

USE OF SOCIAL NETWORKS FOR DISSEMINATION OF INFORMATION BY MEDIA PROFESSIONALS IN MIZORAM

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In

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Submitted by

Lalruatfela Chhiato

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Supervisor

Dr. R.K. Ngurtinkhuma

Professor

Department of Library and Information Science

Mizoram University, Aizawl, Mizoram



Department of Library and Information Science
(School of Economics, Management and Information Science)

Mizoram University

Aizawl-796004

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DECLARATION
Mizoram University
Aizawl:Mizoram
June,2018

I, Lalruatfela Chhiato, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form based on the award of any previous degree to me or to do the best on my knowledge to anybody else, and that the dissertation has not submitted by me for any research degree in any other University Institute.

This is being submitted to Mizoram University for the degree of Master of Philosophy in Department of Library and Information Science

(LALRUATFELA CHHIATO)

Research Scholar

(Dr.S.N. SINGH)

Head

(Dr.R.K. NGURTINKHUMA)

Supervisor



MIZORAM UNIVERSITY

(A Central University accredited 'A' Grade by NAAC in 2014)

Department of Library & Information Science

Aizawl, Mizoram. PIN - 796 004

PO Box 190

Tele-Fax: (0389) 2331608

E-mail: semis.dlis@gmail.com

CERTIFICATE

This is to certify that the dissertation entitled “**Use of Social Networks for Dissemination of Information by Media Professionals in Mizoram**” submitted by Lalruatfela Chhiato for the award of Master of Philosophy in Library and Information Science is carried out under my guidance and incorporates the students bona fide research and this has not been submitted for award of any degree in this or any other university or institute of learning.

Date:

(Dr. R. K. Ngurtinkhuma)

Place:

Professor & Supervisor

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Dated _____

(Lalruatfela chhiato)

M.Phil

Registration No. MZU/M.Phil/400 of 22.05.2017

Department of Library & Information Science

Mizoram University

Tanhril, Mizoram

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LIST OF ABBREVIATIONS AND ACRONYMS

Abbreviation	Description
APA	American Psychological Association
CSOM	Center for Sex Offender Management
HTML	Hypertext Mark up Language
ICT	Information and Communication Technology
ICMPA	University of Maryland's International Center for Media & the Public Affairs
I&PR	Information and Public Relation
NCMEC	National Center for Missing and Exploited Children
NER	North Eastern Region
NGO	Non-Government Organisation
SNS	Social networking Sites
WWW	World Wide Web
YMA	Young Mizo Association

Chapter 1

INTRODUCTION

Chapter 2

SOCIAL NETWORKS: AN OVERVIEW

Chapter 3

DISSEMINATION OF INFORMATION: CONCEPTUAL APPROACH

Chapter 4

DATA ANALYSIS AND FINDINGS

Chapter 5

CONCLUSION AND SUGGESTIONS

1.1 Introduction

The new tools of Internet technologies especially World Wide Web (WWW) facilitate to the people to use different social networking sites (SNS) for different purposes. The Social network service enables users to access information, connect, contribute, share, exchange data and create content more efficiently. Over the years, Social networking among users became more and more popular. It is way to make connection not only personal favour, but also using a source of information. Anyone can be performing like mediators, reporters, provider of information using social networking to the society.

In Modern world, applications of social network are more introduce for an information and communication in the society. Media Professionals are the main stakeholder for sharing of information to the community and other professionals. The main aim of media professionals is to share information and give knowledge as well as manage information to provide authentic and reliable informations to the community in a large scale. In this regards, Information and Communication Technology (ICT) plays significant role providing fast and immense information to the media professionals in their public service. At the same time, social media, no doubt, has tremendous contribution in communicating and providing information to the community in a larger scale.

In recent years, Social Networking has transformed the workplace for searching, collecting and disseminating of information to the Media Persons. Social networking is the most powerful tool for disseminating information in today's digital world. It has gained remarkable attention since the last decade. Social networking sites, such as Twitter, Facebook LinkedIn and Google+ through the internet and the web 2.0 technologies has become increasingly reasonable for communication and dissemination of information. People are becoming more interested and relying on social network for information, communication, news and judgment of other users on diverse subject matters. The heavy reliance on social networking sites causes them to generate massive data characterized by three computational issues, namely, size, noise and dynamism.

1.2 Media

The word media comes from the Latin plural of medium. According to McLuhan (Bruns&Bahnisch; 2009; pp.15-25), the word Media is "*the medium which is the message.*

The medium, by which a piece of information or knowledge is communicated to us, has a profound influence on us". Business Dictionary defines media as *"the Communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet"*. In fact, traditional media transform by the new technologies of communications are mostly rely on the internet through computer and other electronic devices.

From the above definition we can state that media is used to store, communicate and distribute information through certain means of communication channels. It refers to the technical aspect of the storage and transmission of information by Video, Image, Audio, transmitting electronically, via such media as film, radio, recorded music, or television etc. It also includes all the physical form of information such as print and non-print materials transmit through physical objects, such as books, magazines, newspapers, or pamphlets, etc.

1.3 Media concept

The concept of media is one that is used to refer to all forms of medium in which an idea or message can be transmitted. Today, however, the concept is commonly related with certain media, more specifically with newspapers, television, radio, internet, or graphic publications. Therefore, both marketers and advertisers need to know the different types of media, its advantages and disadvantages, to the best decisions when selecting the media to be used in their activities.

1.4 Professional

Business dictionary defined Professional as *"the person formally certified by a professional body of belonging to a specific profession by virtue of having completed a required course of studies and/or practice. And whose competence can usually be measured against an established set of standards"*. Thus, a professional is a member of a company or organization, of any person who earns their living from a specified professional activity. The term also describes the standards of education and training that prepare members of the profession with the particular knowledge and skills necessary to perform their specific role within that profession.

From the above definition professional is a person who belongs to one of the professions, especially one of the learned professions. It is an expert person who has specific kind of knowledge to work in a specific job having creativity and technological abilities to develop, manage and promote products or services to potential customer's services. Media professionals work to influence, inspired, motivate and inform customers and employees about practices, products and services.

1.5 Media professional

According to Cambridge Dictionary, media professional is *“a person who writes news stories or articles for a newspaper or magazine or broadcasts them on radio or television”*. When we say media professional it includes news editor, editor, news reader/reporter, photographer (camera crew), and Media professionals use variety of mediums, including print and video, to promote and market goods and services for companies and businesses sharing and transferring information to the others.

1.5.1 Media professionals in Mizoram

Mizoram, the 23rd states of India, lies in the extreme corner of the North-Eastern Region (NER) having international border with Myanmar in the east and Bangladesh in the west. Due its remote location from the main land of India, print and electronic media is one of the most important means of communication. Although print media played an important role, electronic media have larger contribution for the communication of the people. The technological advancement helps the media professionals in processing of information, like accessing, sharing, disseminating to individuals or group of persons.

Media professionals in Mizoram are working very well in print and electronic forms to provide authentic information to the public. They formed common platform of association to develop and strengthen their profession known as Mizoram Journalist Association (MJA). Its headquarters is at Aizawl, the state capital of Mizoram. The state government is also kind enough to help and promote the media professionals because of their important service to the general public in providing various information that may help and develop the community in different ways. In recognition of their service to the public, the government formed Press Accreditation Council and give accreditation to some media professionals, known as 'Accredited Journalist'. The accredited journalist has certain benefits from the state

government. In Mizoram, there are 130 accredited journalists under the department of Information & Public Relations (I&PR) comprising various professionals, such as; editor news editor, news reporter, correspondent, cable operator and photographer. Apart from the accredited journalists, there are a number of media persons who work and utilised their services in media field. Some of them are the backbone of the professional persons.



Snapshot 1.1 MJA General Conference 2014

(Source: <https://goo.gl/images/G5efhu>)

Mizoram is moving very fast towards development in various areas as a result of its diverse moral ethics of the people. Local communities join hands to develop their localities particularly under the leadership of various NGO. The contribution of Young Mizo Association (YMA) is very commendable in this regard. Most of the Branch YMA have local Newspaper published every week to communicate the local people. Likewise, most of the Youth Fellowship in the Churches published Newspaper weekly. The services of local persons in the field of media play vital importance to give various local information to the community. The services of Cable Operators are also very important to provide for disseminating of information.

1.6 Information dissemination

According to Bauman (2006), "Information Dissemination refers to the process of communicating information through defined channels and media in order to reach various target groups (e.g., national policymakers, researchers, health professionals, or consumers)". Thus information dissemination may be regarded as any act by which one person gives to or receives information from other person about that person's needs, desires, perceptions, knowledge or affective status. Conferences, meetings, festivals, melas and procession are the events of information dissemination and Journals, Newspapers, Radio, Television and Video are the medium of information dissemination. Phones, computers satellites and Internet are the technologies of information dissemination and Journalists, Advertisers, Public relation personals, Camera crew and Newsreaders are the professionals in the act of Information dissemination. With the increasing demand of information, people begin accessing information through different medium according to their own time. Dissemination is an information alerting services designed to keep individuals informed about the new developments in their particular field and interest. As such, Information Dissemination is the activity of conveying and spreading of one's ideas, knowledge through the exchange of thoughts, messages as by symbols, signs, speeches, visuals, signals, writing or behaviour. It is meaningful exchange of information between two or among a group of people.

According to Peters, as quoted by Shepherd (2006), described in Communication as Dissemination, "Making a public offering is perhaps the most basic of all communicative acts, but once the seeds are cast, their harvest is never assured...Depending on the circumstances, the surroundings and the environment the listener is receiving the message can also have an effect on the outcome of the meaning of the message received". Furthermore, he stated that "broadcasting information to an open ended destination is a feature of all speech. The metaphor of dissemination directs our attention to those vast continents of significations that are not directly interactive". Dissemination basically sends information to an audience, without direct contact to the receiver, and without a direct response or clarification method that a conversation or dialogue would have. Dissemination is very powerful when adding rhetoric or other forms of persuasiveness to the speech.

Information Dissemination is mass production of knowledge through publishing companies or others that may help mass distribution of knowledge in some physical or

electronic form. In the past, information had been disseminating in the form of books or documents. But as of now, information production is accelerated by posting the information through electronic media. It speeds up the transfer of information globally at a rapid rate which may take only a minute or second by social electronic media from one place to another.

1.7 Social media and Social Networking

Social media is an umbrella term applied to a group of online and electronic tools that include blogs, social networking sites, and video-sharing sites. Unlike early websites, where the main focus was to deliver information in a closed, one-way manner; social media tools prioritize engagement, mainly through creating and sharing user-generated content and the timely exchange of news and information. According to Bruns and Bahnisch (2009) social media means *‘networked information services, designed to support in depth social interaction, community formation, collaborative opportunities and collaborative work’*. Kaplan & Haenlein, (2010) also defined social media as *“a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content”*.

Many people think that Social Media and Social Networking are one and the same and therefore can be used interchangeably. That is a good misconception. Social media are computer based mediated tools and programs, which allow people to share and create information or idea among them through network. First there was a traditional media then there came industrial media and now social media has nearly replaced all kinds of media due to its quality, speed, performance and frequency. Social Media is a platform for broadcasting information, whereas Social networking is a platform for communicating with one another. Besides that we can also describe the difference between Social Networking and Social Media as Social Networking is a social structure with people who are joined by common interest whereas Social Media is the use of web-based and mobile technologies to turn communication into an interactive dialogue.

Professor J.A. Barnes of Churchill College, Cambridge is the first person who coined the term “Social Networking” in 1950s. As quoted by Singhai (2013), he defined Social Networking as “an association of people drawn together by family, work or hobby”. Powell

(2009) defined social networking as “communities in which individual are somehow connected through friendship values, working relationships, idea and so on”. Seufert, et al (1999) defines “social networking in terms of knowledge networking as signifying a number of people, resources and relationships among them, who are assembled in order to accumulate and use knowledge primarily by means of knowledge creation and transfer processes, for the purpose of creating value. The concept of social networking is one of the tools of Web 2.0, which also forms the basis of library 2.0”.

Deducing from the above definitions, the term social networking can be referred to as a web platform where people from different cultural settings can connect and interact with each other. Social Networking is therefore used through dedicated websites and application to interact with other users, or to find people with similar interests to one’s own. Use of its application allows establishment and development of networks in online to communicate and disseminate information to form friendships and associations. All the websites have three features in common; the user create “profile” which has an image and some information about him/her and is visible to all other users; the user can associate himself with other users through mutual agreement; and associated users can communicate publicly and privately and exchange texts, images, video and audio files.

Social networking sites is an online platform that is used by people to build social networks or social relation with other people who share similar personal or career interest, activities, backgrounds or real-life connection. The variety stands alone and built in social networking service currently available in an online space introduces challenge definition; however there are some common features:

- Social networking based service is the internet based applications;
- User generated content such as user-submitted digital photos, texts post, “tagging” online comments, and diary styles “web-logs”(blogs) is the life blood;
- Users create service specific profiles for the sites or app that are designed and maintain by social networking organization.

1.8 Significance and scope of the study

Man is social animal depending on one another. No one can stand alone to build up his/her own future. By living in information society, everybody needs information for his education or daily life. Information need may be differ from one to the other. But man can not have enough information by his own; therefore, he needs some help or sources to disseminate information of his own choice. Library or information centre may be regarded as one of the most important centre for collecting information for research and daily life, but everybody cannot go to the library to get his information needs. Therefore he needs one kind or the other agent to provide information at its best.

Today, electronics has tremendous changes in our daily life. In banks, commerce, business, defences, etc. electronics plays vital role to enhance the services promptly and efficiently. As such it has also play key role in media field. Most of the journals and newspapers are available in online as a result of electronic developments. It is very essential and time to study how media professionals used social networking sites for information dissemination. Therefore, this study is focusing on the use of social networking sites by media professionals for information dissemination in Mizoram.

The scope of the present study was confined 130 media professionals in eight districts of the state of Mizoram, who are members of Mizoram Journalists Association. The following table shows the numbers of the journalist in Mizoram.

Table 1.1: Number of Accredited Journalist in Mizoram 2017-18.

Sl.No	Name of District	No. of Accredited Journalist
1	Aizawl	54
2	Lunglei	20
3	Saiha	11
4	Champhai	10
5	Serchhip	11
6	Kolasib	11
7	Lawngtlai	5
8	Mamit	8
	Total	130

(Source: I&PR Department, Govt. of Mizoram)

1.9 Review of Literature

There are good numbers of literatures that spell about social networking in the form of research or intellectual paper, but do not concern this research area. By considering those literatures, I have taken up and review the followings to understand and pace ways for this research area.

Morris (1985) reported that the dissemination of information processing may be either proactive or reactive both are describes and which is follows. The main purpose of this paper is explained about the procedures and programs for achieving such change through the dissemination of public and professional information. And to differentiate some of the inaccuracies and misunderstandings that make dissemination an important issues of information dissemination, and point out issues and related to the assessment, content, and means of dissemination that need to be taken into account.

Charnigo & Barnett (2007) this study is focussed the librarians, who are the favour of Facebook being used in libraries to promote and services. It is found that the majority numbers are not in favour of Facebook having a presence in libraries at all. It also this study indicates that the use of social networking sites increases as age decreases. The studies appear to indicate that younger librarians are more likely to utilise Social Networking Sites than older. Jenkins(2007) given details the major reflection of recent year in know-how relative to using technologies to help learning and other constructive goals. It leads many to be concerned with emergent problems like virtual disproportion, in which difference between the haves and have-nots have less to do with the technologies available to group of people and more to doo with they are using technologies to improve their situation. Then, the participation divide has emerged with the growth of participatory like SNS, which allow people to construct, share, and connect in new ways, because not everyone enjoys equivalent literacy or the social connection necessary to effectively benefit from them. Topper (2007) his study reveals that the impact of social networking sites in public academic libraries. It includes the literature review and comments on the topic of social networking sites. It main focussed on the importance of planning in advance for the future and the way of users are gathering information from social networking sites. And also pick out that the library to reach to the users in their preferred method of communication.

Gillin (2008) the study conducted from September 2017 to November 2017 web-based survey created in Qualtrics. It measures the communication professionals' ability of usage pattern in social networks, social media tools like blogs, podcasts, online video and other technologies. Social media is more increases becoming a hub channels for disseminating information. 57% of this study group of early social media adopters reported that social media tools are becoming more valuable to their activities, whereas, 27% of this study groups are reported that social media is the most essential elements of communication strategies. Vitak (2008) studied about the many reasons of why individuals use the social networking sites. The first reason is for them to meet strangers and become friends. The majority of the respondents i.e. 57.0% said that they were initially introduced to those "friends" through mutual friends, which increase the likelihood of such relationships developing into strong ties. While a significant portion of respondents describe that they have at least a few online friends, 85.0% of respondents said that they do not communicate with most of their online friends, and the majority of respondents said that they considered those friendship as strong ties. Through the social networking sites are user likely to maintain their personal relationship with their online friends because of easy communication.

Aleman & Wartman (2009) explained in which online campus culture is developed, enacted and resisted. One of the most interesting findings of the study is that college students have unique ways to Facebook on to craft their identity, to shape campus culture, and progress beyond the college campus. It recommends students affairs practitioners to understand, recognize, accept, and even join students in the new online campus reality and advise college administrators to recognize, understand and accept the new online realities and identities of their students if they desire to reach their students effectively. Piskorki (2009) it indicates the people feel happy to look at pictures, which is the eradicator application of the online social networking sites. This study resumed that the people who post their photos could show that they having fun are being popular without having to show off. Social network enable a very tempting way to interfere into someone's life without any kind of real interfere. Its reveals the gender difference in the use of social networking sites

Daniel, etal. (2010) study explore how such networks may provide a venue to identify misuse or misunderstanding of antibiotics, promote positive behaviour change, disseminate valid information, and explore how such tools can be used to gather real-time health data.

Flowtown (2010) reported that this trend does not hold true regarding SNSs usage. In its analysis of Google Ad Planner data, he found that a curve exists for users of SMT with regard to income. Those who made less than \$24000 per year were less social than were those getting in between \$25000 to \$74000. Jansen (2010) noted, expectedly, that individuals with greater income spends more time on connected devices, and in many case, increase use is due to the discrepancy in ownership of internet-ready devices beyond the mobile phones. However, the study revealed that 58% of Americans buy a service or product online. He also found that the percentage of the general population that has bought products such as books, music, toys, or clothing are 22% to 52% in between May 2000 to 2010. Ferguson (2010) Explore the use of SNS for recruiting undergraduate students in two of the higher education institution in the USA. The researcher found that the institution study explores the phenomenon of social networking as a recruiting strategy because online SNS are a popular platform that college and high school students use in discussion during the college choices process.

Fulya (2012) study on the political impact of social media has focused on the power of mass protests. According to him, social media's real potential lies in supporting civil society and the public sphere. The social media has become contested terrain, a new form of class struggle, national liberation and pro-democracy movements. In this study, the role of social media in a democratic society has the power of social media on creating a public sphere and the rise of social opposition through social media have been debated on latest examples of global social opposition. Steinfield, et al.(2012) found that the most of the users appears to connecting with other people are either they previously known to each other or have some form of offline connection on social networking sites, and this pattern of use is more likely to results in higher suppose social resources than if users rely on social networking sites to initiate contacts with new people and enrich their relationships.

Mahajan, Singh, & Kumar (2013) in a survey of a comparative study of the use of social networking sites in Punjab University and Kurukshetra University explore the activities and purpose of using SNSs by the research scholars both the universities. The findings of the study indicated that the majority of the respondents of the discipline of both the universities were found to be aware and have accounts of these sites. The study also revealed that the facebook is most popular SNSs followed by Orkut in all categories of researcher and the majority of the research scholars from both universities believed that

information available on SNSs is partially reliable. Satijia (2013) the study reveals that information is the main sources of development in human life. It also found that more effectively influence by the qualities of information in culture, social activities, and future development aspects. Information has become a vital input for decision making; it reduces the numbers of probable choices for us who are taking informed before decisions', and also importance for social, economic, political, educational, technology and moral development of the society. Singh & Kumar (2013) in their paper they survey to study the use of activities and purposes of social networking sites by the research scholars of Punjab University. It reveals of the study that the majority of the respondents were found to be aware and making proper use of such applications in their work and day by day need of communication. It also found that Facebook is the most favour social networking sites by all the categories of the research scholars.

Taysur(2014) studied the effect of social networks i.e. Facebook and Twitter on students engagement in both academic as well as social aspects. A survey conducted to the collect data from the students of the Petroleum Institute excluding female students due to cultural and traditional reasons. The findings indicated that the students with high GPA spend more time on these social networking sites, while students with low GPAs spend less time. The study concluded that there is a correlation between students GPAs and their uses of social networking sites which shows the significance and benefits of social networking sites. Zuber (2014) study, Social network has gained remarkable attention in the last decade. Accessing social network sites, such as Twitter, Facebook, LinkedIn and Google+ through the internet and the web 2.0 technologies has become more affordable. Data mining provides a wide range of techniques for detecting useful knowledge from massive datasets like trends, patterns and rules. It is used for information retrieval, statistical modelling and machine learning and discusses different data mining techniques used in mining diverse aspects of the social network over decades.

