition, the Variable Inflation Factor (VIF) of all the independent variables is below 10. This implies that there is no multicollinearity between the independent variables and they only produce significant change in the dependent variable and not in each other.

4.8 Gender and Change in Communication Behavior

Table 4.8.1 Gender-wise distribution of sample

Gender	Frequency	Percent	Cumulative Percent
Female	273	54.6	54.6
Male	227	45.4	100.0
Total	500	100.0	

Table 4.8.1 shows that of the total 500 respondents 54.6 % (N= 273) were females and 45.4 % (N= 227) were males.

Table 4.8.2 Descriptives for Gender-wise Change in Communication Behavior

Gender	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Female	273	3.5744	.49827	.03016	3.5151	3.6338	2.73	4.73
Male	227	3.5431	.51440	.03414	3.4758	3.6103	2.73	4.73
Total	500	3.5602	.50539	.02260	3.5158	3.6046	2.73	4.73

From table 4.8.2 it is observed that the mean for change in communication behavior for males is 3.54 and for females is 3.57. This shows that change in communication behavior is same across gender.

Table 4.8.3 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.122	1	.122	.477	.490
Within Groups	127.332	498	.256		
Total	127.454	499			

From the ANOVA table 4.8.3 it can be seen that the p value is .490 which is greater than $\alpha = 0.05$. Null hypothesis is thus confirmed which implies that change in communication behavior is same across gender and there is no significant difference in change in communication behavior between males and females.

Thus, the following null hypothesis has been confirmed:

H05: No significant relationship exists between gender and change in communication behavior.

5. Discussion

For the constructs Awareness Level, Self-Efficacy Beliefs and Privacy Loss, sub-variables namely cyber stalking, cyber bullying, identity theft, ad tracking, information/document leaks, spam emails, trolling, financial fraud, wiretapping, phishing, customization of the Internet and doxing were identified; whereas the construct of Privacy Concerns was measured with user concerns such as information leak causing loss of reputation, financial loss due to fraudulent online transactions, malware/spyware installation and bullying and trolling as a result of online sharing of views. The sub-variables for each construct were identified through review of literature, and the same were also validated by experts from industry and academia.

The analysis done to determine the level of awareness of privacy issues among Internet consumers, which was the first objective of the study, revealed that the respondents displayed a very high level of awareness when it came to online privacy issues and a whopping 70 per cent of the respondents fell in the high awareness category. It was also observed that in terms of awareness level, financial frauds, trolling, cyberstalking and identity theft were placed on the top of the list whereas the respondents showed minimum awareness about customization of the internet leading to limited Internet exposure, information sale to third parties and online wiretapping.

The probe into the second objective of the study which was to analyze the privacy concerns of Internet consumers, showed that users displayed high level of concern for their privacy online and approximately 54 per cent of the users fell in the high concern category for online privacy. Users were found to be very concerned about loss of reputation due to information leaks, misuse of saved passwords, installation of spyware and malware, online trolling and bullying, and financial loss due to online fraud. It was observed that loss of reputation due to information leaks was regarded as the top concern whereas online financial frauds concerned college students the least. It can therefore, be inferred that due to high awareness of online financial frauds, users are less concerned about falling victim to such fraudulent activities online.

The third objective of the study was to analyze the impact of privacy loss on communication behavior of Internet consumers in the wake of awareness about privacy issues. Spam emails, ad tracking, information sale to third parties and computer hacking were the commonly suffered types of privacy loss by the respondents whereas cyberbullying, identity theft, phishing/financial fraud and doxing occurred less frequently.

The study also revealed that awareness of privacy issues led to a high change in communication behavior which was pegged at 71 per cent approximately. Majority of respondents: refrained from sharing identity proofs such as Aadhar, passport information, bank details and passwords online, made changes to their privacy settings, were more cautious about sharing photos, personally identifying information and installed antiviruses to stay safe online. Protective communication behaviors such as selective use of social networking sites(SNS), refraining from sharing important documents and actual views on SNS out of fear of backlash were less common.

The Internet is used by consumers for a variety of reasons. These include surfing, emailing, downloading, entertainment, chatting, calling, accessing social networking sites, reading blogs, news and getting information. There are also a variety of motivations behind Internet use which include free services offered by internet companies such as free trials of video/ audio streaming services, free music/ software downloads, personalized search results for ease of navigation and exemption from logging in to save time. Of these, consumers accord the highest importance to free downloads of music, videos and software. In the study it was observed that a significant number of respondents said they would readily exchange their personally identifying information for advantages offered in terms of free services. Majority of respondents admitted to having interacted with complete strangers online and not reading the privacy policies of websites before granting permissions.

The study also pointed out that users disclosed information such as name, personal email id, date of birth, location, and their resumes more readily than their contact number, permanent address, credit/debit card information, Aadhar/Pan numbers, intimate experiences and family information.

The overall self-efficacy beliefs of consumers were found to be nearly 60 per cent with approximately 54 per cent of the respondents falling in the high self- efficacy beliefs category. The study showed that users displayed high self-efficacy beliefs about protecting themselves from online financial fraud, identity theft and cyber bullying while they were relatively less confident about protecting themselves from customization of the Internet thereby limiting their Internet exposure, online wiretapping, cyberstalking and information and document leaks. It can be inferred that the self- efficacy beliefs of the users accounted for lower change in communication behavior and prevention of adoption of privacy protection behaviors.

6. Conclusions

To conclude, the study revealed through the application of multiple regression that level of awareness, privacy loss and privacy self- efficacy beliefs contribute significantly to changing online communication behavior of users. Interestingly, even though online privacy concerns of consumers were found to be high, they did not contribute significantly to changing their online communication behavior. Most previous studies in the western world, barring a few, have regarded online privacy concern as a central component to impacting communication behavior of consumers. This implies that Indian consumers- college students in this case, are significantly different from their counterparts in other parts of the world in regard to their approach to online privacy.

To sum up, in this case privacy concerns do not always translate into privacy protection behaviors. Internet users are continually confronted with the unequal bargain of having to divulge more and more information about themselves thereby compromising their online privacy in return for customized products and services. However, contrary to the privacy concerns expressed by the users,

their actions in no way reflect their concerns and it is seen that consumers usually lack caution in giving up personal information online. (Norberg, Horne and Horne 2007, pp. 100-126)

Additionally, the study revealed that even though the overall online privacy loss suffered by respondents stood at 57 per cent, only a meagerly 74 out of the total 500 respondents admitted to having suffered significant privacy loss online. This despite the fact that it is common knowledge that all users of the Internet at least suffer one kind of privacy loss namely spam emails on a daily basis. It was also seen that nearly 53 per cent of the respondents reported high change in communication behavior. This implies that despite having a superficial knowledge/awareness of the types of privacy loss, consumers are rarely ever completely aware of online loss of privacy actually suffered by them. The results of the study indicate that in the face of a correct understanding of the magnitude and quantum of privacy loss, the change in communication behavior could possibly have been much higher than the present study shows. This is also the unique contribution of the present research study.

We live in a world where we are incentivized for giving up our privacy. Given the present situation, where the world has been forced to go completely online due to COVID-19 pandemic, the future of education as well as business appears to be strictly governed by unsaid rules of the virtual space. The Internet is a vast ocean that is nearly impossible to regulate. We must therefore, be equipped with the tools to protect us and our children from the many dangers that lurk online. Towards this end, the researcher advocates making online privacy literacy a mandatory part of school and college curricula by introducing compulsory courses on the importance of Online Privacy.

7. Suggestions for Further Research

The present research may be regarded as limited in scope as it studies a specific demographic in a specific area. The study concerns itself with college students of Shimla city. The researcher therefore, recommends conducting a study on online privacy with a more inclusive population and different area of study to better understand the impact of awareness level and privacy loss on communication behavior. Shimla is a small city and may not be representative of the population in bigger metropolitan cities as well as that of rural areas. A comparative study of populations in urban and rural areas is also proposed.

The study also points to the peculiarity of the Indian consumers who despite having high levels of privacy concerns do not act on them and despite showing awareness of certain privacy threats do not understand them and their repercussions in entirety. Therefore, future studies may delve into these two phenomena in detail, so as to understand the motivations behind compromising our privacy despite being concerned and to explore the

various dimensions and depths of awareness level. Differences between online communication behavior (and factors contributing to it) of Indian consumers as opposed to their western counterparts may also be studied by future researchers.

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Media Framing of Protest and Its Effects on Attitudes: A Study of Rural Indian Audience in Sub-Cultural Context

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ABSTRACT

The success of democratic forms of protests depends upon their ability to garner popular support and the media has a significant role in shaping public perception of events, however, audiences may not always interpret media statements at face value. The authors of this study argue that media coverage of protests adheres closely to the protest paradigm, while emphasizing the significant role played by audiences in the reception of these media messages. This study employs reception theory as a framework to examine the ways in which rural media audiences engage in multiple readings of media messages, often diverging from the intended meaning of the message creators. The study examines the reception of media discourses focusing on their acceptance, negotiation, or rejection of these discourses. Specifically, it investigates the extent to which these audiences reproduce the dominant ideas initially propagated by the media. Using In-depth interviews, the study provides evidence that the perception of media messages by viewers is significantly influenced by their socio-cultural background, encompassing factors such as attitudes, community consensus, and political views and ideologies.

Keywords: Farmers protest, Reception Analysis, Media Coverage, Protest Paradigm, Protests in India

1. Introduction

In India, approximately half of India's population is dependent upon agriculture as their source of livelihood. The farmers' protests of 2020-21 have been called "the Indian farmer's winter of discontent" becoming the largest protest gathering in decades. (Narayanan, 2021) November 2020 onwards, thousands of farmers camped out on the highways leading to capital Delhi and blocking the entrances to capital city. The protests started as a response to three farm laws passed by the Indian parliament, Farmers wanted the Union government to withdraw the three legislations and guarantee the Minimum Support Price (MSP) for their crops by introducing a new law. (Bhatia, 2021) The protesters stayed put at the protest sites for more than a year till the farm laws were finally repealed by the government on November 19, 2021. (Ellis-Peterson, 2021)

In democratic societies, protests are considered a legitimate way for citizens to voice their opinions, and put their demands forward. The acceptance or rejection of the demands of protesters is conditional upon the level of public support that these protesters are able to amass. Public support plays an indirect role in influencing political dynamics. In order for the protests to be successful, it is imperative that they garner public support for their cause. The level of public support determines the extent to which the protesters' demands are taken seriously by political actors. (Wouters, 2019)

This is when the role of the media in shaping the nature and extent of protest movements becomes of significant importance. The perception and portrayal of a demonstration by mass media significantly influences the level of public support such protests can amass, thereby significantly influencing their outcome. The relationship between media and protest movements is characterized by interdependence. Protesters want media attention for many objectives, such as facilitating mobilization, validating their cause, and expanding the reach of their movement. (Gamson & Wolfsfeld, 1993; Tresch & Fischer, 2015)

Researchers have conducted analyses of news coverage pertaining to protest movements, leading to the identification of numerous trends within the media's portrayal of such events. The set of patterns in question has been commonly denoted as the "protest paradigm" in academic discourse. (Mourão, 2019) As per protest paradigm, news media's presentation of collective action campaigns can potentially undermine their legitimacy. The field of journalism is influenced by established conventions and regular practices, producing narratives that support and sustain the prevailing societal order. These conventions and practices tend to undermine any attempts to challenge the status quo, particularly those arising from protests. (Brown & Mourão, 2021)

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Nevertheless, the extent to which the media coverage contributes to the support or rejection of a protest remains inadequately explored in existing studies. This study examines the extent to which media coverage influence the formation of audience attitudes towards a protest movement. Additionally, this study seeks to answer how do these impacts interact with the audience's pre-existing predispositions towards protests, their socio-cultural background, and their established political preferences. This study seeks to address the existing research gap by examining the impact of news coverage of protests on audiences, with a specific focus on protests involving a significant socio-economic demographic, such as the farmers' movement in India.

2. Review of Literature

2.1 Protest Paradigm

McLeod and Hertog (as cited in Trivundža & Brlek, 2017) have claimed that the protest movement's significant issues are often downplayed by the mainstream media, which frequently prioritizes conflict and violence in its coverage. Additionally, there is an attempt to marginalize the protestors by the portrayal of them as societal outcasts who deviate from the norm.

Research on the protest paradigm has revealed that the media tends to employ negative frames when portraying protest movements to their audiences. This is characterized by an emphasis on spectacle, violence, and conflict, as well as a preference for official sources and other delegitimizing strategies. Consequently, the core demands and issues raised by the protesters often become marginalized or overshadowed. (Mourão, 2019)

Researchers have identified how media narratives use marginalization mechanisms, including creating a "dichotomy of good protester/bad protester" and "legitimate protest and law breaking" (Muncie, 2020) The legitimacy of police intervention is justified due to the presence of a criminal threat. The individuals participating in protests can be classified as individuals engaging in criminal behavior, and the level of harm posed by these individuals is both substantial and progressively escalating. Law enforcement agencies are shown as facing a significant level of hostility and aggression. (Bonner & Dammert, 2021)

The media employs various frames, one of which is the Circus frame involving the presentation of protests as spectacles, resembling a carnival or highlighting them as unusual or deviant occurrences. Another is confrontation frame characterized by emphasis on the struggle between protestors and police and the riot frame involving a conflict between protestors and society including references to

incidents of looting, violence and their engagement in activities that violate the law. Official statements are highlighted, stressing the perception that protestors pose a threat or challenge societal norms. (Mourão, 2019)

Dardis (2006) has created a typology including various forms of marginalization mechanisms, with particular attention given to (a)placing emphasis on the physical appearance or cognitive abilities of the protestors. (d) directing attention towards the recreational pursuits of the demonstrators, when the focus should be on highlighting significant societal matters. (e) a lack of intellectual capacity among demonstrators to fully grasp the underlying issues at stake. .(f) focusing mostly on the most striking elements and notable occurrences of protest, including both theatrical spectacles and the presence of renowned individuals and dignitaries. (g) incorporating counter-protests into the narrative and suggesting that there is not unanimous support for the demonstrators. (h)doing historical comparison: comparing the current group of protesters with groups of the past. (Dardis, 2006)

In recent years, there has been a noticeable increase in the significance of new media. This development has been viewed with a certain degree of optimism, particularly in relation to the idea of digital democracy. There is a belief that the emergence of phenomena such as the "mobile," "wiki," or "Facebook revolutions" holds promise for facilitating greater citizen engagement and participation. (Pajnik et al., 2020) Studies that have examined protest coverage in digital context have found that new media and social media coverage of protests have deviated from the protest paradigm. (Harlow, 2019; Harlow & Johnson, 2011)

The scholarly discourse around the protests in India exhibits a varied perspective on the protest paradigm. The researchers observed that the news media in India exhibited a deviation from the conventional protest paradigm in their interpretation of the Anna movement. The media portrayal of that particular movement was predominantly favorable. (Shahin et al., 2016) Nevertheless, an alternative investigation conducted by another scholar regarding student protests in India revealed that the media consistently utilized frames that undermined the legitimacy of the protestors and portrayed them in a negative light. (Chattarji, 2019)

2.2. Theoretical framework

The way in which media coverage can impact audiences' attitudes towards a protest movement depends upon the viewer position and how the media messages are decoded by the audiences. As per Stuart Hall, the audience can deconstruct a media message and then reconstruct it in a

completely alternative frame of reference based on their viewer position. This viewer position can be assumed because the text is considered polysomic: having more than one meaning. (Hall, 1980)

TV message is considered a complex sign in which a dominant reading has been inscribed, but it has the possibility of creating a different meaning if decoded in a different way. This approach is different from the media effects paradigm; effects take place only when the text has been decoded. If the text has been decoded in a different way, the effect will be completely different. (Brunsdon & Morley, 2005)

The impact of news coverage of protests can be influenced by preexisting attitudes, knowledge, and exposure to media content, thereby amplifying or mitigating its impacts. (McLeod & Detenber, 1999) Individuals have the ability to employ their knowledge in order to selectively embrace, disregard, and reinterpret the dominant frameworks presented by the media. (Neuman et al., 1992)

David Morley has categorized audiences "not as an atomized mass of individuals, but as a number of sub-cultural formations or groupings of 'members' who will, as members of those groups, share a cultural orientation towards decoding messages in particular ways."(Brunsdon & Morley, 2005, pp. 134–135) and whose readings will depend on their cultural background and their position in the social structure.

Another study found that individuals' preexisting attitudes about protests were more influential in shaping their judgments about the protest, compared to their exposure to mainstream media coverage of the campaign. (Arpan et al., 2006)

The impact of news coverage of protests may be influenced by individuals' prior experiences with the groups and topics discussed within it. Scholars have noted that the impact of the media has a greater impact in matters that individuals lack direct engagement or personal experience with. (Ball-Rokeach & DeFleur, 1976)

Lang and Lang (as cited in McLeod & Detenber, 1999) have demonstrated that issues can be categorized on a continuum that involves a threshold. Low-threshold concerns refer to matters that individuals can directly see in their everyday experiences, while high-threshold issues pertain to matters that are acquired indirectly, such as through exposure to media messaging. The media's influence is expected to be most pronounced on high-threshold topics, when individuals lack the means to independently verify the facts presented in media messages.

3. Objectives of the Study:

The overall aim of this study is to understand how the media coverage of protests can affect attitudes of audiences towards those protests. For this purpose, this study has the following objectives:

- To analyze how the television media has covered farmers' protests.

- To understand how the rural media audiences' attitudes towards farmers' protests were shaped by television news.

4. Research Questions

RQ1: What frames are employed in the media coverage of the 2021 farmers' protest in India?

RQ2: How does the rural media audience decode the TV news coverage of farmers' protest?

RQ3: What are the dominant, negotiated and oppositional audience readings of the most predominantly used media frames?

RQ4: How do the audiences' existing attitudes and their subcultural settings affect their readings of the media content?

5. Research Methodology

The method of content analysis was employed to examine the television news coverage provided by Hindi news networks. The research employed a multistage sampling technique. The selection of the three most popular Hindi news stations was based on the criterion of their YouTube subscribers. The aforementioned channels encompassed AajTak, ABP News, and Zee News.

 Once the content sources were chosen, the time range for analysis was determined. To fulfill this objective, a composite week was devised, wherein a single day was chosen from each week over a span of seven weeks. The chosen time frame encompassed the months of January and February 2021, during which the farmers' protest reached its zenith. The time period chosen consisted of four weeks in January and the initial three weeks in February. The days of the week that were chosen include Sunday from the first week, Monday from the second week, Tuesday from the third week, Wednesday from the fourth week, Thursday from the fifth week, Friday from the sixth week, and Saturday from the seventh week.

The corresponding dates were: January 3, January 11, January 19, January 27, February 4, February 12, February 20 of the year 2021. In order to conduct an analysis, the unit of analysis chosen was a video story. The video stories were sourced from the YouTube channels of television networks, and were obtained through the

utilization of Google's sophisticated search tools, which were configured to limit results inside a specific custom date period. The usual time duration of these video stories ranged from 3-10 minutes.

For the purpose of coding data, a mixed coding approach was used. A priori coding scheme based on Semetko and Valkenburg (2000) was used, in which they used 20 framing items to identify five frames: Attribution of responsibility, human interest frame, conflict frame, morality frame and economic frame. (Semetko & Valkenburg, 2000).

Other categories were also added so as to adapt this coding scheme as per protest paradigm which included ignorance frame, carnival and freak show frame (Taylor & Gunby, 2016) violence frame and political consequences frame (Boykoff, 2006) Another category for sources used was also added as it has been considered a major delegitimization device in protest paradigm. (Mourão, 2019)

After a preliminary examination of data, it was realized that the Indian media is focused on foreign conspiracy behind these protests and how the protesters are playing politics and have become political actors. So playing politics and foreign conspiracy frames were also added.

For the purpose of analyzing how the audience decodes the media messages, In-depth interviews were selected as the method of study. They were conducted using a semi-structured approach. The method provided detailed responses to identify the specific way people look at media content.

The farmers' demonstrations exhibited their most significant influence among the states of Punjab, Haryana, and western Uttar Pradesh. Nevertheless, the viewership of Hindi news networks in Punjab is restricted due to the dominance of the Punjabi language. So, Haryana was chosen for this study. For the purpose of data collection, two villages in Haryana were selected.

The first village was Ratera in the district of Bhiwani. It is located approximately 38 km from the district headquarters of Bhiwani The village has a population of 5572 people as per 2011 census data, the majority of whom are Thakurs, Scheduled Castes and Punjabis. The second village selected was Muzadpur in Hisar district. Muzadpur is located approximately 28 km from the Hisar district headquarters. It has a population of 3439 people as per 2011 census data, the majority of whom are Jats. Both villages, although in different districts, are located only 4 km away from each other. Ratera village saw low participation in the farmers' movement, while the participation of Muzadpur in the farmers' protest was high.

Television news was the dominant source of information in both villages. There was no availability of newspapers in both villages due to distance from district headquarters. People also have access to smartphones, but it is not the dominant medium of sourcing news.

For this purpose, purposive sampling was used and the researchers targeted key demographics for the purpose of this study. The researchers also attempted to identify TV viewing habits of people in order to ascertain its influence as compared to other media.

A total of 11 respondents were interviewed, 6 from Ratera village and 5 from Muzadpur village. The interviews ranged from 20-30 minutes, and the interviews were recorded using an audio recording device. The interviews took place in the final week of October 2021, while the protests were on. Due permission of interviewees was taken before recording the interviews. The interviews were conducted in Hindi and were later transcribed. Key themes and patterns were found through thematic analysis of the interview transcripts.

6. Data Analysis & Results

6.1 Framing of the farmers protests:

RQ1: What frames are employed in the media coverage of the 2021 farmers' protest in India?

6.1.1 Attribution Of Responsibility frame:

Attribution of responsibility frame suggests who is responsible for the problem and offering a solution. (Semetko & Valkenburg, 2000). This frame was used in as many as half of the total stories coded. Out of the stories coded, 63% of the stories in some way suggest that protesters are responsible for the issue, 26% suggested that the government is responsible for the problem, 23% suggested that the government has the ability to solve the problem, while 21% stories suggested that the problem has to be solved through a legal solution. 33% stories suggested that the problem requires urgent solutions.

6.1.2 Conflict frame:

This frame focuses on conflict or disagreement between the two opposing sides of an issue for grabbing the eyeballs of the viewers. (Semetko & Valkenburg, 2000). This frame was used predominantly during the farmers protest in as many as three-fourth of the total stories coded. 71% of the stories suggested a disagreement between government and protesters, out of the 52% of the stories show one group reproaching another, and only 11% of the story refers to two or more sides of the story, and 15% of the stories show one side as winner or losers.

6.1.3 Violence frame:

This frame focuses on the instances of violence, vandalism,

arrests and conflict between the police and protesters. This frame creates controversy around the protest movements. (Dardis, 2006). This frame was visible in almost half of the stories coded. 48% of the stories coded mentioned violence or confrontation between police and protesters. 42% stories blamed protesters for the violence, while only 2% of the stories blamed police for the violence. 37% stories justified police action against the protesters.

6.1.4 Playing politics frame:

This frame focused on the politics around the issue by the protesters, the opposition parties and the government. Some stories also focused on the political consequences of the protest. 43% of the stories suggested that the opposition is playing politics, while 56% of the stories suggested that the protesters are playing politics. Only 15% of the stories suggested that the government is playing politics. 10% of the stories went into the political consequences of the protests, and 22% of the stories coded showed debates between political parties around the protests.

6.1.5 Marginalizing frames:

These frames focus on the appearance of the protesters, their mental ability, their event as a carnival, their acceptance in general masses, them being misled by political forces and them being controlled by foreign powers. (Dardis, 2006) 10% stories focused on protest as some kind of carnival, while 22% stories labeled protesters as deviants, 25% stories showed protesters as ignorant, while 50% stories showed them as misled. 35% percent stories showed them as a part of foreign conspiracy, or being funded by foreign powers.

6.1.6 Human Interest frames:

Human interest frames a human face on the issues through telling personal stories or going into the private lives of those involved. This frame was used in a very limited way. Only 6% of the stories put a human face on the issue, and 6% of the stories employed personal experiences. 5% of the stories showed how the groups are affected. Only 2% of the stories went into the private lives of the actors, while 8% of the stories contained visual information that generated feelings towards protesters.

6.1.7 Morality frame:

Morality frames use moral messages, reference to morality or god etc. only 3% of the stories contained any moral messages, while 7% of the stories made any references to morality, God and other religious tenets and only 10% of the stories offered social prescriptions about how to behave.