Bashir and Usman (2015) study stated that information dissemination is one of the prime services of the library and is required to be carried out by SNS because SNS is widely used by students and scholars globally. Its services are quick and prompt to get the information needs and the study recommends improvement of Internet connectivity in all institutions in Nigeria for easy access and sharing of information for better democratic governance. Kenchakkanavar(2015) studies the role of Facebook and Twitter for academic

libraries in the 21st century. The study focussed on the effectiveness of using online advertising on the social networking sites in academic libraries. It is found that many libraries are using Social Networking Sites.

Anna(2016) in his paper describes the use of social networking tools by LIS professional have effective effect in library services. This study provides views of library and information science professionals regarding usages of SNS tools and services for their libraries. It was discovered from the study that maximum number of library and information science professionals who responded in this survey were associated with academic libraries are aware of SNS tools and services. Ashraf and Mohamed (2016) in their studies, investigate from the representative sample of 160 doctoral students from the University of Calicut, shows that social media are more effective useful tool for research scholars. The study stated that wikis is most widely used social media by the students. Mahendra (2016) study have clearly shows that social media tools are utilized by libraries to convey a mix of user services, news and upgrades, content/endorsement of collection, dissemination of the organizations' intellectual, procurement of educational tools and assets and for building connections both inside and outside of the institution. Neha and Sadanand (2016) study revealed that libraries need to upgrade with the upcoming tools of SNS. Users can response quickly which may help libraries to improve their services. Libraries and users' community can change the perspective of using SNS for more meaningful in sharing knowledge. The time will need to change the user's perspective in using SNS with libraries. The combination of these aspects may help libraries to provide quality and sophisticated services to the users. The findings imply that libraries can improve the efficiency of functions, communication and interaction through SNS. Nigam and Singh (2016)study narrated that the usage pattern of social networking sites (SNS) of academicians in scholarly communication in the Central Himalayan region of Uttarakhand state universities of India revealed that 93 % faculty members of state universities of Uttarakhand were using SNS and sharing of information was highest amongst them. SNS has reduced the world-wide barriers with the free transfer of information, knowledge and mutual exchange of use. It recommends that Wi-Fi should be made available in all the universities, so that the faculties can use them in their academic pursuit during their working hour in the campus, and this will further lead to an in-depth use of SNS for academic excellence.

Asmita and Deka (2017) investigated how academic libraries in Gauwahati are using emerging social networking services on survey-based research. The study was to find the library services provided through social networking sites to the readers they distributed questionnaire and analysed data with the help of statistical tools. The study shows that SMS/instant message service are introduced in the early stage and social networking sites are used to communicate readers in regard to borrowing of books from the library. Krishanu and Mondal (2017) study to observe information seeking and sharing of Library and Information Sciences (LIS) professionals in India through a community based social networking sites, i.e., LIS Links. The study revealed that job related information is posted in most cases under the job tabs of LIS Links. The professional members mostly posted information to the maximum amount of LIS related information. Kundu and Mandal (2017) study is to emphasize the growing significance of social networking sites to the visually challenged learner and its need to implement in academic libraries for imparting education to them. Its focus study shows the frequency of library usage and the level of user satisfaction of the visually challenged users on the traditional academic library system. And also shows use and benefits of social networking sites in library system. Kumar and Singh (2017) study aims the purposes and effectiveness of social networking sites in communication and research by the research scholars of the Assam University and Mizoram University. The study was conducted through structure questionnaire among the research scholars in both the universities. The study suggested that both the Assam University and Mizoram University should have support services of the library by using social networking sites for the promotion and development of education and research activities. Kumar and Yadav (2017) study about the extent of internet and social media usage pattern among the media professionals working in print media houses of Assam with special reference to Cachar and Guwahati. The collected data was tabulated and analysed using SPSS and MS-Excel. The study revealed that younger generation has more enthusiasm and interest in using Internet. At the same time both of them required to have aware of social networking sites to access information. Lallaisangzuali (2017) investigated the use of social media for academic purposes by the post-graduate students of Mizoram University. The finding revealed that WhatsApp is the most common social networking sites used by students. Two-third of the students used social media to remain up-to-date trending events and news every day. Khongjee, Puttaraj&Shivarama (2017) study stated that Library and Information Science marketing is significantly changed due to the development of ICT. Social media is widely used by community to interact, communicate, share and send information to one other. Social networking is the vital tools for marketing

and promoting of library services and products among new generation/users and to create user-centred libraries. It also helps the Librarians to communicate with end-users and provide all kinds of information about library services and products.

1.10 Research Gap

The library is regarded as the lighthouse of information dissemination and important components of our society. Recent technological developments including smart phones, laptops and internet have lessened the physical barriers to get information and make people communicate through global network. But at the same time, there is numerous numbers of fake information to share each others. The media professional have an important role to play since they are those who performed for making information to the right people at the right time. So that editors and other media professionals have to provide different feature articles and news items with the best and reliable manner. Therefore, by reviewing the above literatures, it can be drawn that none of the above have taken the proposed study and there is vacuum to take up research in the area. Therefore, in the present study, and attempts has been taken to study information dissemination using social networking by the media professionals in Mizoram.

1.11 Research Design

1.11.1 Statement of the Problem

Mizoram is one of the states of India in North Eastern Region, Aizawl is the capital city. The name is derived from Mi (people), and Zo (lofty place, such as a hill) and Ram (land), thus Mizoram implies “land of the Hill people”. According to 2011 Census, it has 1,036,115 populations with 91 % of literacy. There are eight districts in Mizoram, namely, Aizawl, Champhai, Kolasib, Lawngtlai, Lunglei, Mamit, Saiha and Serchhip.

The people of the state are of different occupations and need certain amount of information in their respective work places. Media is one of the most dependent agents of communication for the people and has impact in their livelihood. As such media professionals have an important role for the upliftment, promotion and development of the people by providing information through their channels, printed or electronic forms. The media professionals have an association called, “Mizoram Journalists Association’ with its headquarters at Aizawl, and each districts has branch associations. It is well organized

platform to look after their welfare having their own office at their permanent building at Aizawl, known as ‘Aizawl Press Club’ with Public Library.

Since the coming of internet connectivity in Mizoram, its use is increasing and there is also rapid growth in subscribing internet connectivity in mobile phones by local communities. Social networking sites can be connected through internet connectivity and the media professionals are, of course, may have mobile phones but there is no study of their used for disseminating information to the public. It is therefore very essential to study uses of social networking sites by media professionals in information dissemination in Mizoram.

1.11.2 Objectives of the Study

The objectives of the study are to:

- 1) Find out the most used of social networking sites by the media professionals in Mizoram;
- 2) Explore usage of social networking sites for dissemination of information;
- 3) Investigate the purposes and frequency of using social networking sites;
- 4) Find out the problems being faced by the media professionals while using social networking sites for information dissemination.

1.11.3 Methodology

Methodology is a process to obtain the data in the given field of study as well as to tabulate, analyse and interpret data to draw inferences to the objectives of the study. Therefore, the scholar takes up the following methodologies to draw inferences in this study.

1) Collection of Data

Primary data was collected through a structured questionnaire designed by the scholar from media professionals (accredited journalists) in Mizoram. Secondary data were also collected from various sources, such as books, journals, reference sources, e-documents, etc. to carry out the study for the best result.

2) Data analysis

Primary data collected through questionnaires and secondary data collected by the scholar were coded, tabulated, analysed and interpreted to draw inferences with the help of MS Excel.

1.12 Chapterization

This study is divided into five chapters besides after that also include bibliography and appendices. Chapter 1 is Introduction. Under the first chapter topic of 'Introduction' defines various related issues of the study, like media, media professional, social network, information dissemination, etc. It also contains review of related literature to draw research gap; significance and scope of study; objectives and methodology of study. Chapter 2 is Social Networks: An Overview. This chapter gave the overview of social networks, history, and origin, types of social networking sites, advantage and limitation. Chapter 3: Dissemination of Information: Conceptual Approach. In this chapter of the research work deals with the meaning of dissemination of information, importance, channels of information dissemination and advantage to explaining for the research purposes. Chapter 4: Data Analysis and Findings. The fourth chapter illustrate the profile of research work with tables and graphs with the interpretation and also the highlights from the analysis of the data. Chapter 5: Conclusion and Suggestions Under this chapter spells the conclusion of the research work as well as suggestions drawn from the study.

1.13 Conclusion

The above discussions is supported by the reveals of the fact that the proper functioning of dissemination of information in a social network more arises from various transactions of exchanging of information, education, social,, political, economics, governments and local information are generate a common platform in which to disseminate there any information.

The conclusion considered social network should be organising with the appropriate caution, recognising the limitation and the need to continue to investigate the issue. As already said above the benefits' and usefulness of social networking sites which are being accessed and used are inventing a new dimension in the process of dissemination of information. Several features of these sites such as uploading profile, disseminating of new information, posting photos & videos for making a friends and supporting updating information, meeting with new people, participating in discussion and sharing personal opinion etc.

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2.1 Introduction

Social Networks has very fast growth in recent years. Such networks provide an extremely suitable space to instantly share multimedia information between individuals and their neighbours in the social graph. It provides a powerful reflection of the structure and dynamics of the society of the 21st century and interaction through Internet generation with both technology and person. In fact, the rapid growth of social multimedia and user generated content is revolutionising all phases of the content value chain including production, processing, distribution and consumption. It also originated and brought to the multimedia sector in a new underestimated and now critical aspect of science and technology: social interaction and networking. The importance of this new rapidly evolving research field is clearly evidenced by the many associated emerging technologies and applications including online content sharing services and communities, multimedia communication over the Internet, social multimedia search, interactive services and entertainment, health care and security applications.

Social Networking mainly focuses on building and reflecting of social relations among the people through social networking sites. Therefore, Social Network Services (SNS) are changing the ways in which people use and engage with the internet and with each other. Young people particularly are quick to use the new technology in ways which increasingly blur the boundaries between their online and offline activities. So, it has rapidly changed with the development of different new mobiles dimension and features.

At present social networking is commonly being used by students, teachers, media professionals, businessmen, etc. as a communication tool. Because many information media professionals are using a wide range of social networking sites, many professionals have begun to familiarise themselves with this trends and are now using it to their information disseminating process. Media professionals are doing many things from creating chat room forums and group to extend sharing up to date information to posting information. A final rise in social networking sites is the use which is being driven by many professionals for their job opportunities like Academic professional, Medical professional, Law Practitioner, information provider etc.

2.2 Origin of social networking

At the early time, ways to communicate others which has made audio and visual information signal are used for long distance communication. In ancient civilisation, they used smoke signal in a day, signals of fires used by night, and many parts are using drums. Whereas, the advancement of technology has rapidly, changing the 20th century of communication technology. Post-super computer invented, the scientist and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet.”The term social networking was first coined in the 1954 by Prof. J.A. Barnes who, influence by this work studies social ties in a Norwegian fishing village, the villagers started social networking for their day to day fishing business, concluding that the whole of social life could be seen as ‘a set of point, some of which are joined by lines’ to form ‘total network’ of relation”. (Kumar; 2014).

2.3 Social network and social networking sites

The concept of ‘social network’ refers to a social structure made up of individuals who are connected to each other and have a complex set of relationships or ties among themselves. A social network is a collection of individuals linked together by a set of relations (Downes; 2005). According to *Answers.com* Social network (noun)is “a person's family, neighbours, and friends with whom they are socially involved; an association of people drawn together by family, work or hobby”, and according to an *Open Education Sociology Dictionary*, Social network is defined as “the Social networks are not groups in the sociological sense as they are formed in relation to an individual”. Whereas, online social networking sites ‘virtually’ link individuals, who may or may not ‘know’ each other. As a result, they enable rapid exchange of knowledge, high levels of dialogue and collaborative communication through text, audio and video (Siemens; 2006). According to *Dictionary.com* ‘Social Networking (noun)is “A supportive system of sharing information and services among individuals and groups having a common interest”, and also According to *Meriam Webster Dictionary*, Social Networking is the creation and maintenance of personal and business relationships especially online. Therefore, the inner base for the creation of SNS is nothing but the concept of social network communicating with others. Social Networking can be aspects of using internet-based social spaces designed to facilitate communication, collaboration, and content sharing across networks of contacts. It provides advancements especially in communication and self expression and the use of social networking is

expanding. It is used by diverse categories of users for a variety of purposes. It is the main goal or motive of the Social Networking Sites is to provide an interactive environment to communicate with peers and get useful information.

2.4 Characteristics of social networking sites

The first Web 2.0 was coined by Tim O'Reilly (Toledano;2013), from the time when it begins need to developed web-based communities. The common characteristics of each and every social networking site include:

- Free Registration: some networking sites may required payment for extended service
- Uploading of personal or group video and audio files, photos
- Discussion forums/electronic bulletin boards, blogs
- Chat rooms, instant messenger, E-mail, or private messaging

The popularity of social networking has led to the creation of several different genres of communities such as:

- 1) Personal Interest Business communities, E-commerce communities (e.g. buying and selling goods)
- 2) Communities of interest (e.g. travel, food, hobbies)
- 3) Fantasy communities (e.g. imaginary online environments, role playing).

These are the characteristics of social networking sites and out of these characteristics some social networking sites may have or may not have certain characteristics, such as:

Communities for social good (e.g. charity, spiritual growth, personal empowerment, support for people with disabilities).

- Any users can be made their own detailed profiles.
- Any Users can be accessed for other profiles, and connected with others.
- Any people if they want to make meaningful relationships with others.
- Users can be sharing their personal photographs, videos, and other media.
- One of the most important characteristics of social networking websites is linking all with the user's contacts and the ability of their friends to link with them.
- Site places an emphasis on the profiles, and the relationship.

- Social networking sites allow people to create and join online networks and communities.
- One of the defining characteristics of social networking is the ability to create a profile or digital representation of oneself, which lists information ranging from age and gender to educational background, employment, and hobbies.
- Social networks often allow users to write blogs; set a brief status message, and upload media, including photos and videos.⁹
- The “networking” aspect of social networking derives from the ability to link your profile to other individuals’ profiles. Usually referred to as “friends” or “connections,” these links between profiles allow social networking users to construct their own personal community of family, friends, colleagues and even strangers who may share similar interests.
- It can allow an individual to find others with the same interests such as dates or other social purposes such as hobbies.
- It can maintain pre-existing social connections.
- It can result in even stronger relationships than face-to-face contact because online interactions can generate more self-disclosures and fostered deeper personal questions without offending the other.
- Many online relationships eventually result in real world contact.

2.5 Types of social networking Sites

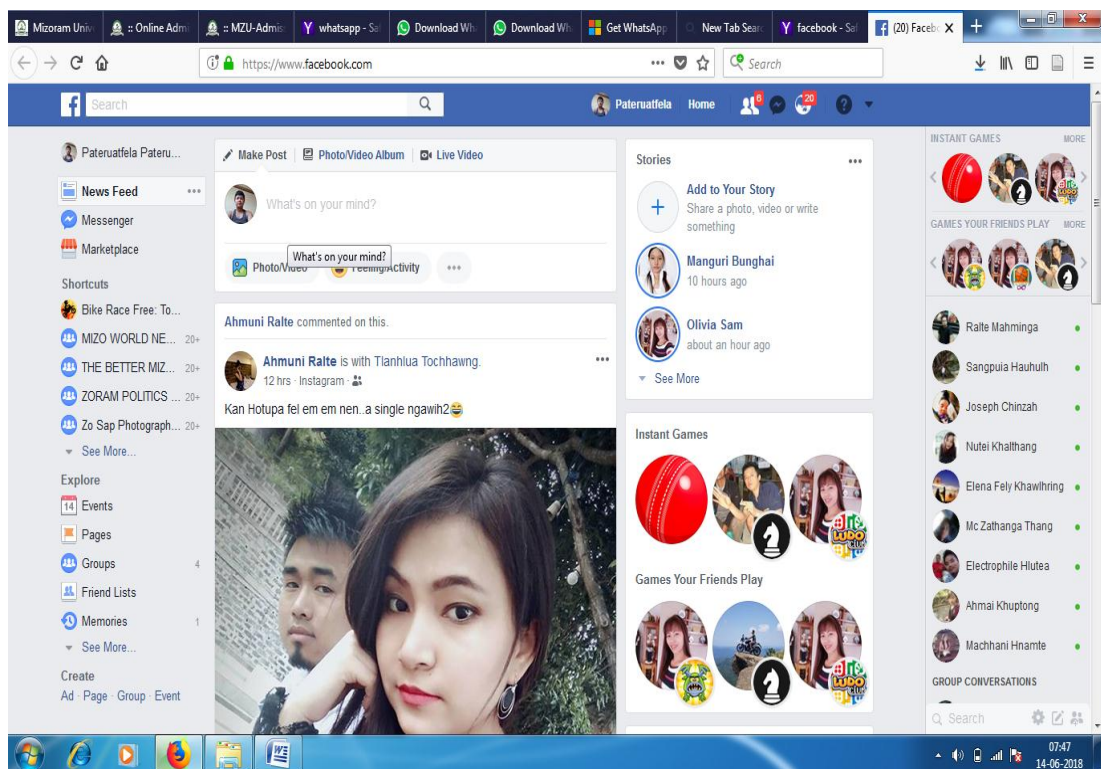
Social networking has been used around the world. It's the simple act of expanding the number of people you know by meeting your friends' friends, their friends' friends and so on. In fact, many of us today use Twitter and Facebook to promote our existing and upcoming businesses. Statista survey identified 15 most popular Social Networks worldwide in April 2018 and listed down as below (<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>) and are discussed separately in order of rank:

2.5.1 Facebook

Facebook was founded by Mark Zuckerberg and his friend in 4th February, 2004. It can be accessed from large range of devices with internet connectivity such as desktop computer, Laptop, Tablet computer and smartphone. To access Facebook.com, you must create an account on the site which is free. Facebook's terms of use stated that members must

be at least 13 years old with valid email Id. After updating your details, your Facebook profile is generated. Number of active users per month 1.59 billion approximately and it is most popular Social Networking site of the world. Using Facebook.com you can:

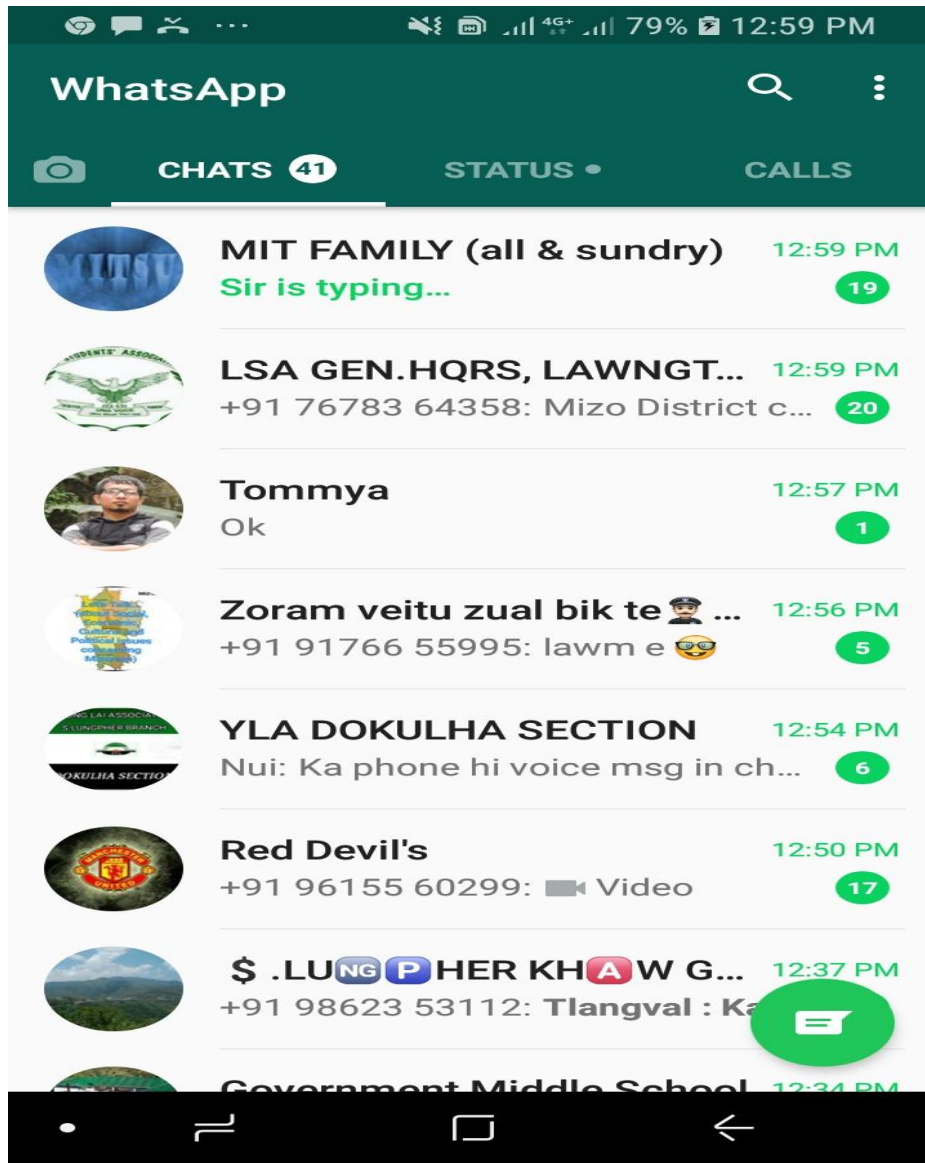
- Browse and join networks, which are organized into four categories: regions, colleges, Workplaces and high schools.
- Pull contacts from a Web-based e-mail account into Facebook.com.
- Find friends in several ways including search engine to look for a specific person and many more.