6.1.8 Economic consequences frame:

Economic consequences frames refer to financial gains or losses, costs and benefits and economic consequences of doing or not doing a particular action. 15% of the stories referred to financial gains or losses, while 12% mentioned the costs involved. Only 7% of the stories coded focused on the economic consequences of a particular action.

6.1.9 Sources:

Sources refer to the people through whose information story is run. 55% of the stories used official sources covertly or overtly, while 35% of the stories used protest sources, paraphrased them or used their bytes. 22% of the stories focused on specific leadership of the protest, making them more or less visible as leaders of the protest.

6.2 Reception Analysis

Rq2: How does the rural media audience decode the TV news coverage of farmers' protest ?

6.2.1. Analysis of the Dominant Readings of TV News Coverage

Respondent 3 is a farmer. He is a heavy TV viewer who said that he understood the farm laws by watching anchors on TV, who he referred to as 'Buddhijivi' (intellectual). He believes that farmers have been misled by union leaders and the protests are being foreign-funded. According to him, Khalistanis are in huge numbers there, and the 26th January incident was a blot on the nation's pride. His reading of TV news can be categorized as dominant.

Respondent 4 is a private sector employee, who watches TV news for information. He said that neither the issue for which the farmers protested, nor the way in which they protested was right. He said that anti-national forces were active along with Khalistanis. He also blamed the leadership of the farmers' protest for taking the protests in the wrong direction. His reading of TV news can be categorized as dominant.

Respondent 5 is a farmer who says that he supports the demand for MSP but does not support the farm leaders. He was of the view that the protests are right in some ways, but wrong in some other ways. The farmers' protest was initially good, but then wrong elements entered the protests, he said. He believes that TV news shows farmers correctly. He believes that anti-national forces have entered farmers' protests, and allegations of foreign funding and Khalistani support are right. His readings of the TV coverage of farmers protests can be termed as dominant.

Respondent 6 is a farmer and Sarpanch of Ratera who watches TV for information. He is also a mobile news consumer. He says that people sitting at protest sites are there in return of daily wages. He says that farm laws were

Respondents						
Respondent	Age	Occupation	Village	TV Viewing habits	Gender	Readings
1	59	Shopkeeper	Ratera	1-2 hours	Male	Negotiated
2	29	Housewife	Ratera	1-2 hours	Female	Negotiated
3	69	Farmer	Ratera	3-4 hours	Male	Dominant
4	36	Private Job	Ratera	1-2 hours	Male	Dominant
5	50	Farmer	Ratera	2-3 hours	Male	Dominant
6	53	Farmer	Ratera	1-2 hours	Male	Dominant
7	35	Farmer	Muzadpur	1-2 hours	Male	Oppositional
8	52	Farmer	Muzadpur	1-2 hours	Male	Oppositional
9	65	Farmer	Muzadpur	1-2 hours	Male	Oppositional
10	34	Private Job	Muzadpur	1-2 hours	Male	Oppositional
11	52	Farmer	Muzadpur	0-1 hours	Female	Oppositional

right, but protesters have been misled. He said that protests are being funded by foreign powers, and Khalistani forces. He said this is all a conspiracy to destabilize the government. He said the media showed the correct things about the protests, but police didn't act against the protesters. His reading of the TV coverage of farmers' protests can be termed as dominant.

6.2.2. Analysis of Negotiated Readings of TV News Coverage

Respondent 1 is a shopkeeper in Ratera village. He attributed the responsibility to both sides, saying that both the farmers and the government were adamant. The media has been purchased by the government, he said, but he does not agree with the methods of the farmers' protests like blocking highways. He believed that 26th violence was not right and said that farmers are uneducated people who can be easily misled. His readings of the news can be categorized as negotiated.

Respondent 2 is an educated housewife. She confessed to watching news for entertainment. She was not sure if the TV showed the right news, but she had no time to analyze due to her household responsibilities. She attributed responsibility to both sides for not solving the issue, saying both were adamant. She also blamed Rakesh Tikait for being too adamant. She also said that solving this issue was the responsibility of the government and the

government was unanswerable for long regarding these issues. She said all TV channels were biased, they were tilted towards PM Modi.

6.2.3. Analysis of Oppositional Readings of TV News Coverage:

Respondent 7 is a farmer from Muzadpur village. He says TV hasn't shown even one thing correctly about the farmers protests, the media didn't show the demands correctly. He says the media didn't show what the farmers were demanding and the reasons behind their demands. He said that the media says that farmers don't know about what the issue is, but the media projects the people sitting with foreign degrees who have never been to a village, but give opinion on TV debates, as experts. He claimed that the media was under pressure from the government. His readings of the media coverage of the farmers protests can be termed as oppositional.

Respondent 8 is a farmer who said that TV channels are showing wrong things. He says that it is the media's fault that they didn't show who has sealed the highways. He says that the media's role has harmed the protests and farmers in general. If the media had shown correct news, this protest would have ended in 6 months. He also says that the media didn't show police violence. His readings of the media coverage can be termed as oppositional.

Media Frame	Details	Dominant Readings	Negotiated Readings	Oppositional Readings
This protest is protest of only few farmers	The majority of protesting farmers included farmers from Haryana, Punjab, Rajasthan, and Uttar Pradesh. Caste Wise majority of these farmers were Jatt Sikh and Jats.	Majority of protesters were from these communities	Majority was from these communities because they own most of the land and will be affected, other farmers also sympathize with them	The protest include farmers from all castes, religion and sections of society
This protest is being run by opposition parties	Opposition parties supported this stir	Opposition is running this protest	Opposition is just trying to benefit from this protest, but they don't carry much weight there	Opposition has nothing to do with this protest, farmers have never allowed any opposition party to become their leader
The protesters were ignorant	The protesters had not idea why they were protesting, they did not understand the new laws, they were uneducated	Protesters were ignorant	Farm union leaders and their followers know what the laws are about, and ordinary people are just listening to them	Farmers might be uneducated, but they know what is good and what is bad for them, they understand these laws
The way of protesting by blocking roads was not right	The protesters blocked roads at three entry points at Delhi when they were not allowed to enter Delhi: Singhu, Ghazipur and Tikri. Toll plazas were also closed in Haryana and Punjab	This is not the right way to protest	This might not be the right way, but they had limited options	If protesters will not cause discomfort to the government, it will not listen to them.
This protest was being run by Khalistanis	There were videos and statements by several Khalistani organizations in support of farm protests, police and government claimed that Khalistani forces were active in this movement.	This protest was being run by Khalistan supporters	Khalistanis are irrelevant, there might be few people but they are not important enough	There was no Khalistani involvement. Government is trying to bring Khalistan into this protest.
Farmers were responsible for 26th January incident	On January 26, a group of protesters entered Red Fort and unfurled a religious flag on the fort. There were reports of vandalism, and reports of attacks on security forces.	Farmers were responsible	A section of protesters might have done this, but this had nothing to do with majority of protesters	This was planned by the government and securities to defame the protest. Those who did violence were planted by a BJP MP
The protest is being run by foreign support/foreign funding	There was much support for these protests in countries like the UK and Canada; there were also allegations of foreign funding. Some international celebrities also tweeted in support of these protests	This protest was being funded by foreign powers who wanted to destabilize India	Punjabi diaspora has an emotional connection with the farmers so that they might be supporting. Some foreign powers might be trying to provoke farmers but they are too patriotic to be influenced by them	There was no support of foreign powers. The money during the protests was collected by farmers. International celebrities supported it because they feel for the farmers.

There is a rift in the leaders of farm unions	There were instances of farm union leaders saying different things, few leaders also made allegations against each other.	There is a rift and there is power struggle among the leadership, they are all power -hungry fighting for power	There might be some disagreements, but they all are working together.	There is no rift among leadership. Media is just making this up to make the protest weaker
The protest is a carnival/picnic	The media focused on the protests as carnival. There was focus on what the protesters were eating, how they were living.	This is a picnic, people are going there to enjoy	Protesters have a long struggle ahead of them, they do these things to keep themselves occupied and motivated	Nobody leaves their homes for one year and goes on a picnic. Protesters are sitting there despite much adverse situation.
protesters are violent	There were multiple instances of clashes between the protesters and police during this protest.	They are violent and this is not the right way	Cannot say who acted first, there are narratives from the both sides, one cannot know the truth if not present there	The violence was done mostly by police, but media does not show that, they find a clip of protesters and play it all day long

Respondent 9 is also a farmer from Muzadpur. He said the media is being controlled by the government and that is why it is not showing the correct news about the farmers. He has participated in the protests and he claims to know that everything the media is showing is a lie. He was a heavy viewer of television but has now limited his TV consumption. His readings of the media coverage can be termed as oppositional.

Respondent 10 is a private sector employee who says that either it might be the pressure of the government or the apathy of the media towards farmers that they didn't show the whole picture. He said that those protesting didn't have the full idea about what the farm laws were, but he said that allegations of foreign funding were wrong. He also said that the media didn't show the police violence against protesters, and the media did not show that those involved in the 26th January incident were people of the government. He says that if the media had taken farmers' side, the issue would have been solved by now. His reading of the media coverage of farmers protests can be categorized as oppositional.

Respondent 11 is a housewife who also does farming. She says that the media is discouraging protesters so that the protest ends soon. She said that due to the media, the protest would have ended after January 26, but the people got united once again. She says that allegations of protests being run by Khalistanis are wrong, and those who unfurled a religious flag at Red Fort are a BJP MP's people. She said that protesters would not be sitting on the road if they were getting foreign funding. Her reading of TV news coverage of farmers' protests is oppositional.

6.3. The Dominant, Negotiated and Oppositional Readings of Media Frames

Rq3: What are the dominant, negotiated and oppositional audience readings of the most predominantly used media frames.

6.4. The impact of cultural settings on audience decoding

Rq4: How does the audiences' existing attitudes, and their cultural settings affect their readings of the media content.

Ratera village and Muzadpur village are located at a distance of 4 kms, but media audiences of both villages engaged in completely different kinds of readings of media narratives. In Ratera, 67% of the respondents engaged in the dominant reading of the media text, while 33% of the respondents engaged in a negotiated reading. While in Muzadpur, 100% of the respondents engaged in an oppositional reading of the media narratives.

Ratera saw very little participation in the farmers' movement. The reason for this can be attributed to the demographics of the village. The village has a majority of Rajputs and Scheduled Castes, who traditionally have not been associated with the traditional base of the farmers unions and specifically BKU. The farmers here were sympathetic to the farmers movement, and the actual participation was very low. The respondents interviewed suggested that they had been influenced by the TV news coverage of the farmers protests and showed a high correlation with the television framing. Respondent 3, who was initially a participant in the farmers' protests, correlated to television framing on account of his being a heavy television viewer. The negotiated frames of

respondent 2 can be attributed to her higher levels of education. Respondent 4,5 and 6 accepted dominant framing of the television news. There is little discussion of the protests among villagers, which increases the impact of TV among viewers.

The 5 respondents of Muzadpur village show completely different trends. Muzadpur is a village where the majority of the population is Jat, which has been a traditional support base of the farmers organisations. There is high participation of the village in the farmers protests, and there is regular discussion of the news related to farmers protests among the villagers. The information they get from TV news is supplemented by their local sources of information.

The deconstruction of TV messages takes place in a local structure that has an alternative frame of reference. As Hall has suggested, it is possible for media consumers to engage in alternative explanations of a phenomenon. They might disagree with the media messages and come up with a completely different meaning of the text. Cultural theorist John Fiske (1999) termed this as, 'Semiotic Democracy' in which television as a medium delegates "production of meanings and pleasures to its viewers." (Fiske, 1999, p. 236) He also says that "television has no singular authorial voice proposing a singular way of looking at the world." (Fiske, 1999, p. 236)

7. Conclusion

This study aims to contribute to our understanding of the impact of media coverage on audience perceptions regarding a protest. The analysis of the news coverage shows that the TV News coverage of farmers' protest heavily follows the protest paradigm. The protest paradigm is a "routinized template for creating protest stories"(McLeod, 2007, p. 186) that employs news frames and sources delegitimizes and demonizes protesters. Several frames related to protest paradigm have been identified in this research. The first is violence frame, which focus on the violence between police and protesters and subsequently blames the protesters for violence and justifies the police action. Several other marginalising frames have been identified, focusing on the ignorance of protesters, highlighting their differences with the 'normal' publics. They are shown as being misled on the issue, and foreign funding and foreign conspiracy angles are highlighted. They are also being shown as playing politics on issue. The official sources are also heavily relied on by the media.