Snapshot 2.1 Screenshot of Facebook web page.

2.5.2 WhatsApp

WhatsApp messenger is a freeware, cross-platform and end to end encrypted instant messaging application for smart phones. it uses the internet to make voice call , one to one video calls; send text message, image, GIF, Videos, documents, user location, audio files, phone contact and voice notes to other using standard cellular mobile numbers. It also links a feature called status, which allows users to upload photos and videos to entire day feed that by default, it is visible to all contacts; similar to snap chat, Facebook and Instagram stories.

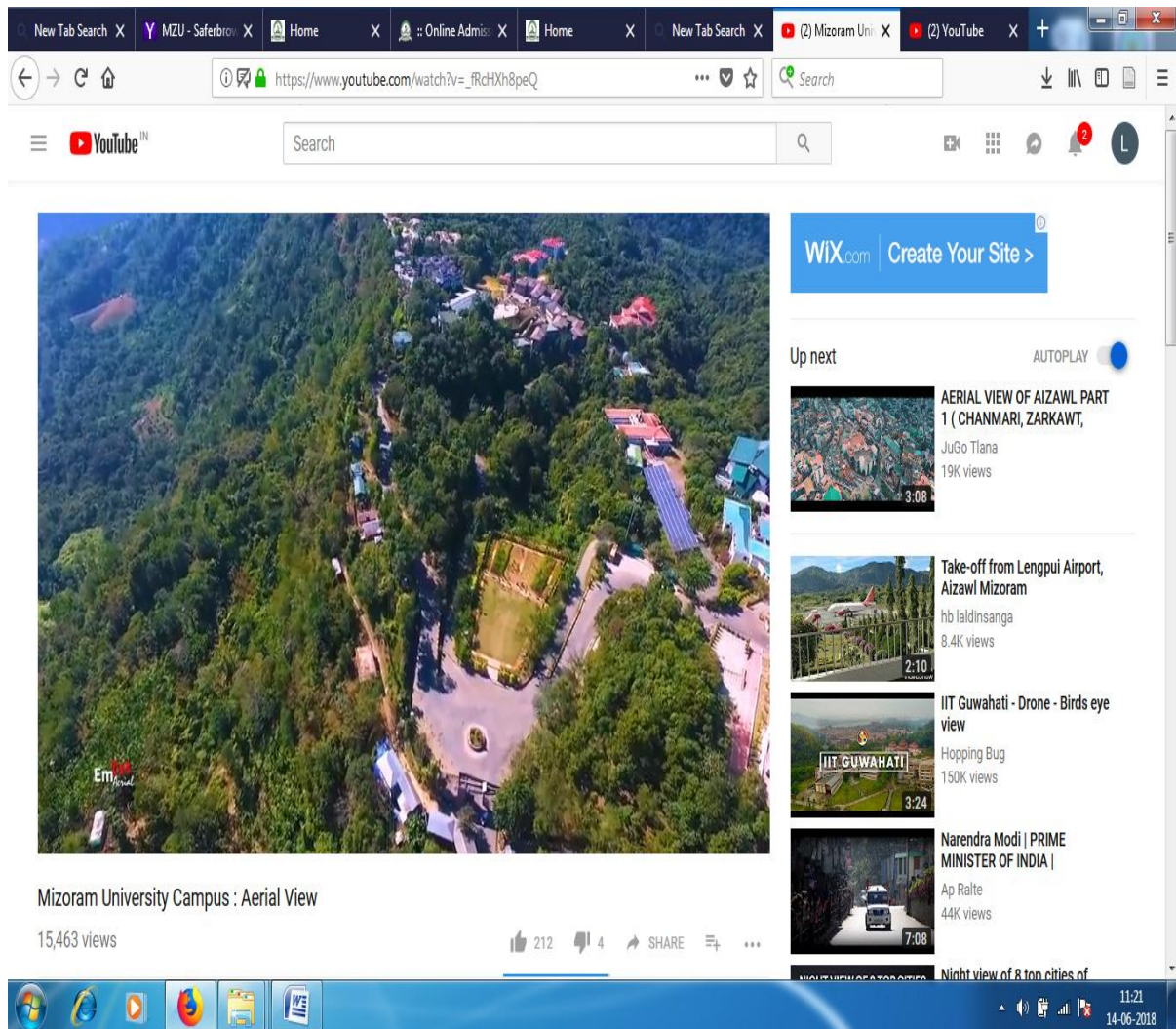


Snapshot 2.2 Screenshot of WhatsApp display

2.5.3 YouTube

YouTube was founded by Chad Hurley, Steve Chen, and Jawed Karim, who were all early employees of PayPal. It is a video sharing service that allows users to watch videos posted by other users and upload videos of their own. The service was started as an independent website in 2005 and was acquired by Google in 2006. Videos that have been uploaded to YouTube may appear on the YouTube website and can also be posted on other websites, though the files are hosted on the YouTube server. The slogan of the YouTube

website is "Broadcast Yourself." It is the second most popular number of active users per month: 1000 million approximately.

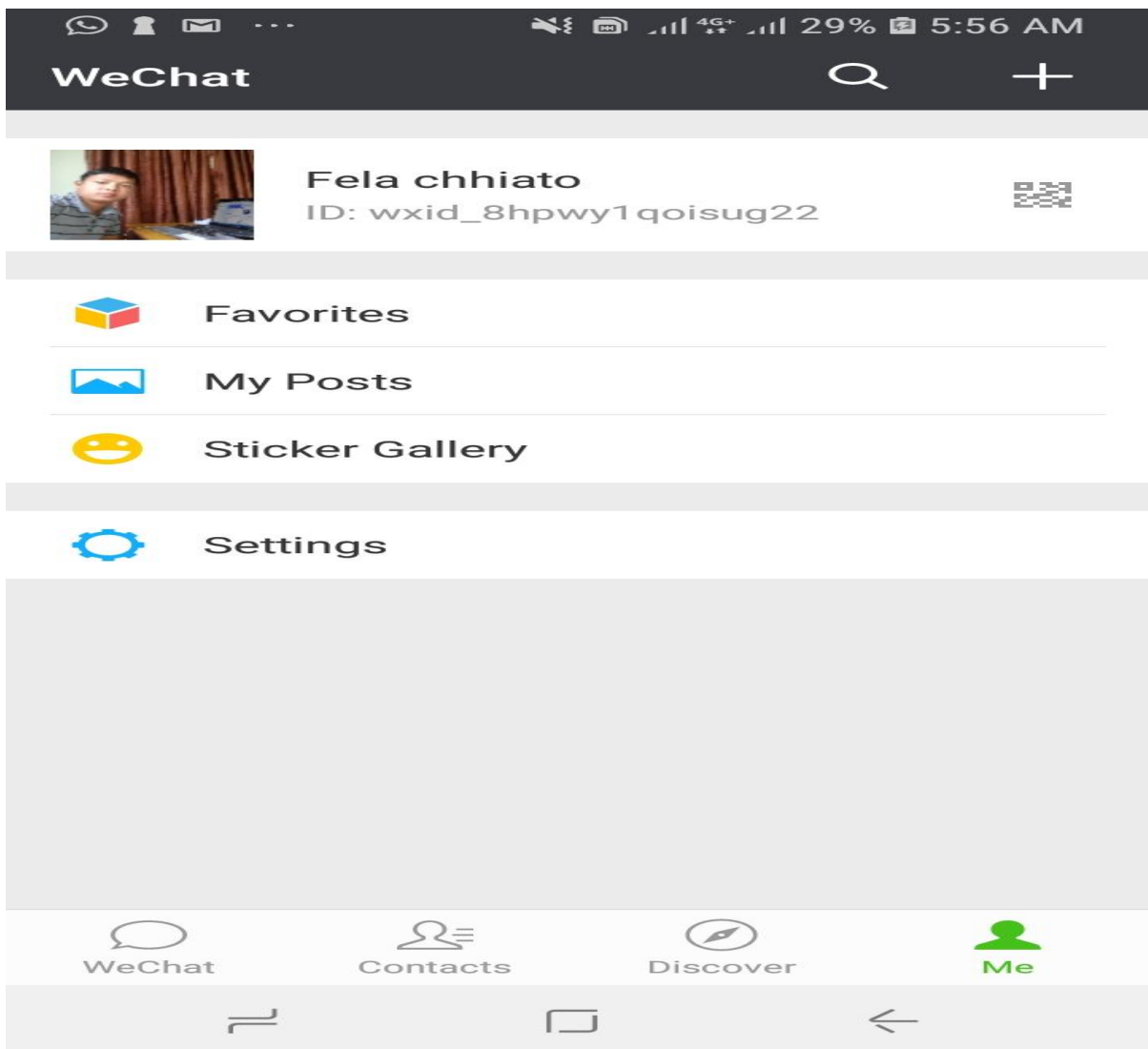


Snapshot 2.3 Screenshot of YouTube Display

(Source: <https://www.youtube.com/watch?v=fRcHXh8peQ>)

2.5.4 Wechat

This is an all-in-one communications app for messaging and calling (similar to WhatsApp) that enables you to connect with the people of your choice. It was also developed by Tencent in China and can easily work alongside QQ. As per the BI intelligence report the numbers of WeChat users are fast catching up with the number of WhatsApp users. Number of active users per month: 889 million approximately.



Snapshot 2.4 Screenshot of WeChat

2.5.5 QQ

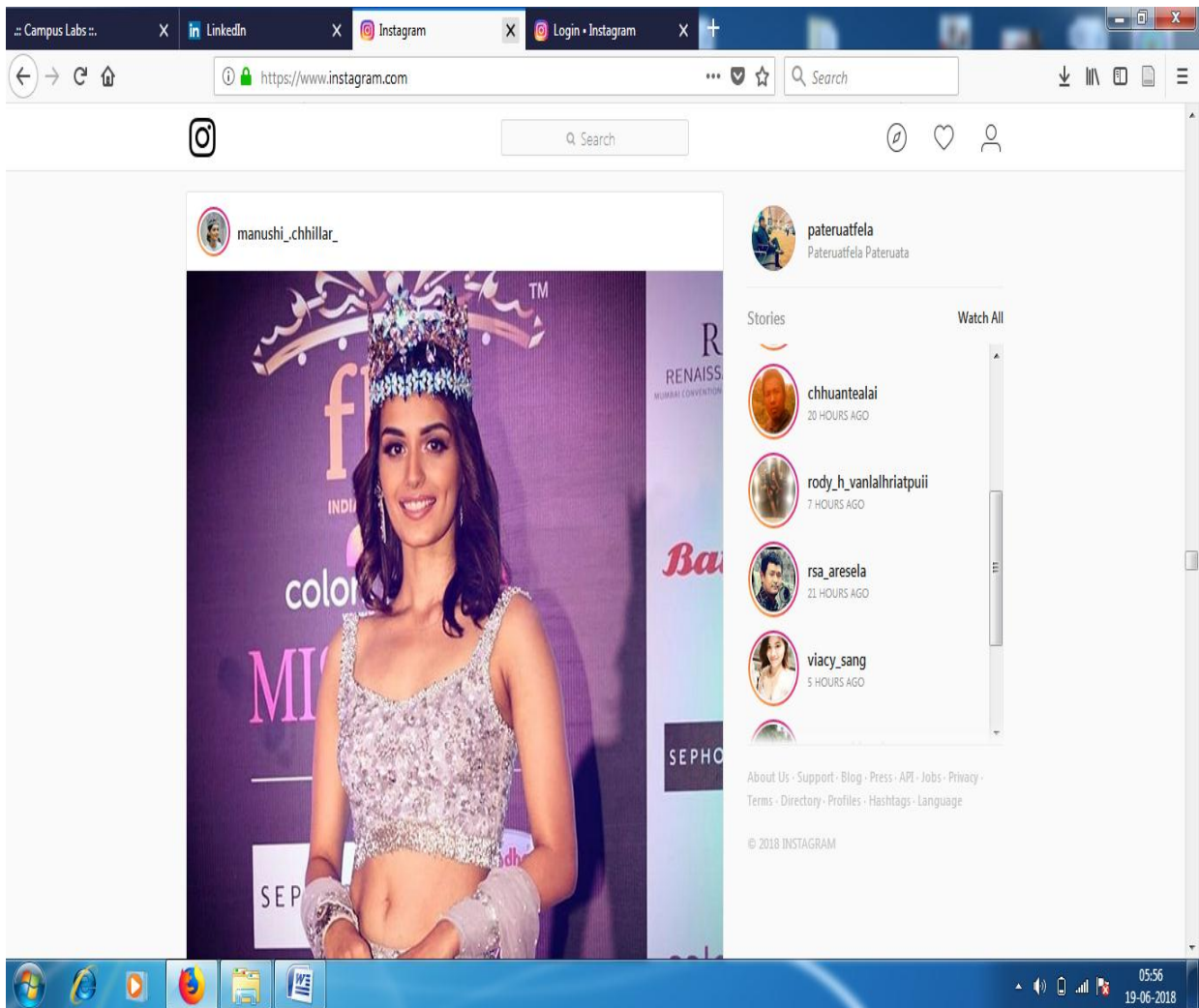
Tencent QQ (more popularly known as QQ) is an instant messaging (chat-based) social media platform. It became international (with more than 80 countries using it), after it was launched in China. It can be used to stay in touch with friends through texts, video calls and voice chats. It even has a built-in translator to translate your chats. There are a Number of active users per month: 853 million approximately.



Snapshot 2.5 Screenshot of QQ

2.5.6 Instagram

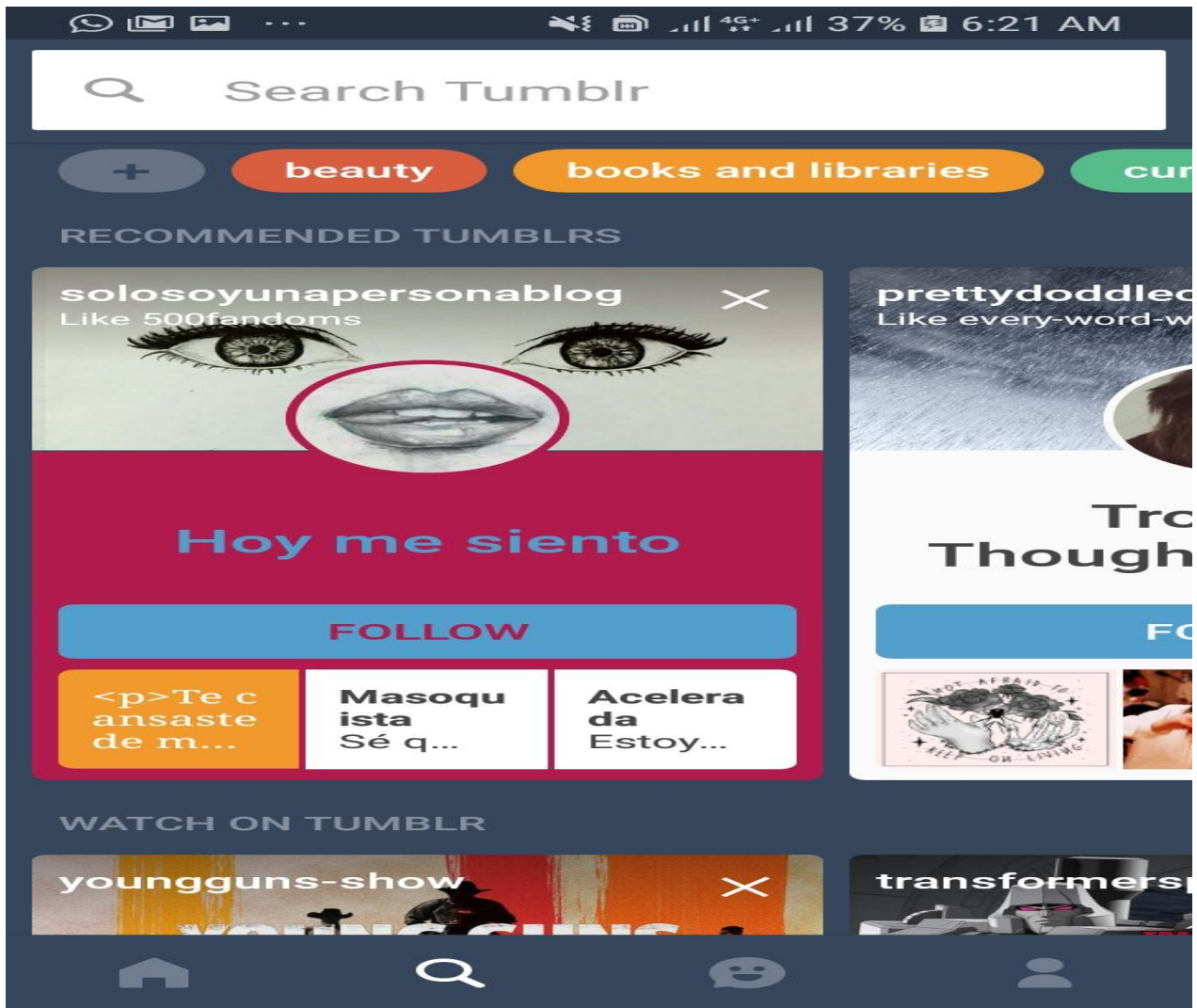
Instagram is a mobile, desktop, and internet-based photo-sharing application and service that allows users to share pictures and videos either publicly or privately. It was created by Kevin Systrom and Mike Krieger, and launched in October 6, 2010 as a free mobile app exclusively for the iOS operating system. A version for Android devices was released two years later, in April 2012, followed by a feature-limited website interface in November 2012, and apps for Windows 10 Mobile and Windows 10 in April 2016 and October 2016 respectively. It can be shared on several social networking sites such as Facebook, Twitter, Flickr and Tumblr. And also user can share short videos to others.



Snapshot 2.6 Screenshot of Instagram

2.5.7 Tumblr

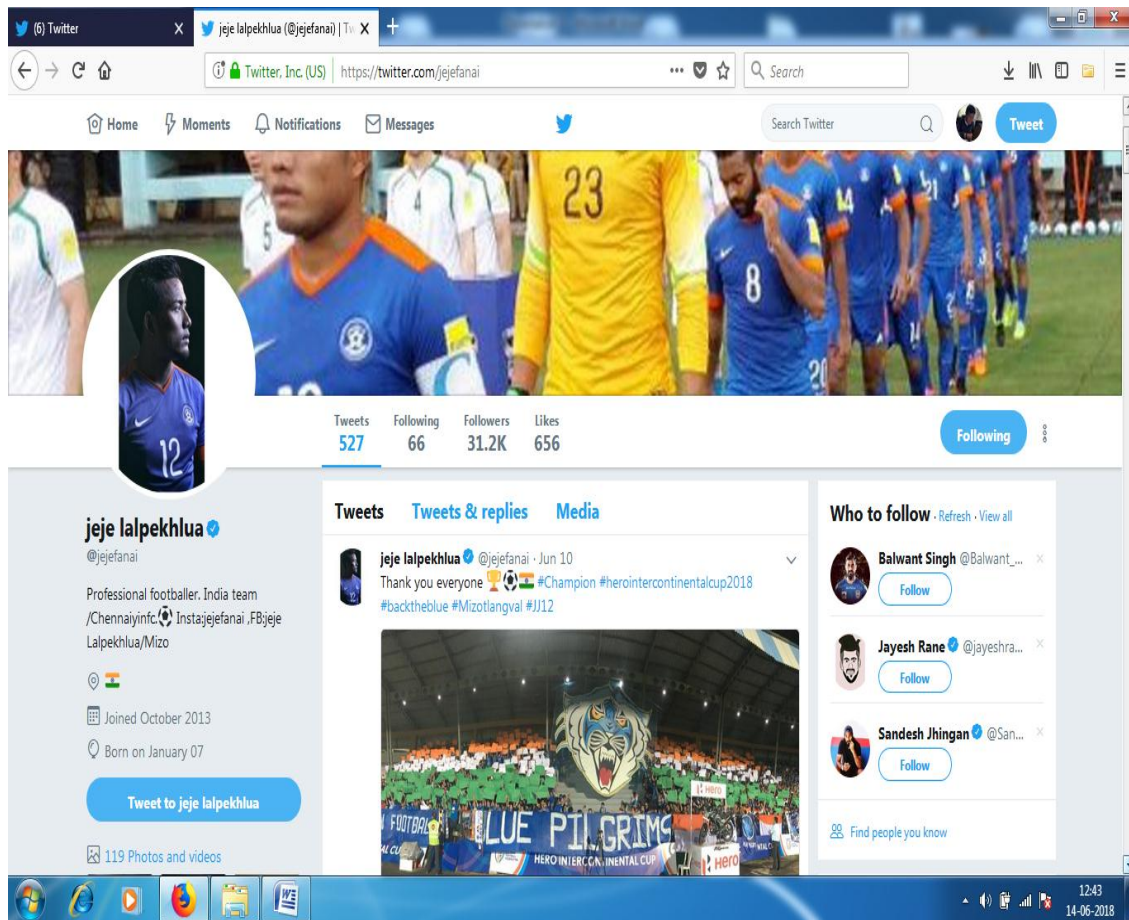
Tumblr is a microblogging and social networking website founded by David Karp in 2007, and owned by Yahoo since 2013. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs. Bloggers can also make their blogs private. For bloggers, many of the website's features are accessed from a "dashboard" interface. The dashboard allows user to upload texts posts, image, video and quotes which has click of a button displayed at the top of the dashboard.



Snapshot 2.7 screenshot of Tumblr

2.5.8 Twitter

Twitter is a very simple service that is rapidly becoming one of the most talked-about of social networking service providers. When you have a Twitter account, you can use the service to post and receive messages to a network of contacts, as opposed to send bulk email messages. You can build your network of contacts, and invite others to receive your Tweets, and can follow other members' posts. Twitter makes it easy to opt into or out of networks. Additionally, you can choose to stop following a specific person's feed.

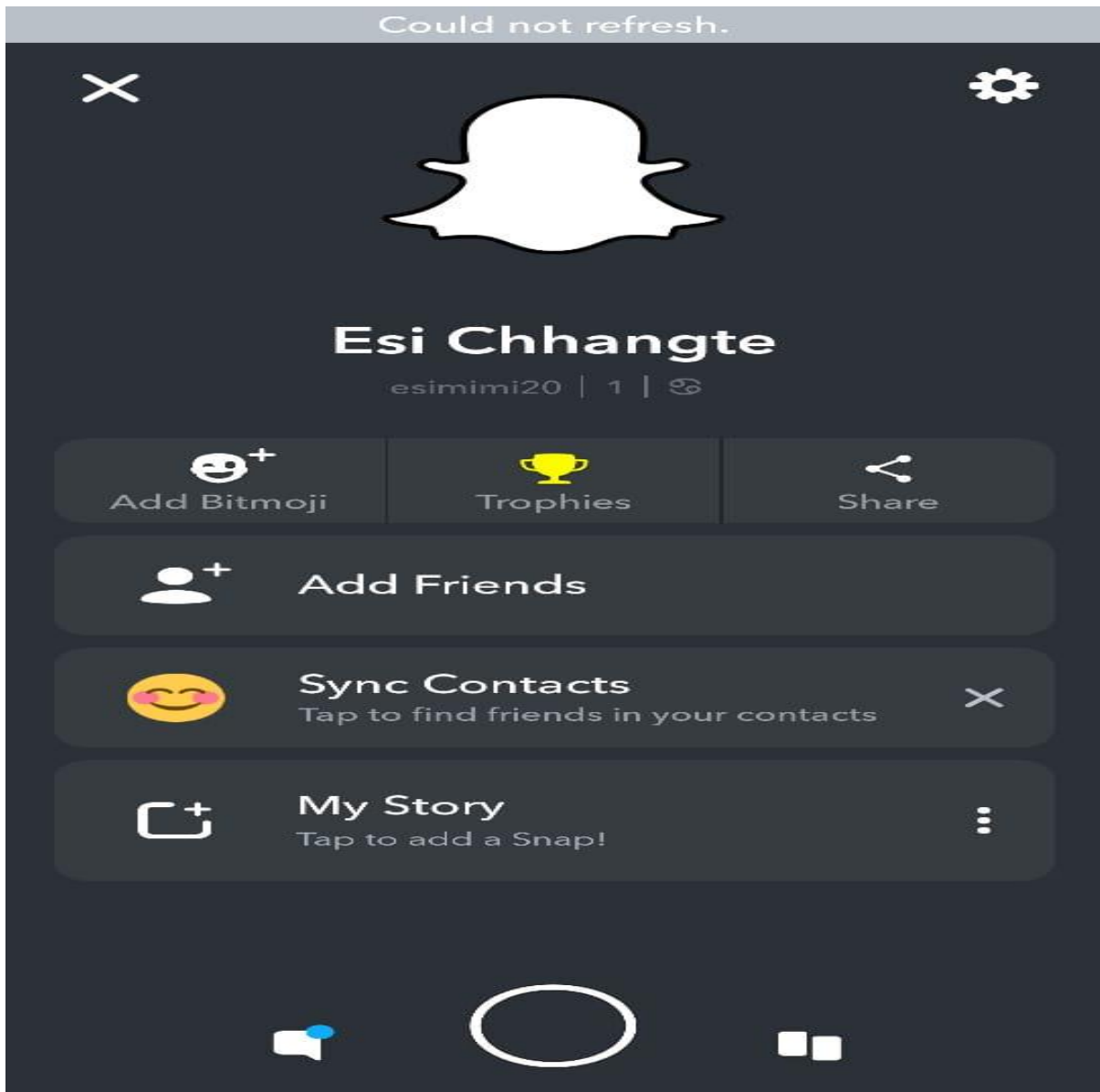


Snapshot 2.8 Screen shot of Twitter

(Source:<https://twitter.com/jejefanai>)

2.5.9 Snapchat

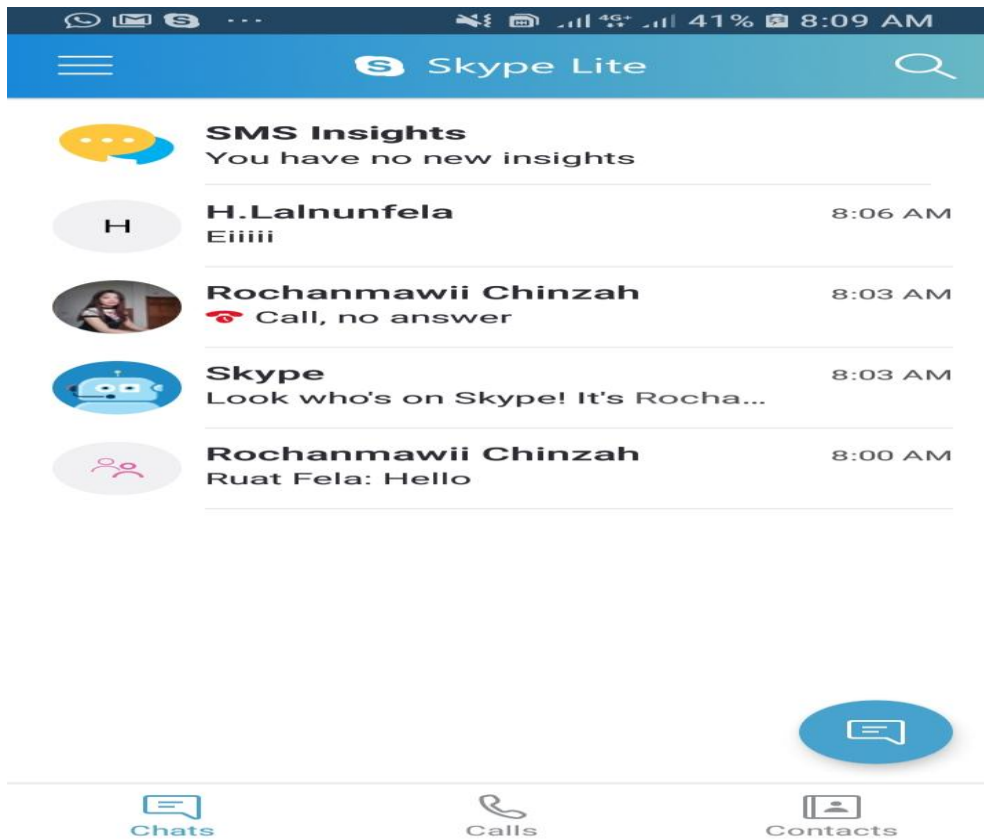
Originally, Snapchat was centred on private, person-to-person photo sharing. New features, including the ability to send short videos, communicate via video chat, and saving necessary chat information through a press on a message, were added through later updates. In October 2013, it introduced a "My Story" feature, letting users compile snaps into chronological storylines accessible to all of their friends. The Stories functionality was later expanded to "Live Stories", letting users at on-location events contribute snaps to a curated story available to all Snapchat users. In January 2015, Snapchat introduced "Discover", a designated area within the app focused on ad-supported short-form content from major publishers.



Snapshot 2.9 Screenshot of Snapchat

2.5.10 Skype

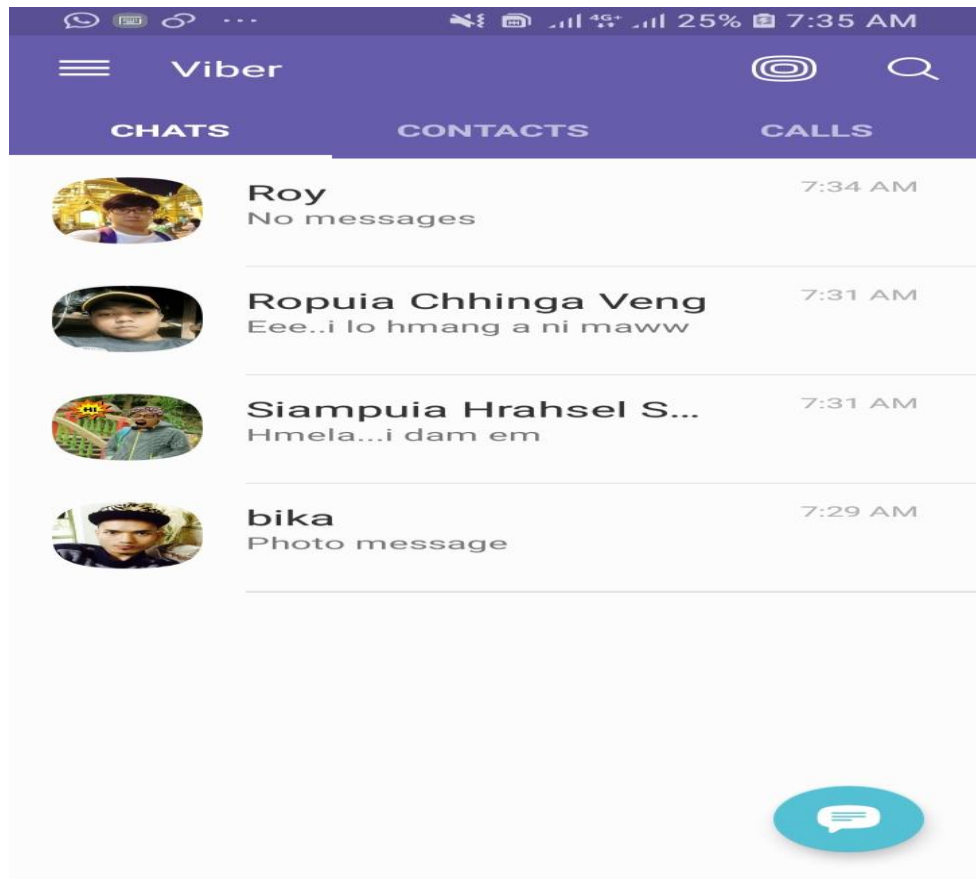
Skype is an instant messaging app that provides online text message and video chat, services. Users may transmit both text and video messages and may exchange digital documents such as images, text, and video. Skype allows video conference calls. First released in August 2003, Skype was created by the Swede Niklas Zennström and the Dane Janus Friis, in cooperation with Ahti Heinla, Priit Kasesalu, and Jaan Tallinn, Estonians who developed the backend that was also used in the music-sharing application Kazaa. And there are a Number of active users per month: 290 million approximately.



Snapshot 2.10 Screenshot of Skype

2.5.11Viber

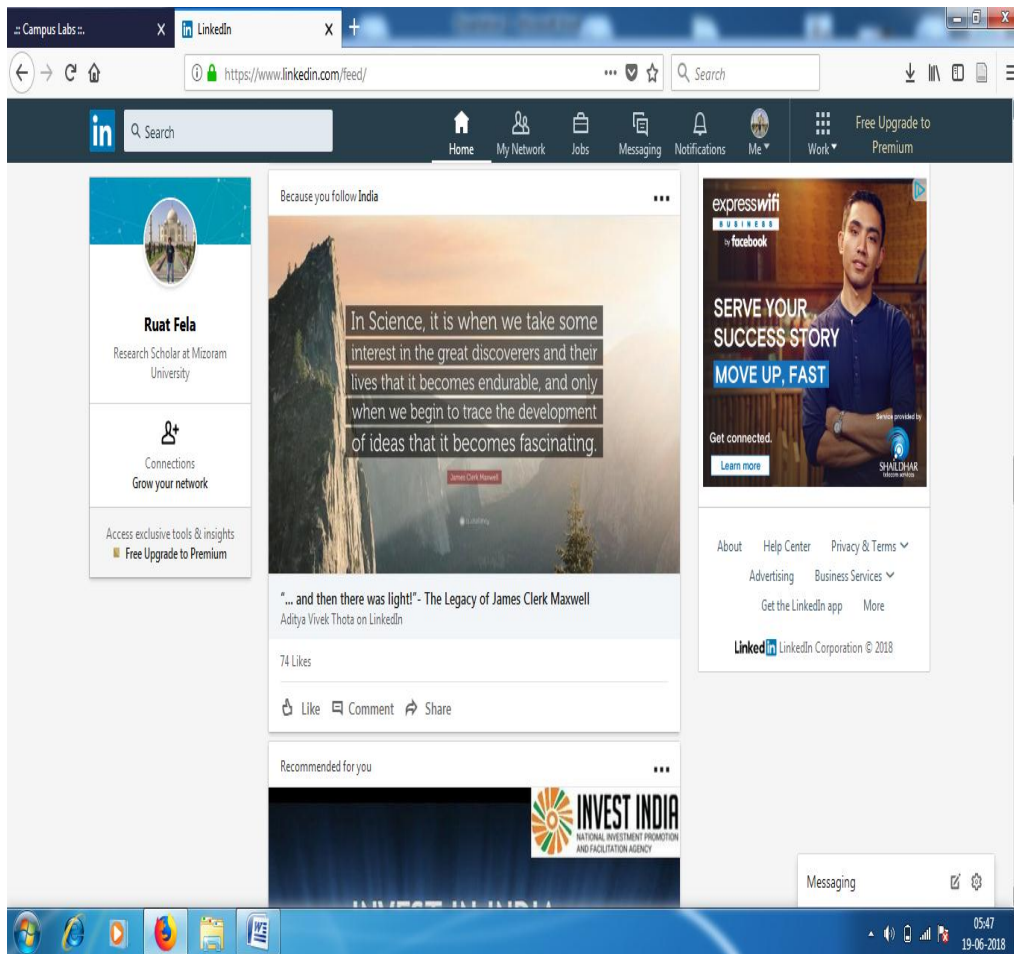
Viber is a free, cross-platform instant messaging and voice over IP (VoIP) application that was first developed and popularized by the Israeli company Viber Media that was bought by the Japanese multinational company Rakuten. In addition to instant messaging, users can exchange images, video and audio media messages by sending files to each other. As of December 2016, Viber had 800 million registered users. There are a Number of active users per month: 260 million approximately.



Snapshot 2.11 Screenshot of Viber

2.5.12 LinkedIn

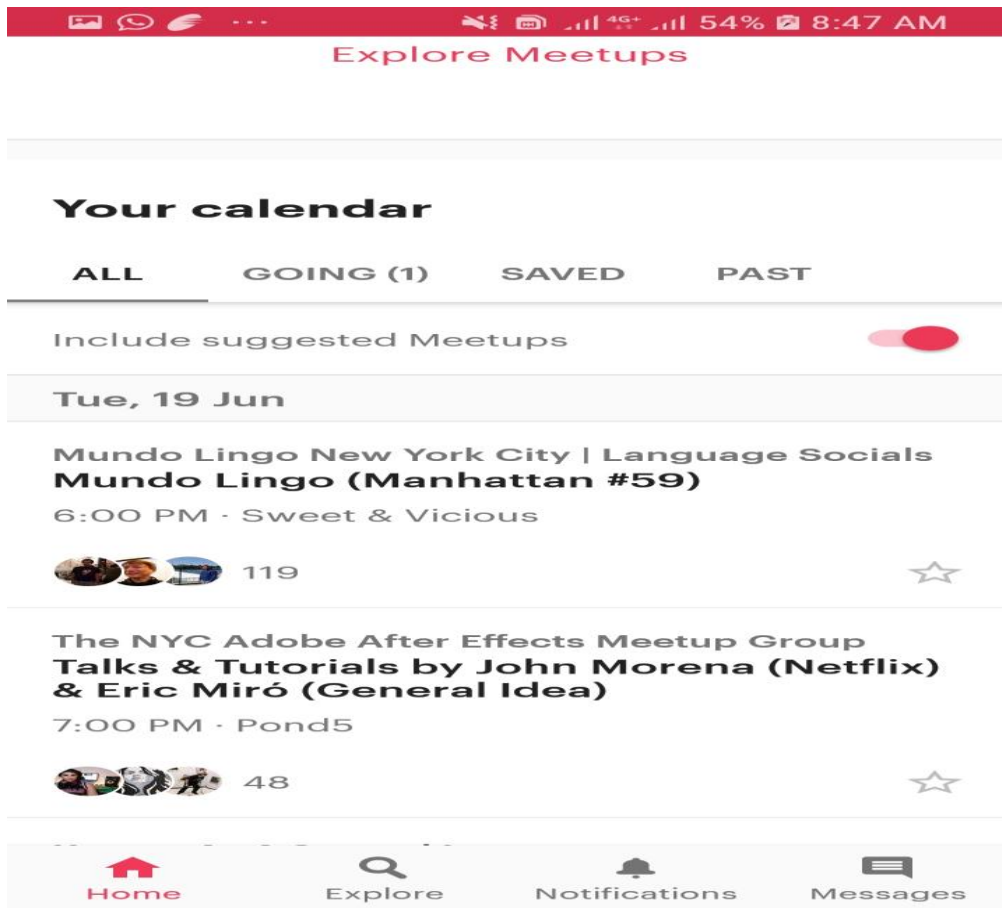
LinkedIn is an online social network for business professionals, which is designed specifically for professional networking to help them find a job, discover sales leads, connect with potential business partners. Unlike most of the other social networks, LinkedIn does not focus on making friends or sharing media, like photos, videos and music. To start using LinkedIn you need to register and create a profile page. To register to LinkedIn, you need to provide personal information. You can update the profile with your education and job details and a summary. Additionally, you can also send and receive recommendations from co-workers and bosses. There are more than 75 million professionals registered on LinkedIn. And there are a Number of active users per month: 106 million approximately.