Initial media coverage mostly centered on the discourse around the negotiations between the farmers and the government. However, as it became evident that the farmers were persisting with their protests, the media's attention shifted towards adopting a critical stance. The delay to the solution was attributed to radical Sikh organizations and the provision of foreign financing. As media coverage adopted a more critical stance, several narratives emerged suggesting the potential involvement of "anti-national" and "Khalistan" elements in the protests. The aftermath of the tractor march that took place on January 26, 2021 in Delhi was primarily characterized by media coverage that predominantly emphasized the incidents of violence. The media reports highlighted the internal divisions among the protesters, while news networks also proclaimed the government's intention to take stringent measures against the demonstrators. Subsequently, the media coverage shifted its attention towards the global backing of the farmers' protests, emphasizing concerns of national security, foreign finance, and alleged conspiracies against India. The focus subsequently transitioned towards the politicization of protests and the contention that these demonstrations served as a facade for opposition parties.

The findings of this research holds the notion that "media messages tend only to reinforce existing preferences" rather than forming new attitudes or changing old ones. (Entman, 1989) In the end, the negative media coverage failed to change the opinions of the audiences who were supporting the farmers' protests. However, they also demonstrate that if not for the negative media coverage by news channels, the support levels for farmers protests among the rural audiences would have been much higher. Those audiences who saw some kind of participation in the protests and those who lived among the villages that participated in the protests, were able to get a different opinion beyond the media's negative coverage managed to remain supporters of the farmer's protests while those people who relied on only mainstream media's coverage of protests had critical view about farmers' protests. So the media coverage in this sense had a profound effect on how the audience saw farmers' protests. The impact of media becomes crucial in the states where the participation in the farmers' protests was low.

The research findings show that the major reason why people engaged in different decodings of media coverage was due to their traditional engagement with the farmers' organizations, but there are also other factors. One was the reason they watch news on television, those who claimed to watch news for getting information were more susceptible to the coverage of Television news. Those who believed themselves to be less educated and TV newspersons to be intellectuals and well-read also gave in

to the narrative of news channels, while those who thought that television was an industry that runs for profit and is heavily influenced by government narrative were critical of the coverage of TV news. Another issue that came up was that almost all respondents believed that TV news does not cover farmers' and agricultural issues and has an urban bias, and the credibility of TV news was believed to be low. Even respondents whose views were inclined with the TV news coverage believed that media credibility is low.

These findings are in tune with the notion of reception analysis that a message is not regarded as having a single meaning without any ideological "flux", nor it can be regarded as having an ambiguous meaning which can be read in any way which the reader wants as proposed by uses and gratification theory. (Brunsdon & Morley, 2005) People interpret messages from a perspective that is made possible by their social circumstances and experiences, and this is done collectively rather than individually. Through this collective cultural outlook, people make sense of their circumstances and react to them using the meaning framework that is provided by their subculture.

However, it is crucial to acknowledge that the primary focus lies on the multiple readings that audiences actively participate in. It is important to note that the categorizations of these readings as dominant, negotiated, and oppositional should not be regarded as rigid classifications, as audiences seldom align exclusively with any one category. In this study, certain participants expressed the belief that the media is extensively commercialized and functions as an extension of the government. Interestingly, these individuals also endorsed the arguments put forth by the media. Conversely, other respondents displayed sympathy towards protesters, while simultaneously maintaining the view that the media accurately portrayed the violence and anti-national aspects of the situation.

There are also some limitations to this study. The study does not proportionally represent gender diversity. The number of female respondents is lower as compared to male respondents due to the social settings in which these interviews were conducted. The study also takes place in a single state- Haryana, and further studies should be conducted in multiple states. There is also a need to further study the reception of media messages among different socio-political groups as the media landscape becomes more and more homogeneous in India.

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Seeking Gratification through Dramaturgy in Virtual Identity Construction: A Grounded Theory Approach

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ABSTRACT

The rapid adoption of social media technology in everyday life has caused a fundamental shift in the way people are communicating and collaborating on social media. Social media has entered our lives in a big way. Users devote huge amounts of time to social media interaction. This interaction has multiple layers that resonate with the theory of Dramaturgy as proposed by Erving Goffman in his study 'The Presentation of Self" A Limited qualitative study has been conducted on how dramaturgy plays while people create visual identities and how it affects their overall being in terms seeking gratification while doing so. This paper uses a grounded theory approach to look into psychological and rational alteration along with looking at how dramaturgy changes the identity of an individual online and also what gratification they seek from the process finally bringing to light how the complete process affects the overall being of an individual. The study has its foundation in the transcripts of expert interviews and an epistemological approach is implemented to analyze interview texts of experts in the fields of communication, sociology, and psychology for complete insight. The results hint that the selective codes can be theorized based on Goffman's theory of dramaturgy. The results show that people use social media to enact themselves in a way they want to be perceived which unknowingly becomes a part of their real being contributing to behavioral and cognitive changes in their personality

Keywords: Virtual self, social media, grounded theory, dramaturgy, User gratification

1.Introduction

Communication forms the foundation of human existence. Human beings are unmatched as compared to other species because they can communicate in a manner that no other species can. The journey of human communication has been a long one. Humans interconnect with an agenda for multiple reasons. Social Media has provided human communication with a completely new dimension. Asur, S., & Huberman, B. A. (2010) point out that recent times have witnessed social media turning "ubiquitous" and vital for preserving social networks and content sharing".

People constantly connect with social media and spend large amounts of their time interacting on social media. Social media gives them an opportunity to present their selves in a way that they want to. This process facilitates the creation of virtual identities for them which may not be real but just a virtual avatar. As mentioned by Boyd, D. (2015). networking sites such as Facebook, Twitter, and Instagram have been interlaced with the digital structure of regular family groups all over the world.

The arrival of social media has provided users with a parallel life. The parallel life is the one they create and live online on social media platforms Yoon, G., & Vargas, P. T. (2014). pointed out that the virtual configuration is a "vehicle" to notice, emulate, and model "avatars" on social media platforms. In contrast to prior predictions that the shift of social interactions to text-based media from face-to-face has led to an "impoverished communication environment", new media has now adopted the use of social web services as a vital means of interacting and sharing, thus immensely improving human connectivity and sociability. Hart, J. et al (2008) mentioned that new media has now changed the use of social internet-based services as a vital means of staying connected and sharing information, thus enlightening human congruence and sociability. The current age belongs to social media. The origination of computers followed by smartphones has reformed the communication scene forever. Social media is not just a medium of communication but much more than that. It so much becomes a part of the social fabric of interaction that its effects on the users can't be overlooked. It not only has changed the way one communicates but

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has also impacted the overall concept of identity. The psychology and rationality of a person can undergo alteration due to this constant engagement with social media. Also, as one is not known to large amounts of friends or contacts on social media personally there is a possibility that conflicting real and virtual identities exist in the real and virtual spaces. It is true on multiple levels, including the way we socialize, and gain access to information and also how we entertain ourselves and conduct business.

2. Review of Literature

Ruuhonen, H. (2017) in their study looked into how individuals present their virtual self and express their social identity through the social networking program called Instagram. The study looks at pictures posted on Instagram through Goffman's theory of dramaturgy. As per the theory presentation of self is a performance that targets to bring to the audience a desirable image in contrast to the behavior of the individual back stage where one can reveal his true self .The study was conducted taking into view hermeneutic traditions with visual analysis as a method to look into various aspects of presenting oneself virtually. The study revealed that individuals behaved in accordance to the theory of dramaturgy. Individuals were like actors and the social media, in this case, Instagram was their stage. The study also argues that generally whereas only the front stage behavior is visible interactive community members sometimes even reveal their back stage personas without losing their face.

Boyd, N. (2019) suggested that the maximum of content that individuals are exposed to on social media is comparative content and everyday exposure to this has been studied to related to lowering an individual's self-evaluation. The study mentioned that 'fitness inspiration 'pages are found be becoming more and more popular. It also looked at assessing the impact social media influencers may have had on levels of body-esteem and self-esteem in gym-users, along with looking at types of personalities. Based on the Big Five Results found that female users were more inclined to these pages.

Areni, C. (2019) The study looked into the reactions to nostalgia-evoking content on social media platforms like Facebook and YouTube. The study suggested the unconscious motives of ontological security which included 'sense of presence in the world as a real, alive, whole, and in a temporal sense, a continuous person'. It also throws light on the unprecedented access like the past provided by social media that have contributed to an increasing need for ontological security. Negotiation with nostalgia-evoking social media material fulfils the need

for ontological security by recreating memories of the past into present day, self-affirming tale or 'life story', while the digital storage and archiving them in terms of photos and videos presents the possibility of 'digital immortality' for a virtual self that can be possibly projected in the future.

Harris, E., & Bardey, A.C. (2019). found essence in the qualitative results showing that makeup and selfies are two forms of self-presentation that people use to project a desirable online persona. Dislike of online self-presentational behavior is suggested by the negative connotations attached to appearance-enhancing features.

Aresta, M. et al. (2015). revealed that people adopt different approaches with respect to different online platforms. While users are more conscious about their identities and impression regarding their professional competencies, skills and reputation on professional networking platforms; they try to be more normal on social media platforms like facebook in order to connect well with their social contacts.

Haferkamp, N., et al. (2012). found distinct SNS usage patterns associated with gender. They argue that women exhibit a more hedonistic use of SNS, focusing on self-presentation and enjoyment. whilst men emphasize the practical uses of the platform. In contrast to women, who prioritize the elaborate and artistic creation of their online personas, they view the quest for friends as a far more major undertaking.

Vogel, E. A., et al (2014). Individuals expressly indicate using social media to make more upward than downward social comparisons, and they further state that the overall impact of making mostly upward comparisons is detrimental to self-esteem. Furthermore, the results of their research also offer a causal explanation for earlier research showing worse well-being among frequent Facebook users: exposure to upward social comparisons. However, by looking back over their recent thoughts, images, and interactions with close friends and family, social media users can see how far they have come in life and can revel in their own idealized versions of themselves.

Tanwar, C., & Rai, S. (2022) conclude that people utilize postings and display images on social media platforms as a crucial tool for managing the impression of their virtual selves. They are aware that they need update it frequently to attract the interest of their peers. They make decisions based on preconceived notions and their desire to be viewed in a particular way by others they have made friends with on these social media sites. They want to put themselves front and centre, and their display photos and

posts are kind of like that. They are moving backstage and forward all the time.

Hogan, B. (2010).When someone is able to be present and perform, they can be found when others desire to look for them thanks to the possibilities of exhibition sites. The goal is to provide a more comprehensive understanding of the advantages and disadvantages of self-presentation in the era of digital reproduction by exploring an exhibitional approach in addition to a dramaturgical one.

2.1 The Virtual Self and Dramaturgy

Social media facilitates the construction of virtual identity for its users. This is termed as the virtual self. The virtual self is constantly in negotiation with the real self. It is a fraction of the user's real identity. The virtual identity may sometimes be a perceived identity as well. The construct of identity on virtual platforms is a matter of intrigue as it is rapidly changing the social equation. The craving to showcase one's best sides on social media stems from a variety of psychological factors. The virtual self comes in contact with various types of information online that can have an impact on the psychology and rationality of the user in real life. Social media allows people to experiment with themselves. They enjoy the freedom that they have on virtual mediums. This over-engagement can sometimes give rise to conflicting identities among the users. Virtual mediums allow users to experience an alternate reality. This can be achieved by transforming the looks of the user thereby giving new dimensions to the person's identity. Thus, on social media, people can traverse different versions of their real selves and become someone different. Moreover, this journey of avatars can result in behavioral and attitudinal shifts.

Goffman's concept of Dramaturgy puts social life as a stage on which a person plays the role of performer, attempting to impress the audience throughout his show. This lookout is one of Goffman's considerable contributions to the understanding of social interaction in day-to-day life. Kien, N. T. (2015). This study tries to look at how dramaturgy comes to play while people create virtual identities for themselves from a bird's eye view of professionals from the fields of communication, psychology, and sociology. The dramaturgical perspective introduced by Erving Goffman in the study of sociology and symbolic interactionism is applied to a new media setting, wherein the interpersonal interactions of users are influenced by a mass media context. Riccio, J. R. (2013). Researchers adopting qualitative approaches to look at such aspects are very few which is the research gap of this study. This study aims at looking at these aspects using the grounded theory approach. Grounded theory is a general

methodology with systematic guidelines for gathering and analysing data to generate middle⬚range theory. The name "grounded theory" mirrors its fundamental premise that researchers can and should develop theory from rigorous analyses of empirical data. Charmaz, K., & Belgrave, L. L. (2007).