Snapshot 2.12 Screenshot of LinkedIn

2.5.13 Meetup

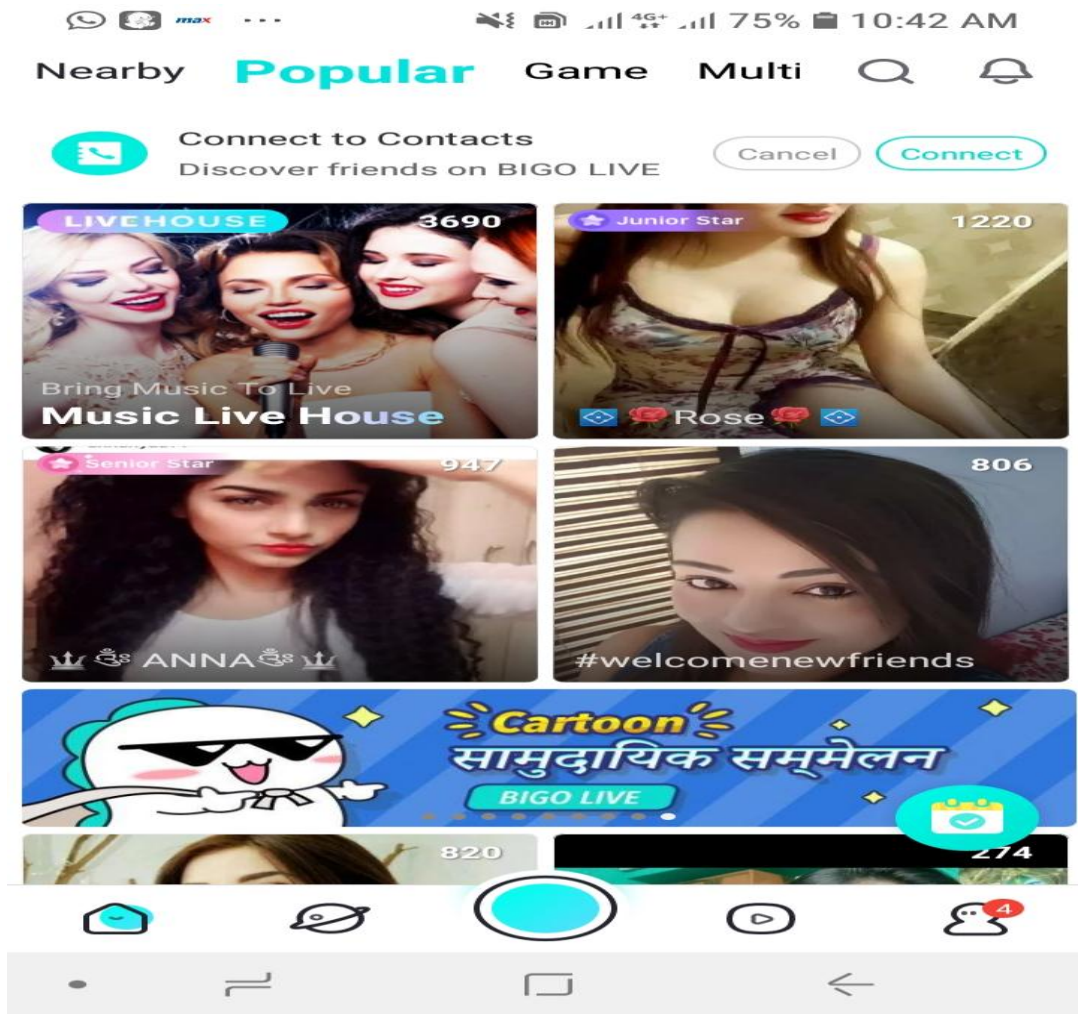
Meetup is an online social networking portal that facilitates offline group meetings in various localities around the world. It makes it easy for anyone to organize a local group or find one of the thousands already meeting up face-to-face. More than 2,000 groups get together in local communities each day, each one with the goal of improving themselves or their communities. And there are a Number of active users per month: 100 million approximately.



Snapshot 2.13 Screenshot of Meetup

2.5.14 Bigo Live

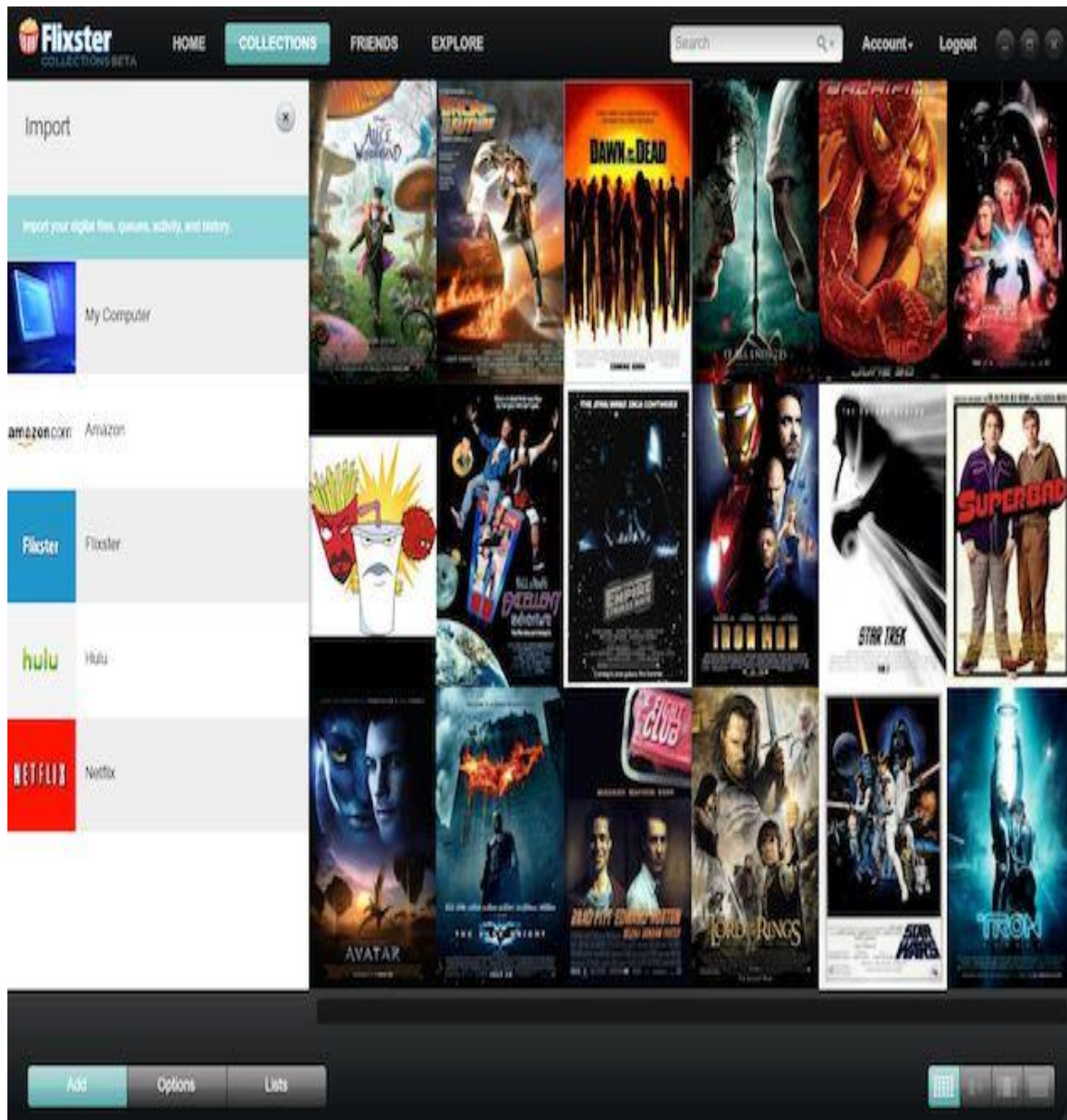
Bigo Live is a social live and video stream of application, and it was launched in March 2016 by a Singapore-based fastest growing internet company named Bigo Technologies. It is a tool of social networking sites which has connects through lives videos with others. And also the most popular video broadcasting on the mobile platform with which can starts any user live stream and watch videos of the talented performer. After registered and logged-in user can check out the most popular going on broadcast, and a broadcaster can take one or two viewers on a live call. Watch and upload live videos from anywhere at any place.



Snapshot 2.14 Screenshot of Bigo Live

2.5.15 Flixster

Flixster was an American social movie site for discovering new movies, learning about movies and meeting others with similar tastes in movies. And it was found by John Greenstein USA in June 2007(<https://en.m.wikipedia.org>). This application has supported for different social networking sites like Facebook, MySpace, Bebo and Orkut. And also a mobile and desktop platforms application, which allow user to access movie through iPhone, Android mobiles phones, Windows Phone and Blackberry.



Snapshot 2.15 Screenshot of Flixster

The advent of Internet and Social Networking sites, together with introduction of more sophisticated dissemination of information techniques has transformed media in Mizoram. There have been rapid progresses in the development of social media through social networking sites during the past 5 years. This is largely due to the growth of media awareness among the general public. Social Networking plays a very significant role for the dissemination of information in Mizoram and library as well as in the media house of the society. In order to recognize how the media professionals, seek information using library resources including e-resources and how they are attached with newspaper houses social networking have vital role to play for processing, disseminating and sharing of information.

2.6 Dissemination of Information with Social Networking Service

As a new communication paradigm, social media has promoted information dissemination in social networks (Stefen;2013).Information and Communication Technology(ICT) plays vital role for development in modern society and Social Networking, e.g. WhatsApp, Facebook, Twitter, etc. has performing the most important sources of disseminating and sharing of information. Social Networking is one of the most powerful tools of information dissemination of today. It also helps the media professionals performing efficient and effective service to the information seekers. Besides, social networking sites have already taken an important place as means of communication between media professional and members of the public and are poised to continue to take on greater prominence as a mechanism of information and services are more content moves onto this platform and more users come to expect to use social media as a primary means of interaction with others. Services differ in their scope, the pace of interaction, the type of content being shared (e.g., videos, images, text), who can control the data, the types of connections between users and items, and data retention policies. The service provided by social networking sites are based on a representation of each individual, his/ her social links, and a limitation of the additional services. It provides numbers of web-based services for their users to interact with the individuals through the internet i.e., e-mail, chatting, instant message, etc. (Kumar & Singh, 2017)

In the global information society we witness the emergence of post-typographic forms of text production, distribution, and reception that use digital electronic media through internet. Social networking sites are commonly known for information dissemination, personal activities posting, product reviews, online pictures sharing, professional profiling, advertisements and opinion/sentiment expression. News alerts, breaking news, political debates and government policy are also posted and analysed on social networking sites. It is observed that more people are becoming interested in and relying on the social network for information in real time (Mohammed Zuber, 2014). Social networking is performing the gain valuable for the information seekers which has connect to the media professional world through the different social networking sites (e.g. Facebook, Twitter, etc). It is helpful for the sharing of information and updating of information disseminating about the common interest with the professionals. Especially, these sites are performing valuable services for the media professionals combining photos and video and others, being the optimal sites for sharing

different news to the public. By the way, it gives family living miles away a chance to feel like they are a part of life without a plane ticket or long distance phone calls.

2.7 Types of Social Networking Services

This section highlights the current range of social networking services available online, and outlines two main formats, as: sites that are primarily organised around users' profiles and those that are organised around collections of content. However, it is important to remember that services differ and may be characterised by more than one category. Users are also quite happy to modify the intended use of platforms to suit their own interests –for example, sites that are primarily profile focused may be used by individuals to showcase media collections or be used as workspace for particular topics or events. Educators setting up private groups in order to make use of collaborative space and tools are a great example of how social networking services can be modified for users' own ends.

2.7.1 Profile-based SNS

Profile-based services are primarily organised around members' profile pages – pages which primarily consist of information about an individual member –including their picture, interests, likes and dislikes. Bebo, Facebook and MySpace, are all good examples of this SNS. Users develop their space in various ways, and can often contribute to each other's spaces – typically leaving text, embedded content or links to external content through message walls, and comment or evaluation tools. Users often include third-party content (in the form of "widgets") in order to enhance their profiles, or as a way of including information from other web services and social networking services.

2.7.2 Content-based SNS

In these services, the user's profile remains an important way of organising connections but plays a secondary role to the posting of content. Photo-sharing site Flickr is an example of this type of service, one where groups and comments are based around pictures. There are many people who have "empty" Flickr accounts – people who have signed up to the service in order to view their friends' or families' permission-protected pictures. Other examples of content-based communities include YouTube.com for video-sharing and

music where the content is arranged by software that monitors and represents the music that users listen to. In this instance, content is generated by the user's activity. The act of listening to audio files creates and updates profile information (recently listened to). This in turn generates data about an individual user's, neighbours' – people who have recently listened to the same kind of music.

2.7.3 White-label SNS

Most social networking services offer some group-building functionality, which allows users to form their own mini-communities within sites. Platforms such as People Aggregator ([www. broadbandmechanics.com](http://www.broadbandmechanics.com)) and Ning, which launched in 2004, offer members a different model, based on the creation and membership of users' own social networking sites. These sites offer members the opportunity to create and join communities. This means that users can create their own “mini-MySpaces”, small-scale social networking sites that support specific interests, events or activities. Setting up and running a social networking service also means increased responsibility/liability of the individual creator or host for onsite activity.

2.7.4 Multi-User Virtual Environments

Sites such as Second Life and World of War craft, online virtual environments, allow users to interact with each other's avatars – a virtual representation of the site member. Although the users have profile cards, their functional profiles are the characters they customise or build and control. Friend's lists are usually private and not publicly shared or displayed.

2.7.5 Mobile SNS

Many social network sites, e.g.; MySpace and Twitter, offer mobile phone versions of their services, allowing members to interact with their friends via their phones. Increasingly, too, there are mobile-led and mobile-only communities, which include profiles and media-sharing just as with Web-based social networking services. MYUBO, for example, allows users to share and view video over mobile networks.

2.7.6 Micro-Blogging

Micro-blogging services such as Twitter and Jaiku allow you to publish short (140 characters, including spaces) messages publicly or within contact groups. They are designed to work as mobile services, but are popularly used and read on the Web as well. Many services offer “status updates” – short messages that can be updated to let people know what mood you are in or what you are doing. These can be checked within the site, read as text messages on phones, or exported to be read or displayed elsewhere. They engage users in constantly updated conversation and contact with their online networks.

2.7.7 Social Search

Social search engines are an important web development which utilizes the popularity of social networking services. There are various kinds of social search engine, but sites like Wink and Spokes generate results by searching across the public profiles of multiple social network sites, allowing the creation of Web-based "dossiers" on individuals. This type of people search cuts across the traditional boundaries of social network site membership, although any data retrieved should already be in the public domain.

2.8 Advantage of Social Network

Within the past few years, online social network, such as Facebook, Twitter, YouTube, etc., has become one of the major ways for internet users to keep communications with their friends. According to *Statista* report, the number of social network users has reached estimated to be around 2.33 billion user's globe, until the end of 2017. It is not only helpful and friendly for communicate with others it also useful for getting information. Therefore, we summarized about the advantage of social network which has been identified the following:

2.8.1 To Find Useful Information

Social Networking Sites can be considered new platform for information sharing and communication, it is a sources of information for a variety topics. The users can copy, download, upload and read of valuable as well as up-to-date information and share with

others. It can be accessible on several sites which is free of cost such as e-book reviews, journal publishers/ journals/organizations/Institutional pages and so on.

2.8.2 To Share Experience and Expertise

The users' community to share their ideas, activities, experiences, achievements, feelings, interest, solve problems, give or take advice on it. The user's can also share personal experiences across educational, political, economics and geographic limitation of information with those people whom they do not even know.

2.8.3 For Entertainment

Social Networking Sites is vastly used by many people admit that these sites are make their products and public services in a form of entertainment. Some people comments and opinions help to improve products and services. And also use some people use this media for eradicating loneliness and depression.

2.8.4 For Academic Purpose

Academic bodies such as school/college/university and other institutions are making use of these types of media in order to provide information on what is happening in their respective institutes in the form of information and news. If a teacher creates chat rooms forum and group to expands classroom discussion to posting assignments, tests and quizzes. It is a perfect ways for teachers and student's interaction, feedbacks and teaching of learning support.

2.8.5 To Communicate with Family and Friends

It is a most powerful mode of - communication among friends, family, teachers, researchers and other business and academic in virtual community, which is proved by research studies. Social networking sites is upgraded new tools and it makes up innovative using new technology which is most commonly and useful for communication between family and friends.

2.8.6 Advertisements

Through Social Networking Sites people can advertise a specific product on an idea to create awareness among their clients. On the other hand, these are also used to publicize different issues and to get feedbacks.

2.8.7 Online Interaction

SNS merely facilitate with online interactions among people who are located at distant places across the globe. The new technology has upgraded new tools for communicating service with others which is useful for video chatting, sharing lifestyle, and provided as new information.

2.8.8 Consumption of Less Time

Social Networking Sites is a valuable time management medium of communication for personal and others. This is added benefit in comparison between print and electronic media such as Television, Radio and so on.

2.9 Limitation of Social Network

2.9.1 Crime

Recently, online crime which is also known as Cybercrime, proposes an increasing threat to all the internet users. This includes online sexual exploitation and cyber bullying. One of the main problems to remove cybercrime is that it is hard to identify the offender and it is almost impossible to keep full-time surveillance in such a wide network.

2.9.2 Online sexual exploitation

One of the most aggressive forms of cybercrime is the online sexual exploitation. This includes sharing pornography, persuading for sex and sex chat. There are over 665000 registered convicted sex offenders in the United States of America, according to a study commissioned by the National Centre for Missing and Exploited Children (NCMEC). This means that one in every seven kids has been approached by a sexual predator online. That is 13% of children who use the internet.

Moreover, the Centre for Sex Offender Management (CSOM) mentioned that the average sex offender offends for 16 years before he is finally caught. In that life span, he has committed an average of 318 offenses and violated 110 victims. Regarding these data, it can be clearly seen that online sexual exploitation has been destroying the lives of children who use social networks. (Hoffman,2012).

2.9.3 Cyber bullying

Cyber bullying is different from face to face bullying as the bullies cannot be identified easily and they have a sense of security that convinces them they won't get caught. Not knowing the harm that they caused to the victim, the bullies do not feel any guilt or empathy. Cyber bullying is also a form of cybercrime which includes different branches. The most common type is called harassment, where the abusive and insulting messages are repeatedly sent to the victim. Other kinds of cyber bullying such as flaming, denigration, impersonation, outing, trickery, and exclusion are also found in the world of social networks. The most crucial way is called cyberstalking which fuels up harassment with significant threats and creates fear.

2.9.4 Addiction to Social Networks

Social networks, being used as a form of assistance in the field of education, also show negative impacts on students. One of these impacts is addiction to the networks. A survey done by the University of Maryland's International Centre for Media & the Public Affairs (ICMPA) showed that people under the age of 25 have more chance to addict to social networks and two-thirds of the students who use social media have already shown some addiction. Fifty per cent of people between the age of 25 and 35 admitted that they are so attached to social networks that they even use them during office hours. Besides, children can also become attached to social media, if there is no parental guidance.

2.9.5 Disruption into Privacy

Social network applications are part of day to day life and for many of us, a most important way in which we keep in touch with friends and family. Privacy is a big problem in such networks. Most of the people who have opened accounts in social networking sites do not reveal their true identity leading to fake personal information and misleading people.

2.9.6 Barrier To Family Relationship

When people love to social networking sites, there is a breakdown in a family relation. This is because the person gets addicted on the sites for communication with friends. Teenagers especially feel free to talk about their problems and share stories with their peer rather than their parents or close relatives. So, after a long time, the close connection with the family relations will become break down.

2.10 Conclusion

From above the discussion Social networks become very popular and include a wide range of users. It is a great potential for many professionals, especially media professional may be most benefited persons for using dissemination of information to the user. In these networks, some users have a great influence ratio to other users who are called opinion leaders. They can use their influence on many issues, such as political, economic, education, social, etc. Social networks are increasingly being investigated in the context of individual behaviours. Research suggests that friendship connections have the ability to influence individual actions, change personal opinions and subsequently impact upon personal wellbeing.

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3.1 Introduction

In the Study of dissemination of information, users changing interest is supposed to locate the important information depending on their choice and interest. One of their aims might be to offer services such as counsel, appointment, practical help, information, promotion and community education. Besides, information is a factor designed to educate and inform the focused groups of users on social, economic and educational issues to solve problems and provide opportunities of interest to them. It requires systematic planning, collection, organization, and storage of information for its delivery to the target. Only persons of these societies and countries of the world are just really developing who is generating, applying, disseminating new information or existing knowledge for the socio-economic development of the people. Information plays an important and major role in the advancement of existing knowledge, decision-making and transfer of knowledge.

At the same time, the development of technology helps an easiest task for disseminating of information and also searching and accessed by the user and provider. While social community information application such as Facebook, WhatsApp, and Google+, E-mail, etc. are the most effective and helpful means of tools for collecting and disseminating of information. As a media Professionals, it is easy and helpful to access information truthfully, such as photos, videos and audio which are most efficient for their professionals work through internet. The society's requirements of information, health awareness, public emergency alerts, and economics status are performing linkage between information providers and searcher or user who helps by the social network. It gives information to the user at the right time for helping over an information society.