2.2 Seeking Gratification from Identity Creation on Social Media

According to 'Uses and Gratification Theory' by Blumler, J. G., & Katz, E. (1974) personal identity is one of the broad categories of gratification that is defined by self-reference, reality exploration and value reinforcement. The television provides us with an opportunity to identify ourselves with selected on-screen characters and immerse into the virtual reality to find some expression of what we want ourselves to be perceived like. However, the social media or interactive digital media offers us far more freedom and facilitates us to create an altogether new identity to be used in digital media platforms. This virtually created identity may be in form of a verbal description or visual representation. Social media platforms give an enriched experience of gratification by virtue of allowing own imagination of ourselves to create a new virtual personal identity which is used to draw gratification while communicating on social media.

2.3 The Grounded Theory Approach: Dramaturgy and User Gratification

The grounded theory by Glaser, B. G. A. L. (1978). & Strauss (1967) is among the fundamental theories to conduct qualitative analysis in a study. It allows the researcher to develop a comprehensive outlook. There are three basic elements of grounded theory namely concepts, categories, and propositions. The present study talks of the concept of social media usage outcomes in terms of altered psychology and rationality along with the concept of the existence of conflicting identities in real and virtual lives. Concepts in grounded theory can be described as fundamental units of analysis as they are derived from the conceptualization of data rather than the actual data and later used for the development of theory. Corbin, J. M., & Strauss, A. (1990). have stated a theory cannot be developed by "raw data" that is the actual happening but from taking them to be potential indicators of a phenomenon which is further labelled based on concepts. For example, if a respondent mentions that he spreads his morning activities by taking rest in between shaving and bathing the researcher can label it as pacing. On encountering similar incidents, they too can be labelled pacing. Comparing data and labelling similar phenomena can lead to the cumulation of the basic units

for theory building. The categories, as mentioned by Corbin, J. M., & Strauss, A. (1990). are the second element of grounded theory. They are a level higher than the concepts represented by them and are more abstract in nature. They too are constructed following the same procedure of making comparisons and highlighting similar things and marking different ones that produce a lower-level concept. Categories can be said to be cornerstones of theory building which provides means to theory integration. The third element is establishing a generalized proposition, Pandit, N. R. (1996).originally termed hypothesis by Glaser, B. G. A. L. (1978). Strauss (1967) between the discrete categories. Whetten, D. A. (1989). rightly pointed out that propositions included conceptual relationships whereas hypotheses are required to measure relationships. Hence preposition was a better word. Generating and developments of concepts and categories and propositions is an iterative process. Grounded theory is inductive in nature and hence theory is derived from studying the phenomenon it represents. In this case, means inducted from expert opinions about the act. Thus, the theory is provisionally verified after the invention and developed through systematic analysis of the experts' interviews based on the research questions of the study. Hence, the collection of data, analysis, and theory stands in a reciprocal relationship with each other. As mentioned by Corbin, J. M., & Strauss, A. (1990). The researcher does not begin with a theory and prove it instead the data is allowed to emerge with a theory.

The grounded theory approach allows the researchers to study the idea of user gratification and identity construction and its process on social media. It helps discover new inferences that are based on the collection and analysis of real-world data.

Unlike traditional hypothesis-deductive approaches of research, where one formulates a hypothesis first and then argues to prove/disprove it, grounded theory is used by researchers as an inductive approach where new conceptualization is done.

3. Objectives

The study has two objectives

3.1. To understand if dramaturgy leads to user gratification in the creation of a virtual identity

3.2. To understand if virtual identity creation changes the real self of the user

4. Methodology

This is a qualitative study to look into whether users attain gratification by dramaturgy on social media and end up altering their identity, The study was conducted in form of semi-structured interviews with two experts each in the fields of communication, sociology, and psychology. As two experts were being interviewed from each field hence six experts were interviewed instead of five. This gave a holistic view of the projections of the virtual self on social media. The interviewees belonged to the fields of Communication, Sociology, and Psychology. Two experts from each field were interviewed to get an insight into the causes of the social media behavior of the users. The questions asked to the experts were based on the research questions of the study. Transcripts of these interviews were scrutinized based on the Grounded theory approach and coding was done into open, axial, and selective codes. The selective code provided interpretation for results The codes were classified into three categories

Open coding: Open codes were formed of the data in form of interviews that were read multiple times and tentative tags for chunks of data was formed to recapitulate what it meant and understand the meanings that the data brought to light.

Axial coding: Axial codes were formed with the aim to identify relationships among the open codes.

Selective coding: Finally, the core idea was put forth that encompassed the whole data and was linked to the existing theory that explicated the phenomenon.

5. Analysis and Interpretation

R Q .1 Does dramaturgy lead to user gratification in the creation of a virtual identity

Table 1 shows that the interview transcripts data were further coded to open coding and 21 open codes were derived namely: Communication ,Gratification ,Two identities ,True self ,Perceived self ,Crisis of identity dilemma ,Persuasion Disparity ,Compulsion ,Exhibitionism Altered Behavior Transformed Psychology and rationality Verbalized choices Meaning Creation Reverie lives Expressive change Cogent change Cognitive Shift in thinking Altered Gratification in response to the question on whether psychology and rationality of social media users altered by their virtual identity

Table 1

Open coding	Example of participants' words
Communication Gratification	Expert 1 Through social media, people connect. not in physical contact lost contact over a period of time over a long time or we want to rejuvenate our contact. Social media acts as a channelfor fabricating socialization between people
Two identities True self Perceived self Crisis of identity dilemma Persuasion	Expert 2: There are two identities of a social media user. What one really is. The second identity is the perceived self. The one we want to be. Identity crisis comes. True and virtual selves are in a dilemma. They seek pleasure in the approval of others hence User Gratification.
Disparity Compulsion Exhibitionism Altered Behavior	Expert 3: There are disparities Disparities give rise to different gratification needs No user wants to show he is illiterate or poor. Virtual identity provides a platform for gratified identity creation. How to behave and conduct is dictated by virtual influences.
Transformed Psychology and rationality Verbalized choices Meaning Creation Reverie lives	Expert 4: Yes, rationality and psychology are transformed Users seek gratification in portraying themselves in a particular fashion in the outer world. We try to seek validation so that people agree with us The construction of the meaning of an issue is dedicated to how we showcase ourselves on social media How we would like others to look at us. Users live in a kind of detached dream in virtual lives on social media.
Expressive change Cogent change Cognitive Shift in Thinking Altered Gratification	Expert 5: Social media impacts lives in every which way be it psychologically or emotionally and for sure rationality of a person has been affected. Thinking of a person has shifted from being individual to societal. Social Media tools alter gratification needs.

Table 2
R Q 2 Do virtual identity creation changes the real self of the user

Open coding	Example of participants words
Conflicting opinions Dearth of acknowledgment	Expert 1: Conflicting opinions exist in real and virtual lives. People agree with certain things but don't want to acknowledge them on social media platforms creating gap in both the selves.
Social orthodoxy camouflage More with youth	Expert 2: Dramaturgy on social media gives way to real life gratification .Users Says things are fine but he may not actually believe it. Youth uses more dramaturgy to seek gratification.
Massive conflicts Problems in real life Wrong aspirations Too much exposure Troubled lives	Expert 3: There are massive conflicts in individualities leading to real life problems because of virtual lives Wrong aspiration and over use of social media leads to dangerous outputs which may cause trouble in life
Psychological trouble Attention seeking Untrue belief Tangled lives Cross Checking Avoiding opinion of others	Expert 4: You become psychologically troubled if users don't get all those likes and attention by social media to the extent that they start believing untrue things to seek gratification. They belong to social media and they are the kings and queens of their lives. They find solace in the fact that what that they are not in reality they can be in their virtual avatar True and virtual identities of people are so tangled that they seem to be conflicting at times. They avoid taking opinions in this matter of others
Alienated Groups Definite purposes Strained Relations Detachment with real life Time consuming	Expert 5: Social media has classified human beings into groups . partners have been strained given rise to more cases of separation They are detached in real live s. As spending too much time on social media and gain gratification from there only.

Table 2 show that the interview transcripts data was further coded to 21 open codes namely: Conflicting opinions, Dearth of acknowledgment , Social orthodoxy, camouflage Massive conflicts, Problems in real life, Wrong aspirations, too much exposure Troubled lives Psychological trouble attention seeking, untrue belief ,tangled lives ,cross checking, avoiding opinion of others alienated groups ,definite purposes, strained Relations , detachment with real life time consuming to address the question if virtual identity creation changes the real self of the users.

Table 3 shows that the open codes created in table 1 and 2 were further made into axial codes of Dramatized Self , Gratification Seeking, Impression management, Partial Altered Behaviour, Conflicting virtual Image, Obsession, and Connection issues The selective code formed was "Gratification is the ultimate driving force that leads people to use social media in such a way that facilitates their dramatized version so that (they) users can draw the gratification".

5.1 Theorizing the Selective Code

The selective code brings forth the to-and-fro travel of

social media users between their real and virtual lives. The patterns of coding can be studied as the behaviour of social media users in terms of changing their psychology and rationality to an extent. The users use social media as a tool of seeking gratification, Also the codes look at differing identities between real and virtual selves. The selective code can be deliberated upon in light of Erving Goffman's theory of dramaturgy proposed in his book The Presentation of Self in Everyday Life. Goffman, E. (1978). along with User Gratification theory by Blumler, J. G., & Katz, E. (1974).The theories connect how people travel between back stage and front stages in lives to seek their perceived gratification . Back stage is where people plan for their performances that they do on social media. This study looks at this travel of users The theory holds true for social media users .Social media users interconnect by setting up real lives as back stages and social media platforms as front stage using this front stage to gain gratification from this virtual self-portrayal. The virtual selves portray the virtual avatar on front stages of social media. The selective code brings to light how social media

Axial codes and selective code based on the open code

Table 3

Open Code	Axial Code	Selective Code
Communication Gratification life Two identities True self Perceived self Crisis of identity dilemma Persuasion	Dramatized Self	Gratification is the ultimate driving force that leads people to use social media in such a way that facilitates their dramatized version, so that (they) users can draw the gratification.
Disparity Compulsion Exhibitionism Altered Behavior	Gratification Seeking	
Transformed Psychology and rationality Verbalized choices Meaning Creation Reverie lives	Impression management	
Conflicting opinions Dearth of acknowledgment social orthodoxy camouflage More with youth	Partial Altered Behaviour	
Massive conflicts Problems in real life Wrong aspirations Too much exposure Troubled lives	Conflicting virtual Image	
Psychological trouble Attention seeking Untrue belief Tangled lives Cross Checking Avoiding opinion of others	Obsession	
Alienated Groups Definite purposes Strained Relations Detachment with real life Time consuming	Connection issues	

users dramatize their virtual selves in order to gain gratification. Sannicolas, N. (1997). mentioned that the advent of technology along with computer mediated communication allows the observance of dramaturgy showcasing in online chatting networks every day. Relating this to dramaturgy Goffman, E. (1964). said that the "Virtual Avatars" look at many kinds of information. They plan and execute a role play for themselves. The study proposes that gratification is the ultimate driving force for the users to practise dramaturgy on screen. It also facilitates them to perceive thus virtual dramatized self. In this process they intertwine their real and virtual self can both their real and virtual self get affected by each other. This process contributes to both behavioural and cognitive changes of the individual. This acquisition of data can at times alter the psychology of social media users. They may change their real life perceptions based on their virtual life experience. The open codes establish that the avatars undergo identity crisis and use virtual platforms to compensate for real life issues. They live their

dream lives on social media hence fulfilling their perceived gratification. They create an identity that they want others to see of them. They accept false beliefs seen on social media and create their virtual identities based on these experiences. These beliefs tend to bring out conflicting identities. They may behave variedly in their virtual and real lives. The look for gratification in real lives by leading dream lives on virtual platforms. The real lives are like back stages where the action happens in terms altering psychology and rationality Social networking sites change how the young people engage with other users in their social worlds. Salimkhan, G. Manago, A. M, & Greenfield, P. M. (2010).

The axial coding establishes that user dramatizes their real selves to be worthy of showcasing on social media platforms in order to seek real-life gratification. It also shows that the behaviour of the users is instructed by the social media usage they do. The axial code further brings to light that social media is a significant tool of gratification seeking. This results in behaviour that is altered even though fractional. Users face social media dependence which initiates rapid change in rationality. The selective code formed out of these axial codes can be put as observed by Miller, H. (1995). that people confirm that the identity they create online collaborate with other individuals is to showcase themselves in such a way that they are accepted by others in terms of appearance and having certain proficiency and to be morally upright and so on. Also it can be understood that gratification is the force that ultimately drives people to use social media in such a way that facilitates their dramatized version, so that users can draw the gratification.

5.2 Personality Traits in the Light of the Big 5 Theory

The results are in complement with the theory of Big 5 personality. The theory puts forth that that there are five basic dimensions of personality, often referred to as the "Big 5" personality traits propounded by Fiske, D. W. (1994). The Big 5 personality traits include extraversion, agreeableness, openness, conscientiousness, and neuroticism. Individual differences in personality affect users' online activities as much as they do in the offline world. Kosinski, M .et al (2014). A number of social media users think that they are calm, even-tempered, and relaxed. Neuroticism often refers to as emotional instability, is the tendency to experience mood swings and negative emotions such as guilt, anger, anxiety, and depression. Highly neurotic people are more likely to experience stress and nervousness, while those with lower neuroticism tend to be calmer and more self-confident, but at the extreme, they may be emotionally reserved

Kosinski, M .et al (2014). People high on openness tend to have a great appreciation for art, adventure, and new or unusual ideas. Those with low openness tend to be more conventional, less creative, and more authoritarian. They tend to avoid change for their own sake and are usually more conservative and traditional. Kosinski, M .et al (2014).Research has noted that extroverts experience more successful social interactions online than introverts. Hence it seems that extroverts make use of social media more often as they are successful. Liu, X., & LaRose, R. (2008). Dr S. Mishra opined that "Real-life relations are affected by virtual lives. It's clear that with upcoming digital platforms what actually is happening is that we don't have time for real-life relations. The whole of our time and energy is consumed by social media. It is more in youth and middle-aged people." Agreeableness scorers tend to be friendly and compassionate but may find it difficult to tell the hard truth. They were more likely to behave in a cooperative way, trusted people, and adapted to the needs of others, but consequently, they may find it difficult to argue their own opinion. Kosinski, M .et al (2014). Dr S. Mishra mentioned that "They show off which is normal and natural for their age. Also, we don't have any gatekeeping. The socioeconomic status of a class may differ. So at times it's very disapproving." People high on conscientiousness are more likely to be well-organized, reliable, and consistent. They plan ahead, seek achievements, and pursue long-term goals. Low Conscientiousness individuals are generally more easy-going, spontaneous, and creative. They tend to be more tolerant and less bound by rules and plans. Kosinski, M .et al (2014). Talking of behavioral patterns Dr. S. Rai pointed out that "The idea is that the society has set certain parameters and points of reference to be followed for us. We define satisfaction but society defines success for us"

6. Discussion and Conclusion

When interacting with each other through virtual mediums on social media sites, users may possibly chance meet their own "self-presence". To improve their bodily self-presence on social media, users might find resolutions to curate themselves to match their ideal perceptions of themselves and others. Pham, H. C., Nguyen, L., Vu, T. A., & Tran, P. (2022). The study proposes that social media is capable of partially altering the psychology and rationality of its users. The selective code indicates that users engaged in generating their virtual selves and enjoy themselves as actors on the front stage of social media . Users who were young and middle-aged used social media more as compared to other age groups. They applied dramaturgy best while using their social media

accounts. They used social media to project their dream lives which they may not be living in reality . Social media has entered the lives in all geographical areas viz urban semi-urban and rural. People across geographical boundaries have made social media a part of their lives. People belonging to all relationship statuses use social media for their own specific purposes, for example, the married used it to showcase their relationship with their partners and the divorced used it to fight their loneliness. People use social media at multiple places including home, place of study and work and are constantly engaged with their virtual selves bringing more dramaturgy to their lives on social media. Users have a constant urge to share and receive from these sites. Users constantly visit to and fro in their virtual lives on these platforms. The purposes the users do so for can be multiple including entertainment followed by information, education, business relationship building, and showcasing self. Social media provides a perfect setup to involve in dramaturgy and gain gratification as it allows users to showcase themselves in the way they wanted to be perceived by others. They do these activities frequently, again planning and executing them in the back and front stages. Display pictures are regularly updated by social media users opening a window for others to perceive an impression the user wanted the audience to perceive. Users also frequently share pictures as a part of exposing their manner of interacting. They unknowingly followed dramaturgy in their real and virtual life interactions. Users used features like checking into places on social media too for creating perceived impressions. They feel proud of being able to access a particular place and even if they couldn't do so in real life, social media helps them to fake it. These things are also used as tools for building an image for themselves, these tools allowed them to fulfill the need of creating a satisfactory identity for themselves online. Further, social media interactions help them gain experiences that were either positive or negative resulting in high and low self-esteem respectively. Majority users edit their pictures before sharing them online. They consider pictures a powerful and important tool of impression management It also gives rise to conflicting identities sometimes as everyone on social media wants to showcase his best self in form of his virtual image. The real and virtual selves are often different and are a kind of role-play where people prepare on the backstages of life to perform on the front stages of virtual platforms. Because of the dramaturgy, users are exposed to potential for real-life behavioral changes that result in contradicting identities in virtual worlds.

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Entrepreneurial Intention among Media Students: Exploring the Role of Entrepreneurial Orientation, Entrepreneurial Self-Efficacy and Entrepreneurial Education

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ABSTRACT

Entrepreneurship education has emerged as a crucial factor in shaping the aspirations and nurturing budding entrepreneurs across diverse sectors, a subject extensively explored in entrepreneurial literature. Nevertheless, an initial exploration of research has uncovered a conspicuous gap in discussions pertaining to media entrepreneurship. The objective of this research is to scrutinize the influence of entrepreneurial education factors, such as Perceived Educational Support (PES), Perceived Relational Support (PRS), and Perceived Structural Support (PSS), on media students' self-efficacy (SE), Individual Entrepreneurial Orientation (IEO), and the intention to pursue entrepreneurship. Through purposive sampling, respondents were selected, and data were gathered via an online survey. The findings revealed a positive impact of PES on the self-efficacy of respondents, culminating in a heightened intent to become media entrepreneurs. This study holds the potential to significantly contribute to the development of the entrepreneurial orientation concept among media students in the Indian context.

Keywords: Media students, Individual entrepreneurial orientation, Media entrepreneurship, Entrepreneurial Orientation, Self-efficacy.

1. Introduction

Entrepreneurship plays a pivotal role in fostering economic development by fueling innovation, creating jobs, and driving productivity. According to the Global Entrepreneurship Monitor (GEM) 2021/2022 report, entrepreneurs across the globe contribute significantly to economic growth, with approximately 460 million people engaged in starting or running new businesses. In developing economies, entrepreneurship becomes a catalyst for job creation and poverty reduction. The report highlights that in low-income economies, the average early-stage entrepreneurial activity rate is 17.2%, emphasizing the transformative potential of entrepreneurship in uplifting communities. Furthermore, fostering a culture of entrepreneurship enhances a nation's competitiveness and resilience. Countries with a higher level of entrepreneurial activity tend to experience higher GDP growth rates and increased social well-being, emphasizing the indispensable role of entrepreneurship in advancing global development goals (Somjai & Sangpern, 2019).

In tandem with the impact of entrepreneurship on development, entrepreneurship education emerges as a crucial driver in cultivating a dynamic and skilled workforce. The incorporation of entrepreneurship education equips individuals with required skills, knowledge, and mindset to sail across the complexities of starting and sustaining businesses. According to data from the Global Entrepreneurship Monitor, nations with well-established entrepreneurship education programs witness higher rates of startup activity. This educational foundation not only fosters economic growth but also serves as a launching pad for specialized sectors, including media entrepreneurship.

The transformative influence of media on societies underscores the significance of entrepreneurship within this sector. Entrepreneurs in the media not only contribute to economic vitality but also shape cultural narratives and public discourse. Despite this, there exists a conspicuous gap in research and discourse concerning media entrepreneurship. Recognizing and addressing this gap is essential for unlocking the full potential of entrepreneurship, prompting a reevaluation of educational priorities and research focus to foster innovation and growth in uncharted territories like media entrepreneurship. By doing so, we can amplify the positive impact of entrepreneurship on development, ensuring a more comprehensive and inclusive approach to entrepreneurial education that spans diverse sectors, including the transformative realm of media.

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From last two decays the number of institutions that offer courses related to entrepreneurship has grown from a handful to a large number in different disciplines such as economic, strategic management, evolutionary and behavioral sciences etc. (Landström,2020). While the literature illustrates that some legitimacy has been achieved in the present state of entrepreneurship education in India, there are critical challenges that lie ahead. A review of the characteristics of these entrepreneurial activities reveals that despite of a huge number of media institutions running in different parts of country (India) a very few entrepreneurial activities have been done in the field of media. The paucity of entrepreneurship activities in the media industry could be due to various reasons such as the lack of understanding or awareness of crucial factors involved in entrepreneurship and the lack of right action on the part of media entrepreneurship. Therefore, it is pivotal to acknowledge the critical factors that are influencing the intention of media students to become a media entrepreneur or to start a business. Earlier several studies have shown that SE, IEO, PES, PRS and PSS works as antecedents of EI of an individual (Achtenhagen, 2020; Gabriel & Kobani, 2022; Somjai & Sangpern,2019; Wales et al., 2021). Thus, this study will explore the relationship between EI of media students to SE, IEO, PES, PRS and PSS.

This paper is divided into five sections. After the first section of Introduction, the researchers discussed theoretical background of this research study and proposed the hypotheses in second section. The third section covers research methodology. Fourth section explains the result. Further fifth section focused on discussion and conclusion and limitation of the study.

2. Review of Literature:

2.1 Entrepreneurial Intention

The notion of intention serves as a precursor to individual actions, encapsulating motivational elements that drive behavior. It reflects an individual's commitment to converting their planned actions into tangible practices (Do Nguyen & Nguyen, 2023). Somjai & Sanperm (2019) emphasize the pivotal role of intentions as the primary predictor of planned behaviors, including entrepreneurial pursuits. EI denotes an individual's readiness to involve in entrepreneurial behavior, participate in entrepreneurial activities, or pursue self-reliance (Wang et al., 2022).

Without intention, individuals are less likely to embark on self-employment ventures. Personal and situational factors, viewed as indirect influencers on entrepreneurship, shape attitudes and motivation, thereby

impacting EI (Somjai & Sanperm, 2019). Starting a business requires courage and ambition, qualities that, even if inherently present, may not translate into entrepreneurial activities without the corresponding intention (Setamanit, 2018). Bird (1989) stresses that EI reflects an individual's mindset toward establishing a new business or enhancing an existing one, highlighting its crucial role in successful venture creation and sustained firm growth.

Investigating individuals' intentions to be self-employed provides valuable insights for understanding entrepreneurial stages and predicting entrepreneurship activities (Kolvereid & Isaksen, 2006; Zainudin et al., 2017). However, debates persist in the academic discourse about the comprehensive theories of EI, with psychological and behavioral approaches offering distinct perspectives. The psychological approach underscores personality attributes and traits, while the behavioral approach focuses on the connection between intention and subsequent actions (Ajzen, 1991; Ferreira et al., 2012).

2.2 Entrepreneurial Intention (EI) and Entrepreneurship Orientation (EO)

The development of EO, initially conceptualized at the firm level by Miller (1983), involves market and product innovation, and strategic risk-taking. Wales et al. (2021) define EO as the strategic decision-making processes guiding organizations toward entrepreneurial actions. This construct has received importance in entrepreneurial literature, with studies associating it to entrepreneurial activities such as product innovation, firm performance, growth and profitability (Alqahtani & Uslay, 2020).