3.2 Meaning of dissemination of information

John Durham Peters *Communication as Dissemination*, as quoted by Shepherd (2006) Dissemination of information is "making a public offering is perhaps the most basic of all communicative acts, but once the seeds are cast, their harvest is never assured". The metaphor of dissemination points to the contingency of all words and deeds, their uncertain consequences and their governance by probabilities rather than certainties. Therefore, dissemination of information refers to any act by which one person gives or receives from other person information about that person needs, desires, perceptions, knowledge and effective status. Conference, assembly or meeting, festivals, melas and processions are the

main dissemination of information in the Events. Books, Journals, Newspaper, radio, television and video are become dissemination of information by Media. Computers, Phones satellites and internet are dissemination of information by the Technologies. Media professionals (includes camera crew, editor, news reporter and newsreader, etc), advertisers, librarians and public relation personals are the act of dissemination of information by Professionals.

3.3 Need for dissemination of information

In the case of emergencies, the public need for information has more increase and managing the situation may require collaboration between information seekers and providers. The numbers of factual information value has more increase in information society. Any kind of information has become knowledge to individual and group in a community. Dissemination of information need to be careful understanding before it is share to others, because all information needs to be collect, organized and disseminate at the right time to the right persons. The media professionals' share of information should be accurate, reliable and truthfully to the user.

3.3.1 Importance of dissemination of information

Before assessing the various approaches used to disseminate information, it is worth revisiting the reasons for disseminating information in a given community. As such, the following points may be considered for the need of disseminating information:

(1) Decision

Information is often disseminated to the users to give more progress in their knowledge base and subsequently it provides better decision for the future.

(2) Awareness

Information is over and over again disseminated in order to educate, describe or promote a concept, process or principle.

(3) Response

Sometimes information is disseminated for further information to be generated or be used to validate something.

(4) Co-operation

If information is often disseminated in order for a group of individuals to share benefit knowledge which help for collaboration and it is a linkage of communication.

(5) Promote results

Special occasions have to ensure a wide dissemination of its projects' results of activities.

(6) To promote Technological exchange

Specials occasions have to ensure that applicable technology can be transferred to wider audiences.

3.4 Channels for Dissemination of Information

Dissemination of information refers to whatever things that might inform a person about data of information or provide knowledge about it. Information has no value if it is not disseminated to others and until it is used for advantage. Dissemination of information might be done through channels like, survey, people speech, written or non-written documents, films, organisation and websites. It can be divided into two channels for dissemination of information i.e., Documentary Channels and Non-Documentary Channels.

3.5 Classification of Channels in Dissemination of Information

Documentary channels are the recorded sources which are inform of documents. Non-documentary channels are the divided into formal and informal channels, which are not recorded sources, practically in by the disseminators and user.

3.5.1 Documentary Channels

Documentary dissemination of information channels are commonly in the form of printed documents. Documentary dissemination of information channels refer to the recorded information, which can be present formal in nature. This documentary dissemination of information channels are divided into Primary, Secondary and Tertiary Channels.

3.5.1.1 Primary Channels of Dissemination of Information

Primary dissemination of information channels are the basic original materials of information, which are beginning the time involved and have not been sort out through interpretation or evaluation, on which other research is based. They are generally the first formal emergence of results in physical, print or an electronic format. It present original idea, report a discovery or share new information, first hand or eyewitness account of an event. It presents raw data or a piece of information, which were gathered at a result. And also suggest new designs, ideas, invention or improvement and explain up to date results and information. They have not been interpreted, condensed, or evaluated by a second party. These are the following examples of Primary dissemination channels of information:

(1) Audio Recordings

Audio recording is a sound recording and copying of an electronic or mechanical inscription and re-creation of sound waves, such as spoken voice, singing, instrumental music, or sound effects. It is an electronic medium for the recording, copying, playback, broadcasting and display of moving visual and audio media.

(2) Diaries

Diary is a daily book record of observation and experiences (handwritten format) with separated entries organized by daily statement on what happened events and experiences over the course of a time and date. It also includes a personal record of experiences.

(3) Patents

A patent is a government authority or licence conferring a right or title for a set period. Especially, the exclusive right to prevent from other making, using, or selling, and also commercially making, importing, or distributing a patented invention without permission.

(4) Experimentation

Experimentation is an organized formula carried out with the goal of proved, refuting, or establishing the validity of an assumption. It is an original research studies often in the form of peer reviewed, journal articles and publications.

(5) Internet Communications

People communicate over the Internet in a number of other ways including Internet relay chat. Internet is an international *network of networks* that consists of millions of private, public, academic, business, and government packet switched networks, linked by a broad arrangement of electronic, wireless, and optical networking technologies. The inter-linked World Wide Web (WWW) is to support e-mail, and peer-to-peer networks for file sharing and wireless communication.

(6) Interviews

An interview is a formal meeting between two or more people face to face conversation, especially for consultation. It is a conversation in which a question is asked by the interviewer to take out facts or statements from the interviewee.

(7) Speeches

Speech is the ability to speak in a vocalized form of communication by the human and others. It is based on the syntactic combination of lexical and names.

(8) Court Records

Court record is a thing constituting a piece of evidence about an official report of proceedings and judgement in a court.

(9) Newspapers

It is a periodical publication containing news, other informative in written forms of articles and usually advertising printed on relatively inexpensive, low grade paper such as newsprint.

(10) Autobiographies

An autobiography is a self-written account of the life of one person written by itself.

(11) Survey Research

Survey research is often used to assess thoughts, opinions, and feelings. Psychologists and sociologists often use survey research to analyse behaviour, such as, in evaluating political candidates, public health officials, professional organizations, and advertising and marketing directors through questionnaires.

(12) Original documents

An original documents are includes such as birth certificates, marriage license and academic certificate are called original documents.

3.5.1.2 Secondary channels of information dissemination

Secondary channels are interpretations and evaluations of information received through primary channels. The definition of a secondary channel may vary depending upon the discipline or context. A Secondary channel of information is something, which provides information after the fact. It is literature that analyses, interprets, relates or evaluates primary information. Often by collecting data from a number of different primary sources, new ideas and insights into an event may be found. Secondary channels might be analyze, critique, report, summarize, interpret or somehow restructure an original work and useful for getting an overview of a topic. The following are the examples of secondary channels of information:

(1) Text Books

A textbook is a manual of instruction in any branch of study. Textbooks are produced according to the demands of educational institutions.

(2) Biographies

A biography is a detailed description or account of an individual life. It enters mostly basic factual of life anything experienced of his/her such as education, jobs, relationships, problems and benefits of experienced.

(2) Magazine and Newspaper article

A magazine is a collection of articles and images about diverse topics of popular interest and current events written by journalists or scholars and are geared toward the average people.

(4) Book reviews

A book review is a form of literary criticism in which a book is analysed based on content, style, and merit.

(5) Bibliographies

Carter and Barker (2010) describe bibliography as a twofold scholarly discipline - the organized listing of books (enumerative bibliography) and the systematic description of books as physical objects (descriptive bibliography).

(6) Histories

The Histories serves as a record of the past traditions, cultures, politics, geography, and clashes of various that known in different continents.

(7) Archival materials

Archival materials are information objects that serve as evidence of past events. They record information about past activities and act as memory aids that allow its users to recall and relive them or to re-communicate information about those events at some point in the future.

(8) Dictionaries/ Encyclopaedias

A dictionary is compilation of words in one or more specific languages, often listed alphabetically with usage of information, definitions, phonetics, pronunciations, translation and other information or a book of words in one language with their equivalents in another. Encyclopaedias are collections of short, factual entries often written by different contributors who are knowledgeable about the topic.

(9) Monographs

It is a specialist work of writing on a single subject or an aspect of a subject written by a single author.

(10) Websites

A website hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an Internet address known as a

Uniform Resource Locator. All publicly accessible websites collectively constitute the World Wide Web. A webpage is a document, typically written in plain text interspersed with formatting instructions of Hypertext Mark up Language (HTML).

3.5.1.3 Tertiary Channels of Dissemination of Information

In Tertiary channels consist of information that is a distillation and based on collection from primary and secondary channels. These are the following examples for the Tertiary channels of dissemination of information:

(1) Almanacs

An Almanac is an annual publication containing a calendar for the coming year, the times of such events and phenomena as anniversaries, sunrises and sunsets, phases of the moon, tides, etc., and other statistical information and related topics.

(2) Chronologies

Chronology is the science of arranging events in their order of occurrence in time. It is also "the determination of the actual temporal sequence of past events". It is also part of the discipline of history, including earth history, the earth sciences, and study of the geologic time scale.

(3) Directories

A directory maintains a list for reference or commercial purposes. This category contains articles about directories.

(4) Manuals

Manual refers to the User guides, Owners' manual, online helps and instructional manual.

5) Bibliographies

It is a complete or selective list of works compiled upon some common principle, as authorship, subject and place of publication or printer. It is a branch of library science dealing with the history, physical description, comparison and classification of books and other works.

(6) Indexes

An index is a data structure that improves the speed of data retrieval operations on a database table at the cost of additional writes and storage space to maintain the index data structure.

(7) Guide books

A guidebook is a book containing information about a place, areas or country designed for the use of travellers or tourists. It also gives information or instruction helping to understand about accommodation, Hotel, transportation and guide Maps.

(8) Handbooks

A handbook is a type of reference work, or other collection of instructions, that is intended to provide ready reference.

3.5.2 Non-Documentary Channels of Information Dissemination

The Non-documentary channels in dissemination of information can be divided into two, such as Formal channels and Informal channels. The following are the formal channels of dissemination of information.

3.5.2.1 Formal channels of dissemination of information

A formal communication channel of dissemination of information put on the organizational information, such as goals or procedures and policies. It means that information might be distributed from a provider to a user. These are the examples of formal communication channels of dissemination of information are such as business plans, newsletters, employer manuals and annual reports.

(1) E –journals

Electronic journal is also known as e-journals and electronic serials, it is scholarly articles or intellectual journals that can accessed through electronic transmission. It means that they are generally published on the Web based.

(2) E-books

An electronic book is a book-length publication in digital form, consisting of text, images, or both, readable on computers or other electronic devices. Although sometimes defined as "an electronic version of a printed book".

(3) Internet

It is an international *network of networks* that consists of millions of private, public, academic, business, and government packet switched networks, linked by a broad array of electronic, wireless, and optical networking technologies.

(4) Television

Television makes it possible to watch events in other countries directly. Television can be used to teach uneducated people. Through it we can improve knowledge of our students and educated people.

(5) Radio

At places where television broadcast do not reach, people turn to listen radio. It broadcast warning, news, comments on important news or issues and warning of an approaching storm or flood and broadcast weather reports and weather forecasts.

(6) Letters

A letter is a format of hand written message from one gathering to another gathering containing information and preservation of communication between both gatherers.

(7) Library

A library's collection includes books, periodicals, newspapers, manuscripts, films, maps, prints, documents, microforms, CDs, cassettes, videotapes, DVDs, e-books, databases etc. which are made accessible to user community for reference or borrowing.

3.5.3.2 Informal Channels of Dissemination of Information

In many places, especially in the rural areas the knowledge of information is through oral talks. At the same time, the sources of information are usually like local area small shop,

market places and at other places where people gather more and exchange information. It has no specific guidelines of direction and is done by informal communication in rural areas.

(1) Dissemination of Information through Oral Communication

Dissemination of information in oral communication is primarily referring to verbal communication, and also user visual aids and non-verbal components to support the delivery of meaning. Thus, the oral communication can be includes when they perform into platform through speeches, presentations, discussions, and aspects of interpersonal communication.

(2) Dissemination of Information through Group Discussion

Group Discussion is usually organized in methodology or interview procedure or a group activity. A Group discussion is a methodology used by an organization to explore the personality behaviour or skills and to screen the individual ability and skills.

(3) Dissemination of information through Festival

A festival is the main focused on events traditional or specifically cultural topics. And also try to find out from that participate members of their traditions and unity among families.

(4) Dissemination of Information through Newspaper

Newspaper is distributed to periodical publication containing news; it can be covered widely like politic, sport, business, arts and often advertising, crosswords and weather forecast. Nowadays, most newspapers are published in online versions called online newspapers or news sites.

(5) Dissemination of Information through Telephones

An electrical device converts sounds and electrical waves into audible relays, it is used for communication. Then, telephone and cell phones plays important role in dissemination of information services at the community. Any jobs of individual and group like Business, educational, scientific technology information has been passing through phone communication.

3.6 Dissemination of Information Performs by Media Professionals

The media professionals most commonly used Social Networks for dissemination of information to deliver information:

3.6.1 Delivers information used by oral/Verbal

Oral communication is by word of mouth when two or more persons meet and talk directly, face-to-face, or by telephone etc.

3.6.2 Delivers information used by written communication

Verbal communication is through words, both written and oral, such as group gathering and presentations, and informal talks.

3.6.3 Delivers information used by visual communication

Visual communication is like drawings, pictures and acting photo.

3.6.4 Delivers information used by multi-media communication

Multi-media communication is still more effective. Given their low literacy level, yet higher level of language and communication skills, communication to rural people might be limit to oral, visual, and multi-media. The language used in oral communication is of great significance. Video is a very effective means of delivery, particularly to engage interest in an issue and to tell people's stories. Video can be expensive, but the availability of cheap digital video cameras and popularity of YouTube has opened up a new opportunity for delivering rights information.

3.7 Advantages of Dissemination of Information

Dissemination of information has always promoted a sense of culture and taste of knowledge, it is necessary to know the advantages dissemination of information. Then, we can point out some advantages in dissemination of information are as follows:

3.7.1 To develop the communities

Dissemination of information is to give better information according to the interest and intellectual requirements of the community. It also helps for the upliftment and understanding between individuals and others. Better information is giving a new knowledge and information opportunities to the communities.

3.7.2 To uplift communities' education

When the information has distributed to others it has given to new knowledge and information opportunities to the education. It helps to the better understanding between individuals and others. And also student's help for guidance of their future aspects of job inform about the employment opportunities worldwide. Teachers and academicians are also taking advantage for any requirements of information delivered to students and colleagues through social network; it was very good for time management and also helps for discussing study topics with the students.

3.7.3 To promote the human activities

A programme organized awareness about modern scientific and technological advancements it helps to realize the full potentialities of their personality. Then, it gives assistance to community, cultural and educational needs of the people like education, training, government affairs, industry and business as well as research.

3.7.4 To provide new information an environmental

Dissemination of information provides the environments conditions of communities which are economic status, health information, education, politics and social interest of the society. It gives the environment changing the information of the communities.

3.8 Conclusion

The dissemination of information is most important and helpful for the development of communities. The modern technology helps for the easy communicate verbal, written and visual information to give in real time information. It's give the better information to the intellectual requirement of the community. At the digital age, it can be delivered a pieces of information to the seekers of information, which is helpful for the issues of information for delivering rights information at the right time for the user.

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4.1 Introduction

Analysis of data plays vital role to find out the result of research. The researcher has to collect various data from various sources to have logical findings and conclusion in the research. The term analysis refers to the computation of certain measures along with searching for pattern of relationship that exist among the data group (Kothari; 1990). Collection of data can be done by various methods depending upon the nature of research and is to be coded, tabulated and analysed with the help of suitable statistical tool for interpretation and to draw conclusion. As such this chapter presents the analysis of data with the help of statistical tool to have authentic result.

4.2 Analysis of data

To collect primary data, the scholar circulates a structure questionnaire to the 130 media professionals from different districts of Mizoram during the month of July – October 2017. Questionnaires were circulated by post in some cases and were also delivered to them personally in many cases. Out of the total circulation of questionnaire, the scholar received 96 duly filled-in questionnaires from the respondents which constitute 73.84% which is reasonable in survey-based research. Various collected data were tabulated and interpreted as required to draw inferences against the objectives under different sub-headings as below:

4.2.1 District-wise response rate of questionnaire

The data of district-wise response rate of questionnaire is presented at Table 4.1 below. The media professionals in Mizoram as taken as sample size are scattered in different eight district of the state. The response rate of research questionnaire is fairly satisfactory to draw the references. From Aizawl district the scholar received 35 responses out of 54, response rate is 64.81% which forms 36.46% from the total sample size; 9 respondents out of 10 having 90% constituting 9.38% from the sample size in Champhai district; 8 out of 8 having 100% constituting 8.33% in Kolasib; 5 out of 5 having 100% from Lawngtlai district constituting 5.21%; 15 out of 20 having 75% which constitutes 15.62% from the total sample size in Lunglei district; 8 out of 8 having 100% from Mamit district constituting 8.33%; 9 out of 9 having 100% from Saiha district constitutes 9.34% and 7 out of 7 having 100% from Serchhip district constituting 7.29%.

Table 4.1: District-wise response rate of questionnaire (N=96)

Name of District	No of Media Professionals	No of respondents	% of respondents
Aizawl	54	35	36.46
Champhai	10	9	9.38
Kolasib	11	8	8.33
Lawngtlai	5	5	5.21
Lunglei	20	15	15.62
Mamit	8	8	8.33
Saiha	11	9	9.38
Serchhip	11	7	7.29
Total	130	96	100

Source: Survey Data

The above data is represented with the help of bar diagram as below by Fig 4.1

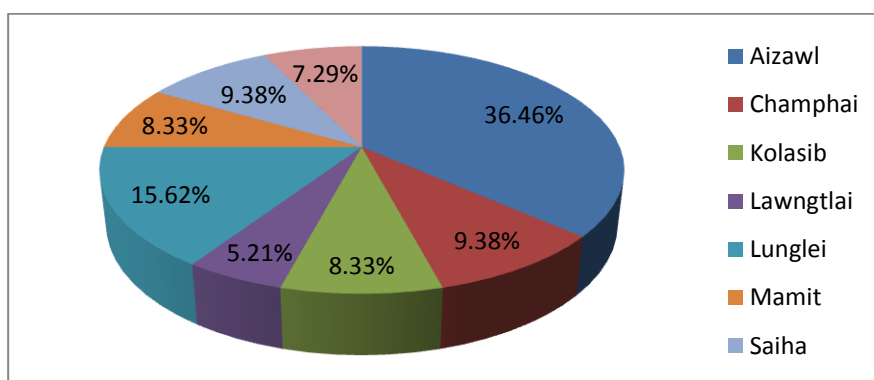


Fig 4.1: District-wise respondents of questionnaire

4.2.2 Demographic Profile of Media Professionals

Demographic profile includes the personal information of media professionals of Mizoram, such as gender, age group, educational qualifications and types of media.

4.2.2.1 Distribution of Media Professionals by Gender

The distribution of media professionals in Mizoram by gender is reflected in Table 4.2. Out of the total 96 respondents, 88 are male and 8 female which forms 91.67% and 8.33% respectively. Men media professionals in Mizoram are more by 83.34 than female media

professionals. From the data it is clear that men dominate female media professionals in Mizoram by more than ten times.

Table 4.2: Distribution of media professionals by gender

Gender	Frequency	Percentage
Male	88	91.67%
Female	8	8.33%
Total	96	100

Source: Survey data

The data of distribution of media professionals by gender may also be represented with the help of Fig 4.2 below:

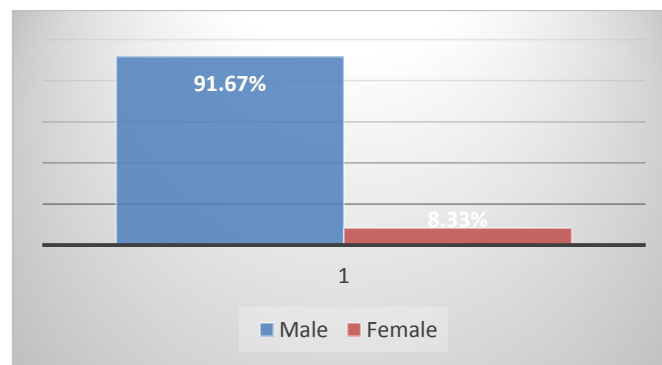


Fig 4.2: Distribution of media professionals by gender

4.2.2.2 Distribution of media professionals by age group

The age group of media professionals in Mizoram is constituted in five frequencies as 21-30, 31-40, 41-40 and above 50. Age group data is reflected at Table 4.3 below. From this data, it is very clear that there are 36 media professionals in Mizoram under age group of 31-40 which constituted 37.5%. Second largest age group is 41-50, having 30 which constitutes 31.25%; which is followed by above 51 age group, comprising 21 and constitutes 21.88%. Out of these four age groups, 21-30 have least age group, comprising 9 which constitute 9.37%. The data shows that maximum number of media professionals is between 31-50 age groups and one-fourth of them are above 50. Below 30 years of age are very few.

Table 4.3: Distribution of Media professionals by age group

Age Group	Frequency	Percentage
21-30	9	9.37%
31-40	36	37.5%
41-50	30	31.25%
51 Above	21	21.88%
Total	96	100

Source: Survey Data

The above data of media professionals in Mizoram by age group may be represented by Fig.4.3 as under.