Lumpkin & Dess (1996) suggests five dimensions of EO: risk-taking, competitive aggressiveness, innovativeness, proactiveness, and autonomy. These dimensions, when brought collectively or applied contextually, serve as indicators of firms' entrepreneurial performance (Achtenhagen, 2020; Rubin & Callaghan, 2019). Notably, EO extends beyond the firm level to individuals known as IEO shaping their personal qualities and attitudes conducive to self-employment (Gabriel & Kobani, 2022; Wales et al., 2021).

Earlier research studies indicate that specific individual attributes increase the probability of entrepreneurship, and five dimensions of EO play a pivotal role in this regard. For example, autonomy involves independent action by entrepreneurial leaders, while competitive aggressiveness reflects a firm's strong efforts to outperform rivals. Innovativeness signifies a firm's tendency toward creativity, proactive behavior entails forward-looking

actions, and risk-taking involves venturing into uncertain business environments (Achtenhagen, 2020).

2.3 Entrepreneurial Intentions (EI) and Entrepreneurial Support System

Entrepreneurial education encompasses the training individuals receive in entrepreneurship, involving the acquisition of skills and knowledge over time. Ediagbonya (2013) defines entrepreneurship programs as supportive training that helps participants develop entrepreneurial attributes and successfully embark on new ventures. Beyond instructing individuals on starting and running businesses, entrepreneurship education fosters critical thinking, creativity, accountability and a sense of self-worth.

Boldureanu et al. (2020) categorizes the aims of entrepreneurship education into three categories: knowledge acquisition, acting or behaving as an entrepreneur, and becoming an entrepreneur. Fayolle and Gailly (2008) echo these categories, emphasizing learning for knowledge, learning to be an entrepreneur by acquiring skills, and learning for research purposes. Regardless of the purpose, entrepreneurial knowledge significantly influences entrepreneurial activities (Somjai & Sangperm, 2019).

Studies affirm the positive relationship between entrepreneurial courses and the intention to be self-employed. Westhead & Solesvik (2016) identify three reasons for this correlation: students learn techniques for generating business ideas, assess the feasibility of these ideas, and consider self-reliance as a viable career choice.

Additionally, EI was found to be influenced by Perceived Structural Support (PSS) and Perceived Relational Support (PRS). Here PRS refers as individual's support from peer environment and peer group (Lee et al., 2022; Turker & Selcuk, 2009; Veciana et al., 2005) and PSS defied as supportive conditions and environments like guidelines or money to start any business (Gelard & Saleh, 2011). Entrepreneurial Support System comprises of represent PSS, PES and PRS enhances business ideas and increases opportunities' profitability.

2.4 Entrepreneurial Intention and Entrepreneurial orientation, Entrepreneurial Support System and Entrepreneurial self-efficacy

Self-efficacy, originating from the Theory of Social Learning, represents an individual's belief in their capacity to perform a specific task. This belief influences goal commitment and performance, particularly in entrepreneurial contexts. Self-efficacy's impact on the intention to become an entrepreneur and subsequent behavior conversion is crucial (Bandura, 1997).

Self-efficacy is task-specific, reflecting an individual's belief in their ability within a certain field. This concept is closely tied to self-perception, with an individual's perception influencing their intention and subsequent behavior. Increased self-efficacy can result from mastery experiences, modeling, social persuasion, and judgments based on physiological status (Drnovsek et al., 2010).

In the entrepreneurial context, self-efficacy is deemed essential, positively affecting entrepreneurial behavior, risk management, and perseverance in the face of challenges (Wilson et al., 2007). Gatewood and associates find that self-efficacy enhances budding entrepreneurs' ability to develop new ventures. SE correlates with perceived feasibility and influences the formation of EI (Kropp et al., 2008).

The concept of EIO was introduced at the individual level to predict entrepreneurial behaviour (Robinson et al. ,1991). Currently, when EO has been established extensively for explaining initiation and growth of mainstream business firms, there has been a negligible research effort for assessing IEO for media firms, although the attitude measures are inherent in the original EO scale.

Achtenhagen, (2020) found in her research that all five dimensions of EO is relevant in media EO. She considered five elements like risk-taking, proactiveness, innovativeness, competitive aggression, and autonomy to measure media EO in her study. IEO measures the 'comprehensive evaluation of organization or individual tendency towards entrepreneurship' (Basso et al., 2009; Gabriel & Kobani, 2022). The IEO is very relevant in assessing individual's tendency to make decisions in entrepreneurial ventures (Kollman et al., 2007). Koe (2016) suggested that three conceptualised dimensions of EO i.e., Innovativeness, risk-taking and proactiveness could be taken as the items to measure IEO construct. He established a relationship between IEO and EI by conducting a survey on the students at entrepreneurial university. Based on multiple studies on EI, three antecedents' SE, EE and EO were taken into consideration for this study.

2.5 Hypotheses

Based on the above-mentioned literature the following hypothesis can be constituted:

H 1: PES has a positive impact on IEO of the media students.

H 2: PRS has a positive impact on IEO of the

media students.

H3: PSS has a positive impact on IEO of the media students.

H4: PES has a positive impact on SE to become a media entrepreneur.

H5: PRS has a positive impact on SE to become a media entrepreneur.

H6: PSS has a positive impact on SE to become a media entrepreneur.

H7: IEO has a positive impact on the intention to become a media entrepreneur.

H8: SE of media students has a positive impact on the intention to become a media entrepreneur.

2.6 Proposed Model and Construct

Based on earlier studies in different streams (Samjai & Sangpern,2019; Soomro & Shah, 2022; Saoula et al.,2023) the researchers proposed the following conceptual model (See Figure 1).The three constructs of Theory of Planned Behavior (TPB) i.e. attitude, subjective norm, and perceived behavioral control has been used to assess an individual intention towards the ME. TPB is an extended concept of Theory of Reasoned Action concept in which the perceived behavioral control construct with attitude, subjective norm influences individual's intention and behavior (Ajzen, 1991). To measure EO among media students the three constructs of EO Innovation, Pro-activeness and Risk-taking were taken into consideration (Covin & Slevin, 1989).
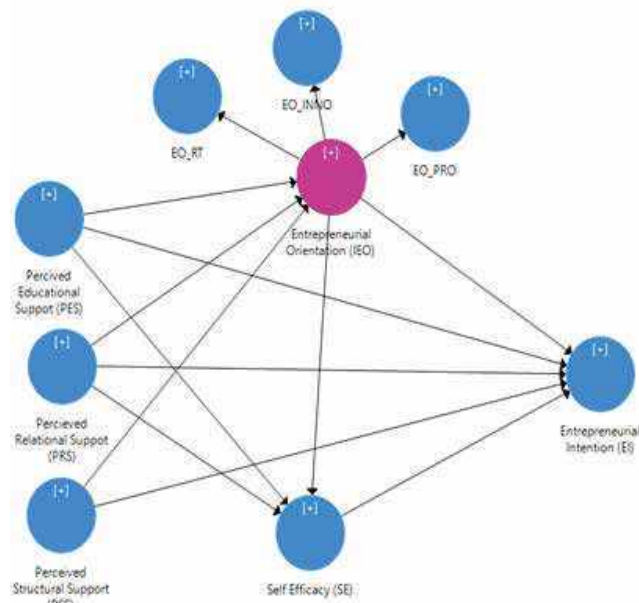

Figure 1: Proposed Model

3.Research Methodology

The present study used a quantitative approach to achieve the proposed objectives of the study.

3.1 Measuring Instrument:

Earlier established scales were adopted for measure all the constructs (Covin & Slevin, 1989; Liñán & Chen, 2009; Taatila & Down, 2012; Turker& Sonmez, 2009). The first section of the questionnaire contained demographic questions such as gender, age in beginning etc., primarily cosisiting of demographic profiles. The second part consisted of nine constructs as proposed in the research model of the present study measured with seven-point likert scale ranging from "1 (strongly disagree)– 7 (strongly agree) (Chang, 1994). For this research study 16 items of EI (Liñán & Chen ,2009), 24 items of EO (Covin & Slevin ,1989; Taatila & Down ,2012), 3 items of SE (Liñán & Chen ,2009), 9 items of EE in which three items of each PES, PSS and PRS (Turker& Sonmez, 2009) has been taken into consideration.

3.2 Data Collection: The selection of participants for this study employed the non-probabilistic purposive sampling technique, as outlined by Black (2009).Online questionnaire was circulated through different social media platforms such as WhatsApp, Telegram and emails to more than 1000 media students, in return received 328 responses, after the process of data purification only 201 responses were found useful. The software named G*Power (version 3.1.9.7) was utilized to establish the minimum required sample size for this study (Faul et al., 2007). Detailed parameters used in G*Power are mentioned below.

$\alpha = 5\%$
statistical power = 0.95
$f^2 = 00.15$, which is equivalent to $r^2 = 13\%$
(f^2=average effect size)
estimated minimum sample size = 89.

Data screening resulted in 3 unusable questionnaires, leading to a total of 198 responses for analysis.

3.3 Data analysis

To examine intricate relationships among 198 respondents, the researchers utilized PLS-SEM as a well-established tool grounded in the concept of component constructs, as discussed by Sarstedt (2008). The empirical testing of the proposed model (depicted in Figure 1), including both the measurement and structural models, was conducted through PLS-SEM using Smart PLS software, as detailed by Ringle et al. (2005).

3.4 Results

These sections encompassed the evaluation of the measurement model and the assessment of the structural model, as outlined by Rezaei (2015).

Assessment of Measurement Model

The researchers have chosen PLS-SEM over CB-SEM due to the presence of small sample size and 2nd order reflective constructs (Ringle et al., 2012). Further to establish the higher - order construct of IEO (reflective-reflective) the researchers adopted the repeated indicators method. The constructs Innovation (EO_INN), Risk Taking (EO_RT) and Pro-activeness (EO_PRO) denote the first-order constructs of IEO, a higher - order construct. Here Individual Entrepreneurial Orientation (IEO) is measured with the nine indicators EOI1, EOI2, EOI4, EOR1, EOR3 EOR4, EOP1, EOP3 and EOP5 (see figure 2) (the remaining items were dropped due to low outer loadings). Within Figure 2, it is evident that the reflective measurement model of the second-order constructs

encompasses all indicators (reflectively measured) associated with the first-order constructs simultaneously. Concerning the specification of the structural model, the antecedent constructs PES, PRS, PSS, and SE have direct relationships with the higher-order component IEO. Moreover, IEO is directly linked to EI in the depicted model (Fig. 2), and SE also exhibits a direct relationship with EI. Notably, SE acts as a mediator in the relationship between IEO and EI.

To assess the measurement model, initially the researchers calculated the outer loading, average variance extracted (AVE), composite reliability (CR), validity: convergent, discriminant, construct, and Cronbach's alpha through SMART PLS. Table 2em demonstrate the value of all outer loadings of constructs, CR and Cronbach's alpha >0.70, so it is established that all the constructs have high reliability. The AVE values are also >0.50, thus showing that the all-research construct also possess convergent validity.

Figure 2: Research Model with their indicators

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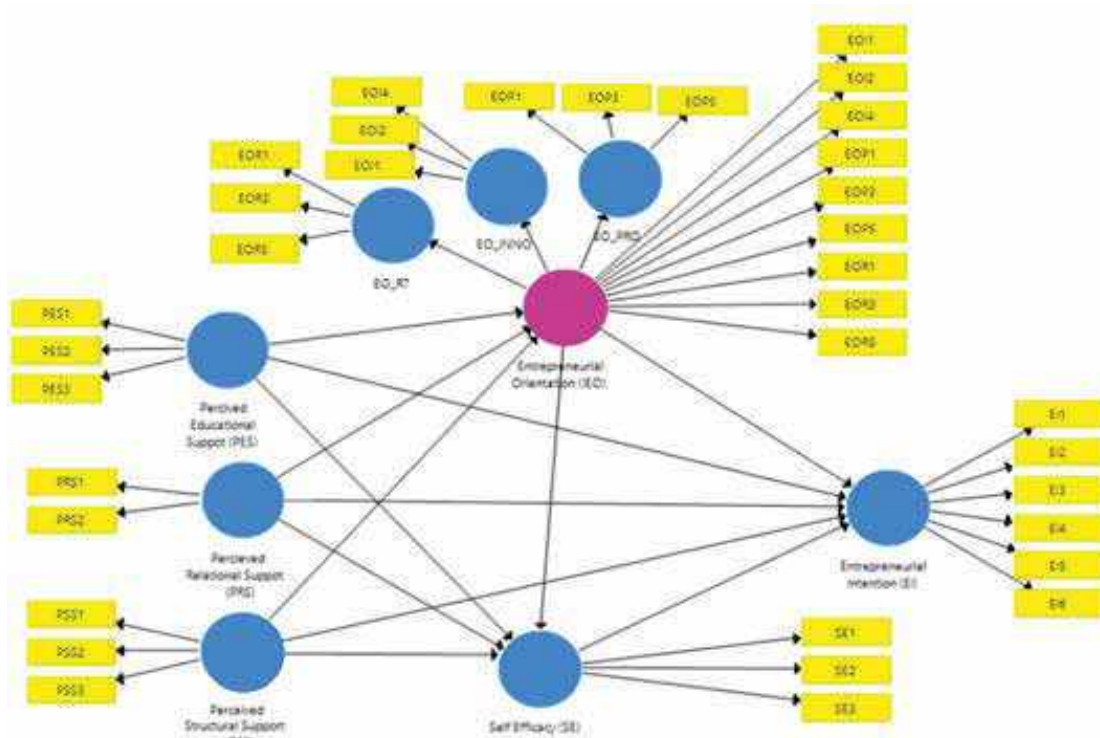
Table 2: Measurement Model Assessment.