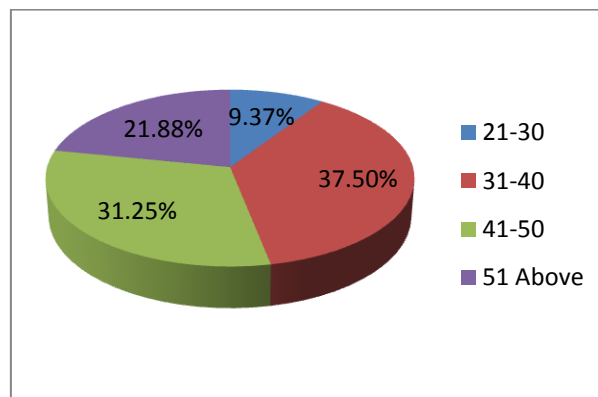


Fig 4.3: Distribution of Media professionals by age group

4.2.2.3 Education Qualifications of Media Professionals

The data of educational qualification of media professionals in Mizoram is reflected by Table 4.4. The data shows that 51 out of 96 media professionals are graduate which constitute 53.12% followed by Class X passed having 16 professionals constituting 16.17% which is less by 35, which is 36.45%. The third place was Class XII passed having 13 professionals constituting 13.55% which is followed by Post-Graduate and Under Class X comprising 10 and 6 which constitutes 10.41% and 6.25% respectively. The data reflect that more than 50% of media professionals are graduate and few of the are post-graduate. This data is also represented by Graph 4.4 as under to make clarity by sight.

Table 4.4: Educational qualification of media professionals

Name of Qualification	Frequency	Percentage
Post Graduate	10	10.41%
Graduate	51	53.12%
Class- XII	13	13.55%
Class-X	16	16.67%
Under Class-X	6	6.25%
Total	96	100%

Source: Survey data

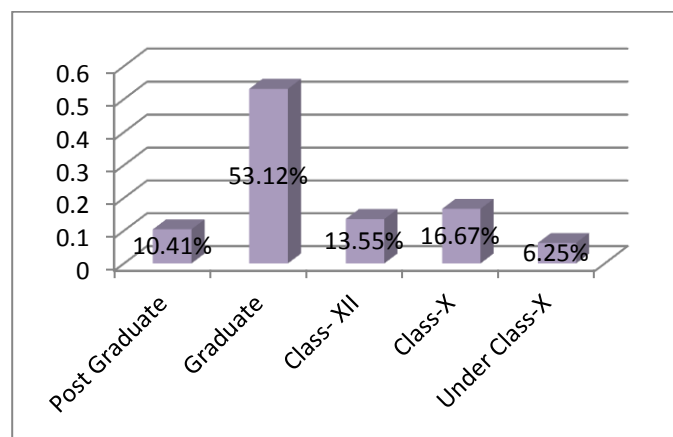


Fig 4.4: Educational qualification of media professionals

4.2.2.4 Media Professionals by Types of Media

Out of the 96 media professionals (accredited journalists) in Mizoram, 63 are working on Newspapers which form the largest in number constituting 66% and is followed by Door Darshan Kendra (DDK) 15 and Cable TV 13 occupying number 2 and 3 that constitutes 16% and 13% respectively. All India Radio (AIR) have 3 accredited journalists and Magazine 2 which constitutes 3% and 2% respectively. Mention may be made here that DDK and AIR are under the Government of India whereas others are local professionals. Most of the media professionals are engage on newspaper constituting more than 50% of the respondents which indicates that newspaper is one of the most popular Medias in the state. This data is represented by Table 4.5 and Fig 4.5 below to have visual clarity.

Table 4.5: Media professionals by types of media

Types of Media	Frequency	Percentage (%)
Newspaper	63	65.62
Magazines	2	2.09
Cable TV	13	13.55
DDK	15	15.62
AIR	3	3.12
Total	96	100

Source: Survey Data

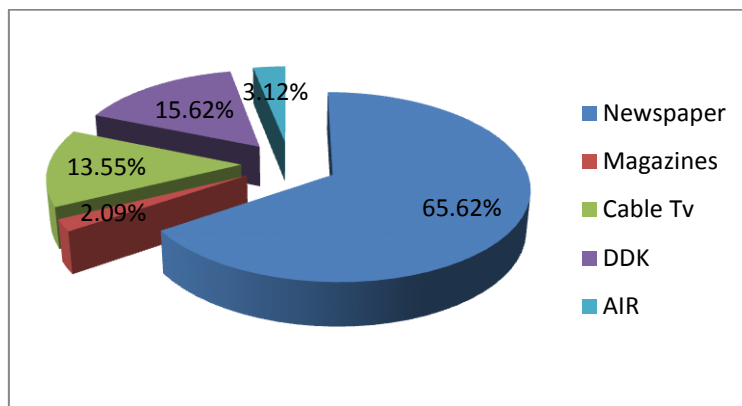


Fig 4.5: Media professionals by types of media

4.2.3 Internet Literacy and Internet Usage Pattern of Media Professionals

Internet plays vital role in daily activities of people particularly for media professionals due to its fast, prompt and vivid services for collection and dissemination of information. It is very essential to study Internet literacy of media professionals and their usage pattern as most of the information are processed and disseminated through Internet. As such the Internet literacy and usage pattern of media professionals of Mizoram are studied in different areas as below.

4.2.3.1 Internet Literacy Among Media Professionals

Internet literacy of media professionals in Mizoram are studied on four scales, i.e. excellent, good, satisfactory and poor. The following data at Table 4.6 reveals that 46 media professionals constituting 47.91% of the total respondents are good in Internet literacy, which

constituted highest among the four parameters followed by 21 constituting 21.87% as satisfactory. The third position is poor by getting 18 numbers which constitutes 18.76% and only 11 are excellent constituting 11.46% occupying the lowest position. The media professional in Mizoram are well and good enough in Internet literacy. Most of them can manage for their professional works by Internet.

Table 4.6: Internet literacy of media professionals

Internet Literacy	Frequency	Percentage (%)
Excellence	11	11.46
Good	46	47.91
Satisfactory	21	21.87
Poor	18	18.76
Total	96	100

Source: Survey Data

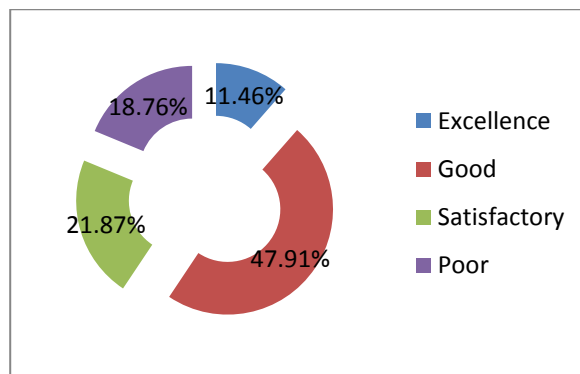


Fig 4.6: Internet literacy of media professionals

4.2.3.2 Preference Tools for Accessing Social Networks by Media Professionals

Table 4.7 presents data of preference tools by media professionals for accessing social networks. 36% of the total sample size preferred computer for accessing social networks whereas 26% preferred both mobile phone. At the same time 34% of media professionals prefer both computer and mobile phones of accessing social network. This data is also presented in the form of graph below. Most of the media professionals are more or less equal in preferring of social networks. It is clear that many of them used both personal computer and mobile phones for accessing Internet. Fig 4.7are clearly support above interpretation.

Table 4.7: Tools for accessing Internet

Device name	Frequency	Percentage
Computer	36	37.51%
Mobile Phones	26	27.08%
Both Computer & Mobile Phones	34	35.41%
Total	96	100

Source: Survey data

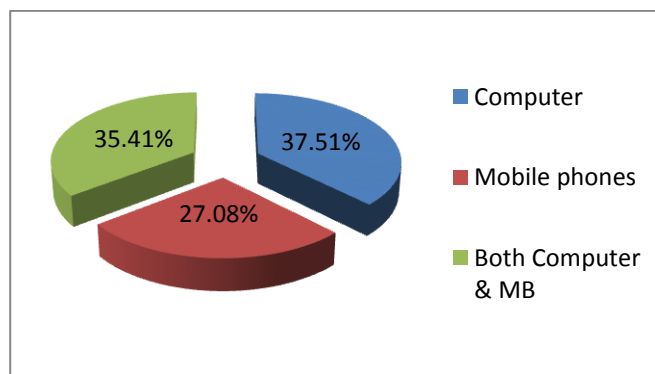


Fig 4.7: Tools for accessing Internet

4.2.4 Usage Pattern of Social Networks by Media Professionals

Under this sub-topic, usage pattern of social networks by media professionals is studied in different sub-headings. Media professionals in Mizoram used different social networking sites to receive and disseminate information in different forms. This study advocated usage of social networks by media professionals in their profession to serve the community as a whole.

4.2.4.1 Social Network Accounts by Media Professionals

Table 4.8 presents the data of social network accounts of media professionals in Mizoram. It can be judge that some media professionals have more than one account in social networks. The data clearly shows that 96.87% of media professionals have accounts in Facebook and WhatsApp constituting highest account and followed by YouTube in the second constituting 53.12%. The third highest account is Instagram constituting 41.66% followed by Twitter 16.66% and Skype 8.33% in the fourth and fifth position. The data reflects that almost of the media professionals have account in Facebook and WhatsApp and

a large number of media professionals have also account in YouTube and Instagram. The data reveals that most of the media professionals have two or more account in social network. This data is presented by Fig4.8 below.

Table 4.8: Social network accounts of media professionals

Name of SNS	Frequency	Percentage (%)
Facebook	93	96.87
WhatsApp	93	96.87
YouTube	51	53.12
Instagram	40	41.66
Twitter	16	16.66
Skype	8	8.33

Source: Survey Data

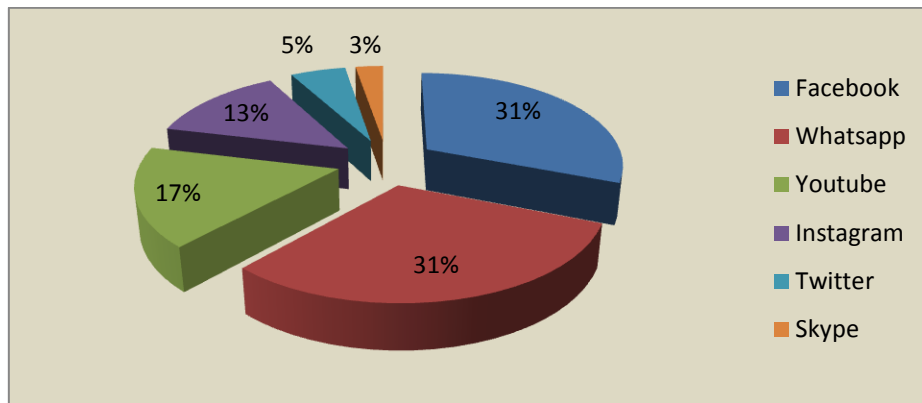


Fig 4.8: Social network accounts of media professionals

4.2.4.2 Experience of Media Professionals in Social Networks

Table 4.9 presented below, reveals the experiences of media professionals in social networks. From the data it is clearly visible that 42.71% of the media professionals used social network for more than five years whereas 27.09% experienced for three to four years. 22.91% of media professionals experienced for two to three years and 7.29% for less than one year. This data is also presented below Fig 4.9. The data shows that all the media professionals have account in social network at least one year. Almost half of them are utilising the services of social network for more than five years.

Table 4.9: Experience of media professionals in social networks

Years	Frequency	Percentage(%)
Less than 1 year	7	7.29
2-3	22	22.91
3-4	26	27.09
More than 5years	41	42.71
Total	96	100

Source: Survey Data

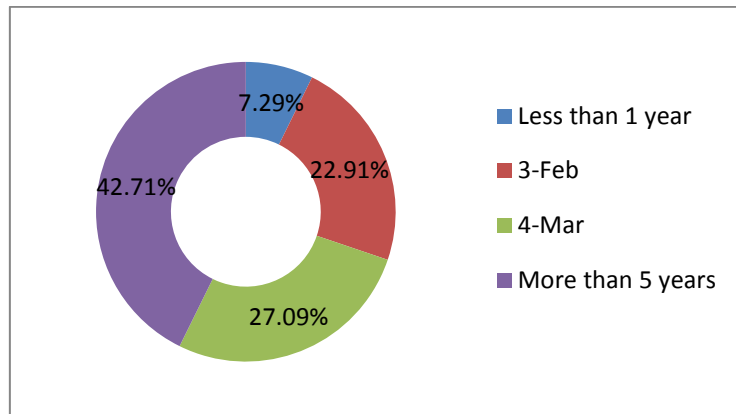


Fig 4.9: Experience of media professionals in social networks

4.2.4.3 Frequency of Accessing Social networking by Media Professionals

Frequency of accessing social network by media professionals was studied by four scales and was presented in Table 4.10. The data reveals that 46.88% accessed social media more than three times in a day; 30.21% are always online, 15.62% access thrice in a day and 7.29% access social networks only once on a day. It can be drawn that more than half of the media professionals accessed predominantly social networks. This data is also shown below with Fig 4.10.

Table 4.10: Frequency of accessing social networks

Frequency of accessing Social Networks	Frequency	Percentage (%)
Always Online	29	30.21
Once in a day	7	7.29
Thrice in a Day	15	15.62
More than 3	45	46.88
Total	96	100

Source: Survey Data

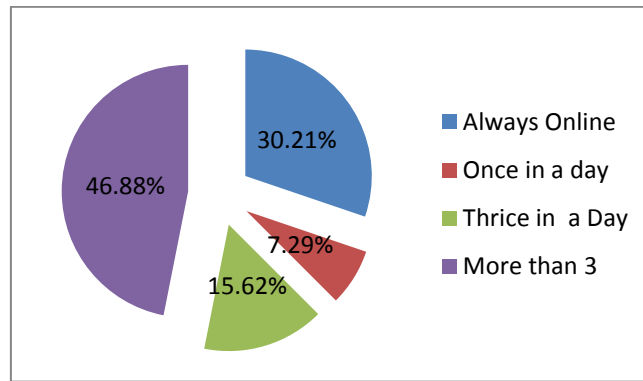


Fig 4.10: Frequency of accessing social networks

4.2.4.4 Duration of Using Social Networks in a Day

The following data in Table 4:11 shows that 32.29% of respondents used social networks for 2-4 hours in a day constituting the highest frequency followed by 26.04% for 1-2 hours daily. 18.75% of respondents used social networks for 4-6 hours daily and 13.54% of respondents used for more than 6 hours daily. Media professionals who used less than 1 hours daily are only 9.38%. This data is also presented by Fig 4.11 below.

Table 4.11: Frequency of accessing social networks per day

Duration per Day (hours)	Frequency	Percentage (%)
<1	9	9.38
1-2	25	26.04
2-4	31	32.29
4-6	18	18.75
More than 6	13	13.54
Total	96	100

Source: Survey data

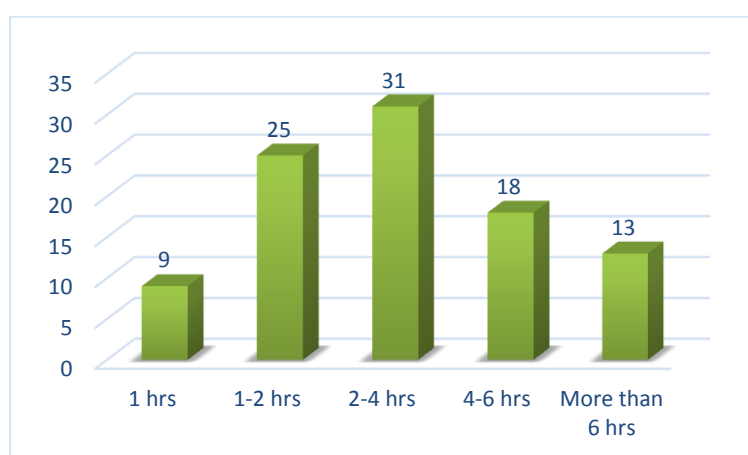


Fig 4.11: Frequency of accessing social networks per day

4.2.4.5 Preferences of Social Networking Sites (SNS) for the Dissemination of Information

Table 4.12 presents data of preferences of social network by media professional for dissemination of information. From the research data, it is clear that the first preference of social networks by media professionals for dissemination of information is Facebook, constituting 57.29% followed by WhatsApp constituting 35.42% in the second; Instagram, Twitter and Skype are preferred by media professionals constituting 2.08% each in the third and 1.05% respondents preferred YouTube for disseminating of information constituting third and fourth respectively. The highest second preference is WhatsApp constituting 53.12%, followed by Facebook 32.29%, Twitter 7.29%, YouTube 4.16%, Skype 2.08% and Instagram 1.04%. The positions of third preferences are YouTube 23.95%, Instagram 16.66%, WhatsApp 11.45%, Skype 8.33% and Facebook and Twitter 6.25% each. Facebook

and WhatsApp are the two main social networks regularly used by the media professionals. Out of 96 media professionals 55 of them prefer Facebook to beat all other social network followed by WhatsApp by 34 only. The other networks incomparable with this two. Fig 4.12 also support this interpretation.

Table 4.12: Social networks for dissemination of information

Name of SNS	Preferences of using social network		
	1st	2nd	3rd
Facebook	55	31	6
WhatsApp	34	51	11
Instagram	2	1	16
YouTube	1	4	23
Twitter	2	7	6
Skype	2	2	8

Source: Survey Data

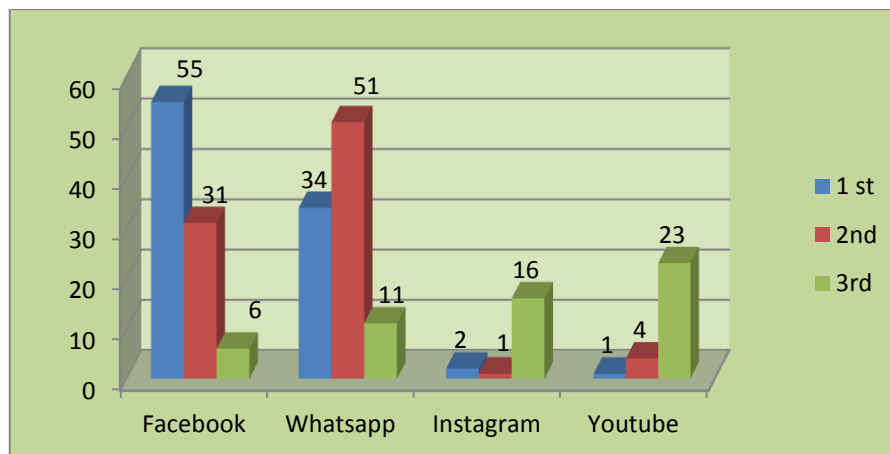


Fig 4.12: Social networks for dissemination of information

4.2.4.6 Ideal Time of Accessing Social Networks by Media Professionals

Table 4.12 indicates the ideal timing of accessing social networking sites by media professionals. The data shows that 41.66% of the respondents have no ideal time for accessing social networks. Depending upon the needs they access social network at any time. At the same time, night is an ideal time for accessing social network constituting 25% and followed by 19.8% and 13.54% at evening and morning respectively. The data reveals that most of the media professionals have no choice of time for accessing social network but

depends on the situation. At the same time, some of them prefer night and evening time for accessing social network however very few of them prefer morning time. This data is supported by Tab 4.13.

Table 4.13: Ideal time of accessing social network

Ideal time	Frequency	Percentage (%)
Morning	13	13.54
Evening	19	19.8
Night	24	25
Anytime	40	41.66
Total	96	100

Source: Survey Data

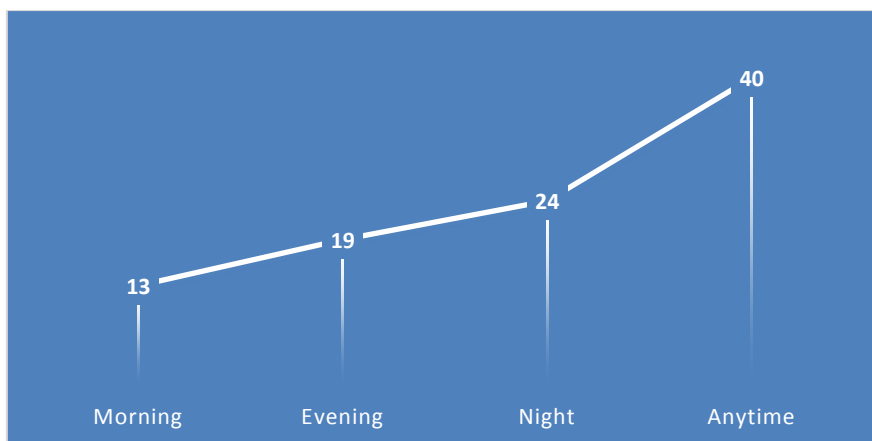


Fig 4.13: Ideal time of accessing social network

4.2.4.7 Ideal place of accessing Social Network by Media Professionals

The ideal place of accessing social network by media professionals is studied in three parameters and data is presented in Table 4.13 below. The data represented that home is an ideal place for accessing social network constituting 55.2% and rest of the respondents preferred office constituting 44.8%. None of them have an ideal place for accessing social network other than home or office. Office and home are the most suitable place for media professionals for accessing social network, home is more comfortable than office. This data is also presented by Fig 4.14 for clarity by sight.

Table 4.14: Ideal place of accessing social network

Place of Accessing	Frequency	Percentage
Home	53	55.2
Office	43	44.8
Others	0	0
Total	96	100

Source: Survey Data

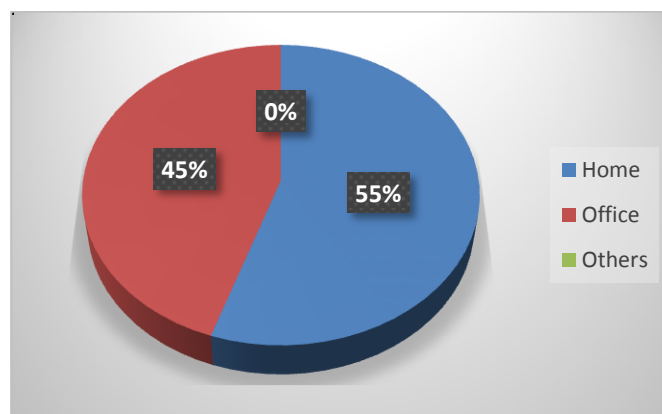


Fig 4.14: Ideal place of accessing social network

4.2.4.8 Purpose of accessing SNS by media Professionals

Table 4.15 represents the purpose of accessing social network by media professionals in Mizoram. The data shows that 57.3% of media professional's access social network for searching information occupying the highest data followed by to make friends constituting 19.8% which is far less than searching information. The third highest data is 11.46% for sharing information and experience. These three were followed by 4.16% by both keep up to date and chat with friend. The last two are sharing photos & videos and participate in discussion constituting 2.08% and 1.04% respectively. More than half of the media professional's access social network to search information followed by to make friends composing a small number. This data is also presented in Fig4.15 below.

Table 4.15: Purpose of accessing social network

Purposes for Accessing SNS	Frequency	Percentage(%)
Make friends	19	19.8
Searching information	55	57.3
Share information & Experience	11	11.46
Sharing Photos & Video	2	2.08
Keep up to date	4	4.16
Chat with friends	4	4.16
Participate in discussions	1	1.04
Total	96	100

Source: Survey Data

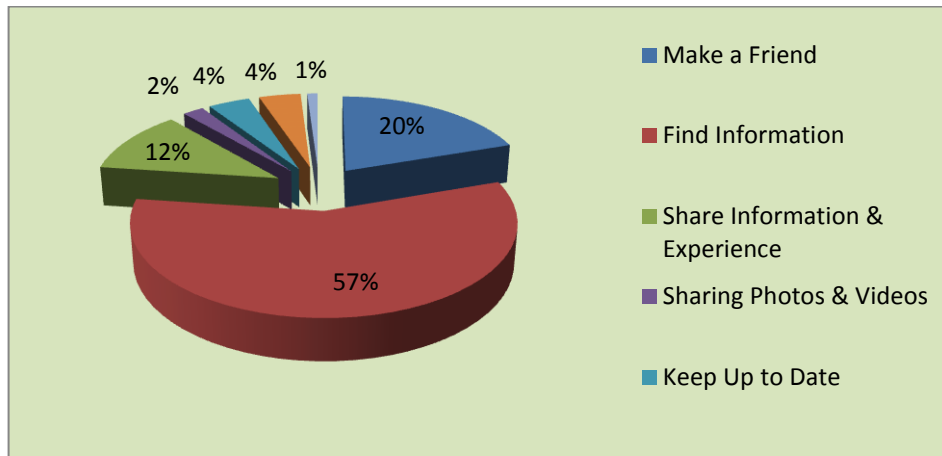


Fig 4.15: Purpose of accessing social network

4.2.4.9 Satisfaction Level on Social Network by Media Professionals

Table 4.16 data represents satisfaction level on social networks by media professionals. This satisfaction level is measured in four parameters, such as highly satisfied, satisfied, partially satisfied and not satisfied. The data shows that more than half of the respondents, 51.04% are satisfied in social network. Which is followed by highly satisfied, constituting 21.88%, then 17.7% are partially satisfied and 9.38% are not satisfied. The data

reflects that media professionals are mostly satisfied in social network services which indicate that they can do their work comfortably with it but small numbers of them are not satisfied with it. Data is also presented at Fig 4.16 below.

Table 4.16: Satisfaction level on social network

Satisfaction Level on SNSs	Frequency	Percentage (%)
Highly Satisfied	21	21.88
Satisfied	49	51.04
Partially Satisfied	17	17.7
Not Satisfied	9	9.38
Total	96	100

Source: Survey Data

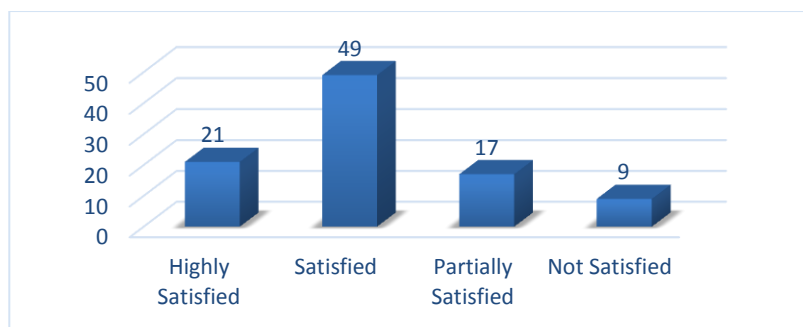


Fig 4.16: Satisfaction level on social network

4.2.4.10 Reliability of information Access by Media Professionals on Social Network

Table 4.17 data represents reliability of information available on social network. From the data, it is clear that 52.08% of the respondent's adjudged social network is reliable for information to the community. At the same time 27.84% of the media professionals advocated as not reliable and 20.84% marked as partially reliable. The data reflect that social network information is reliable for media professionals. Table 4.17 data is also presented in Fig 4.17 for clarity by sight.

Table 4.17: Reliability of information on social network

Reliability of Information on SNSs	Frequency	Percentage (%)
Reliable	50	52.08
Partially reliable	20	20.84
Not Reliable	26	27.08
Total	96	100

Source: Survey Data

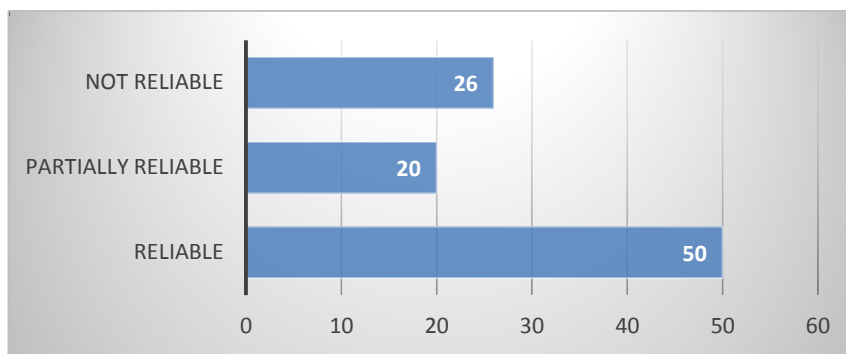


Fig 4.17: Reliability of information on social network

4.2.4.11 Problems being faced by the Media Professionals while accessing SNSs

The problems being faced by media professionals in accessing social network is study with four parameters, i.e. Lack of privacy, Time consuming, Lack of technical knowledge and Poor Internet facility. The data are represented in Table 4.17 below. The data shows that 45.85% of media professionals faced problem due to poor Internet facility. This is followed by lack of privacy and time consuming with narrow margin of 23.95% and 22.92% respectively. In far behind, lack of technical knowledge follows constituting 7.29%. The main problem in accessing social network is poor Internet facility. This data is also presented by Fig 4.17 below.

Table 4.18: Problems in accessing social network

Problems in accessing Social network	Frequency	Percentage (%)
Lack of Privacy	23	23.95
Time Consuming	22	22.92
Lack of Technical Knowledge	7	7.29
Poor internet facility	44	45.84
Total	96	100

Source: Survey Data

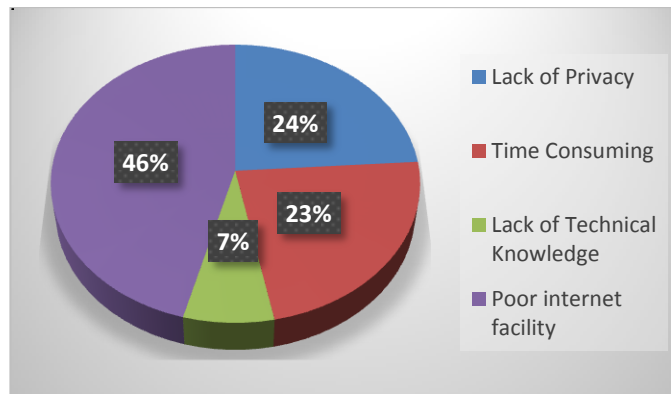


Fig 4.18: Problems in accessing social network

4.3 FINDINGS

In research activities, findings play vital role to conclude research. Data collected through primary and secondary data were tabulated, analysed and interpret with utmost care to draw findings against the research objectives. The findings from this research are given below in two parts, such as Findings against Objectives of Study and General Findings:

4.3.1 Findings against Objectives of Study:

The scholar draws four objectives of study in this research work. These objectives were taken one by one while framing findings against each as below:

Objective 1: Find out the most used of social networking sites by the media professionals in Mizoram.

- 1) It is found that media professionals used social networking every day.32.29% of the media professionals used social network for 2-4 hours per day; 26.04% for 1-2 hours, 18.79% for 4-6 hours, 13.54% for more than six hours and 9.38% for less than one hour. (*Chapter 4, Fig.4.11, Table 4.11, Page 76*).
- 2) The study reveals that all the media professionals have account in social network in one or the other. 96.87% of the media professionals have account in Facebook and WhatsApp, 53.12% in YouTube, 41.66% in Instagram 16.66% in Twitter and 8.33% in Skype. It is clearly understood that some of the media professionals have account in more than one or two social networks. (*Chapter 4, Fig. 4.8, Table 4.8 Page 73*).
- 3) It is found that most of the media professionals have experienced for more than one year in social networks. 42.71% of media professionals have more than five years experienced in social network, 27.09% for three to four years, 22.91% for two to three years and 7.29% for less than one year.(*Chapter 4,Table 4.9, Fig. 4.9, Page 74*).

Objective 2: Explore usage of social networking sites for dissemination of information

- 1) The researcher found that more than 50% of the media professionals have an ideal time for accessing social network. 41.66% (which is less than 50% of the media professionals) have no specific ideal time for accessing social network. More than 50% media professionals who have ideal time for accessing social network is that 25% of the media professionals prefer night time for accessing social network, 19.8% by evening and 13.54% by morning time.(*Chapter 4, Table 4.13, Fig 4.13, Page 78*).
- 2) Facebook is the most preferred social network by media professionals for dissemination of information followed by WhatsApp. Facebook is the first choice of 57.29% media professionals, second for 32.29% and third for 6.25% media professionals. In the case of WhatsApp, it is the first choice for 35.41% media professionals, second for 53.12% and third for 11.45% media professionals for dissemination of information. There are very small number of media professionals who prefer other social network for dissemination of information which is rather low in comparison to Facebook and WhatsApp. (*Chapter 4, Table 4.12, Fig. 4.12, Page 77*).

- 3) Home and office are the most ideal place for accessing social network for media professionals. Home is the most ideal place for accessing social network for 55.2% media professionals followed by 44.8% of media professional as Office. Media professionals do not have another ideal place for accessing social network other than home and office. (*Chapter 4, Table 4.14, Fig. 4.14, Page 79*).

Objective 3: Investigate the purposes and frequency of using social networking sites

- 1) The study clearly reveals that more than 50% of media professionals accessed social network for searching information. The data shows that 57.3% of media professionals accessed social networking for searching information, 19.8% to make friends and 11.46% to share information and experiences with others. However, 4.16% of media professionals accessed social network to keep-up-to-date and chatting with friends, 2.08% for sharing photos and videos and 1.04% to participate in discussions of various topics. (*Chapter 4, Table 4.15, Fig. 4.15, Page 80*).
- 2) More than 50% of media professionals were satisfied with the social network services. In this regard, the study reveals that 51.04% of media professionals are satisfied in social network and 21.88% of them are highly satisfied with the same. 17.7% of them are partially satisfied and 9.38% were not satisfied. (*Chapter 4, Table 4.16, Fig. 4.16, Page 81*).
- 3) In regard to the reliability of social network, more than 50% of the respondents regarded as reliable. It is found that social network is reliable for 52.08% of respondents, not reliable for 27.08% and partially reliable for 20.84% of media professionals. (*Chapter 4, Table 4.17, Fig. 4.17, Page 82*).

Objective 4: Find out the problems being faced by the media professionals while using social networking sites for information dissemination.

- 1) Poor Internet facility is the main problems faced by media professionals in accessing social network. 45.84% of media professionals claimed that poor Internet facility is the main problem faced by them. 23.95% of them claimed that lack of privacy is the

problem faced by them and it is time consuming for 22.92% media professionals. Only 7.29% of media professionals lack of technical knowledge is the main problem faced by them.(Chapter4, Table 4.18, Fig. 4.18, Page 83).

4.3.2 General Findings:

The main purpose of a research is to draw findings against the objective that arises within the problem of study. The researcher while conducting various test and analysis to draw inferences against the objectives draws some inferences outside the objectives which are of very important and useful to the study as given as below:

- 1) All the members of media professionals are aware of the social networking sites and having accounts on them and using daily to support their professional work for collecting and disseminating information.(Chapter 4, Table 4.18, Fig. 4.18, Page 83).
- 2) There are more male media professionals than female in Mizoram. The different is very large and is incomparable. (Chapter 4, Table 4.18, Fig. 4.18, Page 83).
- 3) More than 50% of the media professionals in Mizoram are graduate and post-graduate. There are very few media professionals under matriculate. (Chapter 4, Table 4.4, Fig. 4.4, Page 69).
- 4) More than 60% of the media professionals are between 30 to 50 years of age which shows that this age group have stern aptitude to disseminate information. There are few professionals who are above 50 and below 20 years of age. (Chapter 4, Table 4.3, Fig. 4.3, Page 68).
- 5) Two-third of the media professionals are working in newspaper and followed by DDK. Media professionals in others are very few in comparison to newspaper and those who are magazine are rather low to others.(Chapter 4, Table 4.5, Fig. 4.5, Page 70).

- 6) One-third of the media professionals used both computer and mobile phones for accessing social networking sites whereas some of them used either computer or mobile phones. (*Chapter 4, Table 4.7, Fig. 4.7, Page 72*).

Reference

Kothari, C. R. (2010). Research Methodology: Method and Technique. New Delhi, New Age Publisher

5.1 Introduction

This chapter presents a summary of the purpose, approach and findings on the research. The findings are discussed and suggestions are made for further investigation.

This research aimed to clarify the role of social networking sites in dissemination of information being used by media professionals. The data of research were collected through structured questionnaire answered by media professionals which has accredited by the State Government of Mizoram and their findings are given below.

5.2 Conclusion

Social network is used by media professionals at large to collect and dissemination of information in Mizoram. It is one of the fastest technology enter in the state within the last ten years. Social networking sites are one of the best platforms for disseminating information to the communities for sharing of information and experiences at the real time. It is helpful and easy for fast distribution of information among the media professionals. This research reveals that all the media professionals used social networking sites in their media profession.

Technology changes the live of the society. It simplifies daily life of many persons but at the same time it is very difficult to handle for the others. But the coming of technology cannot be denied since it is the life of the people. Social network is one of the technologies that emerges touching most of the people within the society in one or the other. It is an important instrument for the media professionals to collect and disseminate information to the community. It is fast and provided information by text, pictures, sounds or graphics in black and colour. Many media professional rely on it for their professional work.

5.3 Suggestion

Social network is one of the fastest means of communication at present. It is used by various persons, professionals and non-professionals, for their daily activities. Social network has good and reverse impact in the society. Media professionals are expected to provide reliable information to the society through various means of communication system, of which social network is also one of the means of communication. Therefore, on the basis of the study, the following suggestions were drawn for the welfare of the society to get reliable information through social network through media professionals:

- 1) The Internet providers in the state should strengthen their services to provide fast and reliable Internet connectivity from every corner of the state because all social networks are basically provided through Internet.
- 2) The media professional members should prepare policies and guidelines on the use of social networking sites in regards to their responsibility for information dissemination services, operation and monitoring of services of providing information through social networking sites to the user.
- 3) Workshop on social network may be organised for the media professionals and the general public to prevent junk or fake posting for the general public as well as legal issues regarding social network.
- 4) Media professionals may have social network accounts other than Facebook and WhatsApp to get news or information from others because most of the information is posted in various networks like Twitter, YouTube, Instagram, etc. particularly by politicians, social workers, celebrities, etc.
- 5) More female may join media profession. In some cases they are far better than male media professions to provide information to the public and to deal with them.
- 6) An attractive discussion on interesting issues of new information may be organised among the media professionals to promote use of social networks for dissemination of information.
- 7) To decrease the negative effect of social networks, it is most important to install the pop-up blocker in the system to block the unwanted pictures, image, etc. while accessing social networking sites.

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Appendix

Questionnaire

Topic: Use of Social Networks for Dissemination of Information by
Media Professionals in Mizoram

A. Personal information

1. Name of District:
2. Place of work: Rural Urban
3. Gender: Male Female
4. Age group of respondents: Below-20 years Between 21-30 years
 Between 31-40 year Between 41-50 years
 More than 51 years
5. Education Qualification: Post Graduate Graduate
 Class 12th Matriculate
 Under Matric
6. Type of Media: Newspaper Magazine
 Cable TV DDK
 Others

B. Internet Usage Pattern of Internet

7. Do you satisfy your Internet uses skill and knowledge?
 Excellent Good Satisfactory Poor
8. You access Internet from: Computer Mobile phone
 Others
9. Are you satisfied with Internet speed? Yes No
If no. Why?.....

C. Usage Pattern of Social Networks by media professionals

10. Are you using Social Networks?

Yes No

If yes, how long you are using?

1 year 2 to 3 year 3 to 4 year 5 years +

11. How do you connect social networking sites?

Mobile Laptop PC Any other

12. In which social networking site you have account(s)?

SNS Sites	Please tick()
Face book	
Whatsapp	
Twitter	
You tube	
Wechat	
QQ	
Instagram	
Tumblr	
Snapchat	
Skype	
Viber	
Linkedin	
Meetup	
Flixster	
Any other specify:	

13. Frequency of using Social Networking Sites:

Always online once in a day Twice in a weekly
 Thrice in a day More than three times in a day
 Occasionally

14. How many times do you spend on using Social Networks in a day?

Less than one hour 1 to 2 hour 2 to 4 hour

4 to 6 hour More than 6 hour Always

15. Which SNSs do you think most useful for disseminate of information. (*please give your preference as 1,2 and 3*)

SNS Sites	Preferences
Facebook	
WhatsApp	
Twitter	
YouTube	
WeChat	
Instagram	
Tumblr	
Snapchat	
Skype	
Bigo Live	
WhatsApp	
Facebook	
YouTube	
Viber	
Linkedin	
Meetup	
Flixster	
Any other specify:	

16. What are the preferred times of user SNSs?

Morning Afternoon Evening
 Night Randomly Any time

17. What is the most preferred place to access SNSs?

Home Office Others

D. Purpose of use and satisfaction with SNSs:

18. What is your purpose to use SNSs (please give your preference as 1,2 and 3)

Purpose	Preferences
Make friends	
Find information	
Share information & experience	
Sharing the photo & video	
Keep up to date	
Chat with friends	
Participate in discussion	
Entertainment	
For time pass	
Any other specify:	

19. Do you think SNS is reliable for dissemination of information?

Yes No

20. Please rate your satisfying level of using social Networking Sites for dissemination of information.

Highly satisfied Satisfied Less Satisfied
 Not Satisfied Neutral

21. What are the main problems you face in use of SNSs (please give your preference as 1,2 and 3)

Problems	Preferences
Lack of privacy	
Lack of time	
Lack of technical knowledge	
Poor internet facility	
Others (please specify)	

22. Your suggestions and comments if any?

.....
.....
.....
.....

Signature of respondents