Research Constructs	Items	Loadings (Outer)	Cronbac's Alpha (α)		rhoA		Composite Reliability		AVE	
Entrepreneurial Intention	EI1	.867	.946		.953		.957		.788	
	EI2	.884								
	EI3	.881								
	EI4	.920								
	EI5	.903								
	EI6	.871								
Entrepreneurial Orientation	EOI1	.621	.845	.759	.849	.750	.883	.854	.788	.746
	EOI2	.827								
	EOI4	.819								
	EOP1	.677		.722		.721		.776		.634
	EOP3	.740								
	EOP5	.804								
	EOR1	.815		.796		.801		.881		.712
	EOR3	.819								
	EOR5	0.894								
Self-Efficacy	SE1	.863	.767		.799		.863		.677	
	SE2	.756								
	SE3	.846								
Perceived Educational Support	PES1	.932	.875		.876		.924		.801	
	PES2	.863								
	PES3	.889								
Perceived Relational Support	PRS1	.915	.770		.780		.897		.813	
	PRS2	.887								
Perceived Structural Support	PSS1	.908	.760		.787		.863		.678	
	PSS2	.785								
	PSS3	.770								

The researchers utilized a hierarchical component model, following the repeated indicators approach (Chin et al., 2003; Lohmoller, 1988), to scrutinize the 1st order construct concerning the specified 2nd order construct. This approach is widely recognized and commonly employed for estimating higher order constructs using Smart PLS, as noted by Bradley and Henseler (2007). The result (in Table 3) illustrates that the IEO shows an acceptable levels of convergent validity (in terms of AVE = 0.788) and internal consistency reliability (composite reliability ⌐c = 0.883; Cronbach's alpha = 0.845; ⌐A = 0.849). The researchers receive the value of all HTMT less than 0.85 (Table 3) for lower order components the represent the presence of discriminant validity (Franke & Sarstedt,2019; Hair et al., 2017). Nevertheless, the researchers have not addressed the issue of discriminant validity, particularly concerning the constructs EO_INN, EO_RT, Pro-activeness (EO_PRO), and their higher-order component IEO. It is expected that there is discriminant validity among these constructs, as the measurement model of the higher - order component duplicates the indicators of its two lower - order components. It is crucial to emphasize that the inclusion of repeated indicators for the IEO construct serves the sole purpose of identification. This inclusion should not be misinterpreted as suggesting that the evaluation of discriminant validity for these relationships is inconsequential, as highlighted by the work of Hair et al. (2019).

Table 3: Discriminant Validity Assessments (HTMT Ratio of Correlations)									
	EO_INNO	EO_PRO	EO_RT	EI	IEO	PSS	PRS	PES	SE
EO_INNO	-	-	-	-	-	-	-	-	-
EO_PRO	-	-	-	-	-	-	-	-	-
EO_RT	-	-	-	-	-	-	-	-	-
EI	-			0.302					
IEO		-	-	-	0.347				
PSS		0.750	0.801	0.778	0.443	0.785			
PRS		0.775	0.642	0.581	0.335	0.661	0.812		
PES		0.685	0.566	0.507	0.395	0.581	0.736	0.854	
SE		0.579	0.796	0.572	0.528	0.632	0.664	0.452	0.547

3.5 Structural Model Assessments

After receiving the satisfactory results from the measurement model assessment, the researchers started working on the structural model assessment. In evaluating the structural model, various metrics were computed, including R2 (coefficient of determination), the blindfolding-based cross-validated redundancy measure Q2, and the determination of the statistical significance and relevance of the path coefficients. The pertinent p values were obtained through a bootstrapping process, following the recommended practice of 5000 bootstraps, as suggested by Hair et al., (2019).

Before assessing structural relationships, collinearity was assessed through VIF values which were received < 5 as per recommended value (Hair et al., 2019, 2017). The inner VIF values obtained were acceptable for EO (2.045); SE (1.606); PES (2.52); PRS (2.360); PSS (2.36). Hence collinearity issues were not reported (Hair et al., 2017, 2019).

Addition to the above, EI of the media students are significantly determined by EO (2.045); SE (1.606); PES (2.52); PRS (2.360); PSS (2.36). The results are reported in Table 4.

Table 4: Predictive Relevance of the Path Model Assessments Results		
Constructs	R^2 values	Adjusted R^2 values
IEO	.454	.445
EI	.242	.220
SE	.356	.345

Following the examination of the structural model through bootstrapping involving 5000 subsamples, the researchers observed that a five out of eight of the relationships within the structural model were found to be statistically significant ($p < 0.05$), as outlined in Table 5. Notably, the antecedent construct SE exhibited the most robust impact on EI with a coefficient of 0.451.

Conversely, the constructs PES, PRS, PSS, and IEO did not demonstrate a significant effect on EI. It is worth mentioning that PSS exerted a substantial influence on IEO with a coefficient of 0.485. However, the establishment of a direct relationship between IEO and EI was not supported by the findings.

Table 5: Structural Model Assessments Results					
Hypothesis	Path Relationship	Path Coefficient	Sample Mean (M)	t-values	Decisions
H_1	PES> IEO	.096	0.093	0.909	Not Supported
H_2	PRS>IEO	.167	0.142	1.357	Supported*
H_3	PSS>IEO	.485	.494	5.681	Supported ***
H_4	PES> SE	.275	.271	2.823	Supported***
H_5	PRS> SE	-.058	-.056	.541	Not Supported
H_6	PSS> SE	.278	.273	2.941	Supported***
H_7	IEO> EI	.028	0.34	.264	Not Supported
H_8	SE> EI	.298	.292	3.637	Supported***

(Path Co-efficient Values =*p< .01, **p<.05, ***p<.001)

F^2 effect sizes, as introduced by Cohen in 1988, was employed to assess the predictive accuracy of the PLS path model.

Table 6: Predictive Relevance of the Path Model Assessments through f^2		
	f^2	
	IEO	EI
IEO		.001
EI		
SE		.077
PSS	.235	.012
PRS	.023	.00
PES	.008	.012

H1: PES has a positive impact on IEO of the media students.

With respect to the hypothesis H1, the results are shown in Table 5 (β = .096, p< 0.05) indicate that the PES has no significant influence on IEO. Therefore, H1 is failed to accept. The findings show PES of respondents play no role in deciding the IEO of them, this reflect the entrepreneurial education system of media institution are not effective and it needs to be redesigned as the current PES is not able to develop EO among respondents.

H2: PRS has a positive impact on IEO of the media students.

With respect to the hypothesis H2, the results are shown in Table 5 (β = .167, p< 0.01) indicate that the PRS has a positive impact on IEO. Therefore, H2 is accepted. The findings demonstrated that support of peer group, family members and faculty members play a pivotal role in governing five dimensions of EO in respondents.

H3: PSS has a positive impact on IEO of the media students.

With respect to the hypothesis H3, the results are shown in Table 5 (β = .485, p< 0.001) indicate that the PSS has a positive impact on IEO. Therefore, H3 is accepted. The findings demonstrated that supportive conditions and environments like guidelines or money to start any business put positive impact on IEO of the respondents.

H4: PES has a positive impact on SE to become a media entrepreneur.

With respect to the hypothesis H4, the results are shown in Table 5 ($\beta = .275$, p< 0.001) indicate that the PES has a positive impact on SE. Therefore, H4 has accepted. The findings show PES of respondents play a crucial role in developing an entrepreneurial self-efficacy that indicate a belief in respondents to start a business.

H5: PRS has a positive impact on SE to become a media entrepreneur.

With respect to the hypothesis H5, the results are shown in Table 5 ($\beta = -.058$, p< 0.05) indicate that the PRS has no positive impact on SE. Therefore, H5 is failed to accept. The findings show PRS of respondents play no role in deciding the SE. of them, this reflects the respondents peer group, friends and faculty members cannot encourage respondents to start a business.

H6: PSS has a positive impact on SE to become a media entrepreneur.

With respect to the hypothesis H6, the results are shown in Table 5 ($\beta = 0.278$, p<0.001) indicate that the PSS has positive impact on SE. Therefore, H6 is accepted. The findings demonstrated that supportive conditions and environments like guidelines or money to start any business put positive impact on SE of the respondents.

H7: IEO has a positive impact on the intention to become a media entrepreneur.

With respect to the hypothesis H7, the results are shown in Table 5 ($\beta = .028$, p< 0.05) indicate that the IEO has no significant influence on IE. Therefore, H7is failed to accept. The findings show IEO of respondents play no role in developing IE in them.

H8: SE of media students has a positive impact on the intention to become a media entrepreneur.

With respect to the hypothesis H8, the results are shown in Table 5 ($\beta = .298$, p<0.001) indicate that the SE put a positive impact on the EI to become a media entrepreneur. Hence H8 is accepted. The finding indicates that the belief in capacity of starting a business encourage the respondents to start a business.

4. Conclusion

The findings of this study emphasize the significance of entrepreneurial education in cultivating an atmosphere that supports entrepreneurial activities and the establishment of new ventures. Equipping students with knowledge in entrepreneurship not only encourages them to consider entrepreneurial careers but also sets the stage for future entrepreneurial endeavours. Governments play a crucial role in promoting entrepreneurship by providing funding, support structures, and removing obstacles hindering entrepreneurial pursuits (Bagheri & Pihie, 2011).

The findings suggest that universities can enhance an entrepreneurial mindset among students through early exposure to entrepreneurial education. This, in turn, contributes to the development of entrepreneurial self-efficacy, ultimately increasing the intention of students to become entrepreneurs (Akanbi, 2013). Practical and proactive course content design is recommended for instructors and tutors to effectively encourage entrepreneurial intention among students. Additionally, universities should organize more programs and workshops focused on entrepreneurship to deepen students' knowledge in areas such as business proposal development and small business management.

The study's implications extend to guidance and counselling experts within universities, emphasizing the importance of considering variables like entrepreneurial orientation and self-efficacy when counselling students or building their intentions to pursue self-employment.

The examination of the relationship between students' entrepreneurial orientation, entrepreneurial education, self-efficacy, and entrepreneurial intention offers theoretical and policy implications. The study contributes to the literature by introducing individual entrepreneurial orientation into the model, moving beyond the firm-level focus prevalent in previous research. Notably, this research expands the scope of entrepreneurial intention studies, which have predominantly been conducted Indian media students, providing unique insights relevant to the local context.

The practical implications of the study are significant for governments, policymakers, and university management. The positive relationship identified between entrepreneurship education and students' entrepreneurial self-efficacy suggests that increasing entrepreneurial training and programs could lead to a greater inclination toward self-employment among students. The study also highlights the current status of entrepreneur education system in Indian media institute and its role in shaping entrepreneurial orientation among students' intentions to start businesses. This indicate that the Indian media institute required redesign their entrepreneurial EO curriculum by incorporating elements which encourage entrepreneurial the five dimensions in the students. The correlations among all three independent variables emphasize the role of education in improving both self-efficacy and entrepreneurial intention among the students. These findings can inform the development of policies

aimed at fostering entrepreneurship and guide universities in designing effective entrepreneurship programs.

Further as no study is without limitation the present study is also bounded by certain limitations. The data was collected through online media. The result of the study does not discuss the effect of moderator on the dependent variables. Further study can be done by considering the effect of moderators.

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