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Redefining Business in Digital Era: Issues and Challenges

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**TO STUDY THE IMPACT OF NEW MEDIA ON MASS MEDIA STUDENTS CAREER CHOICES****Prof. Jasmine Tamboli<sup>a</sup> and Prof. Minu Paul<sup>b</sup>**<sup>a</sup>Maharshi Dayanand College of Arts, Commerce & Science, Parel, Mumbai<sup>b</sup>BMM Department, Faculty, PrahladrailDalmia Lions College, Malad (W), Mumbai**ABSTRACT**

*New Media and its growing popularity has profoundly affected the ways in which people live and work, including in terms of the number and types of jobs available. Many new and creative forms of jobs are created as a part of digital transformation, but at the same time there has been a drastic shift in people's preference while selecting a job. In this research paper the researcher tries to analyse how new media creates an impact on young graduates and undergraduates with regards to their career choices.*

*Keywords: Digital Media, employment nature, social media platforms, New Media, career choices, Mass Media*

**CHAPTER 1: INTRODUCTION**

In the modern world, online media drastically influence the student community. Platforms such as Facebook, twitter, LinkedIn & Instagram provides methods for social interaction. Indeed the users of social media can read or see the online posts without direct interaction with their friends. The content which is generated by the social media users such as photos, comments, videos are critical and influence the web user. As a result of engagement with such services the users are exposed to a huge amount of data every day. So in the research we are trying to analyse how the social interactions influence the media students in making their career choices.

**CHAPTER2: LITERATURE REVIEW**

From the beginning of 21<sup>st</sup> century, social media is in progress. Recent statistics on social media users in India was published in an article in 2019. According to this article, the maximum number of people that were active on social media sites like Facebook, Instagram belonged to the age group of 18-24 years. Also, a percentage of 52.3% of people out of 100 used internet to browse on different social media platforms and these were the millennial (Pragati, 2019). In a research by (Asad Ali, 2016) on 'EFFECTS OF SOCIAL MEDIA ON YOUTH: A CASE STUDY IN UNIVERSITY OF SARGODHA' founded that, social media plays an important role in life as they provide opportunities and information about jobs. Further, one of the questions asked was on social media providing opportunities to find a job. As a result, the researcher founded that the age group of 19-20 years and 20 above were the respondents in majority who strongly agreed with the statement.

It was observed that career selection is one of the dominant research topics in the life of every fresh graduate. Career choices have become more complex in the 21<sup>st</sup> century due to individuals dependence on mass media that plays a significant role in shaping the personal choices of individuals. Mass media especially television, newspaper and social media is constantly used by the youth to seek information regarding various profession. In this research paper the author describes that career choices are largely influenced by combination of three factors: parents, individual interest and mass media. According to the author today, students are more empowered because of the information they gather through new media technologies and basic education. It gives them better understanding about the job market & new job opportunities. Thus they are in a better position to take career decisions. Also the researcher further elaborates that parent's endorsement and professional life style are the other factors which influence career decision of an individual. (Noshina Saleem, December, 2014)

Career selection is always interconnected with cultural heritage and youth's personal interest. In this research the author talks about three factors which are intrinsic, extrinsic and interpersonal that highly influences career choices. Intrinsic factors include personal interests, professional advancement, and personality traits that play an important role in career decision. Extrinsic factor includes guaranteed employment opportunities, job security, high salaries, prestigious professions and future benefits. Meanwhile, interpersonal factors are the activities of agents of socialization in one's life, such as parental support, family cohesion, status, peer influence as well as interaction with other social agents such as school counsellors, teachers and other educators. (Peter Akosah-Twumasi, 2018)

To understand the impact of media on students' psyche and the behaviour formed from it has been explained in many theories in the social sector. One of the theories is 'Social Learning Theory' by Albert Bandura that states that career decision-making is developed from learning experiences which influence individuals either positively or negatively. According to this theory, children admire those characters and roles that are popular and heroic and were the ones who imitated these characters and wanted to achieve similar status and authority. Albert Bandura posits that, watching a show where the character has a rewarding job and is successful can spark

the desire for a child to pursue that specific occupation. Contrary to that, a negative portrayal that involves great struggling and mere success can have the opposite effect; that is, it can shape students’ view of that occupation as unrewarding. (Cooper, 2013) founded that, college students had very less impact of media (like television and movies) in making career decision. Whereas, other factors like family, friends and people they know in the industry, academic research, and academic success had comparatively more impact on the students. Most of the students chose family and friends as the most influential factor and source of information in terms of deciding a career. And at the second level academic research and industry experience were the affecting factors while deciding or choosing a career for them.

**CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY**

**Objectives of study**

Here the research tries to identify the set of following objectives:

- To study the impact of new media on youth
- To analyse how youth creates employment opportunities for themselves with the use of new media
- To understand the psychology of new generation while making their career choices.

**Research Hypothesis**

H<sub>0</sub>: Digital media has an impact on people’s preference while selecting a job.

H<sub>1</sub>: Digital media do not have an impact on people’s preference while selecting a job.

**Research Methodology**

Here the research tries to find the cause and effect relationship between the two variables which is Digital Media and changing preference of people in selecting jobs. This method will enable the researcher to test concepts, reflect attitude of people, establish and conduct research segmentation.

**Data collection techniques**

Data collection is done using both Primary data and Secondary Data. Primary data is collected by means of questionnaire (online). Secondary data for the study were collected from websites and other previous studies.

**Limitations of the study**

Due to time constraints the sample selected for research only includes media college students from the suburbs of Mumbai. Thus the data cannot be generalized.

**Future scope**

In future research can be done on a larger sample size which can include students from various streams for the in detail understanding of the subject.

**Chapter 4: Data Analysis**

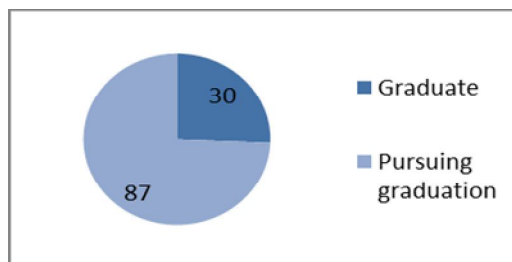


Fig 1. Qualification

From 117 respondents 87 respondents were students who were pursuing graduation and 30 respondents had completed their graduation.

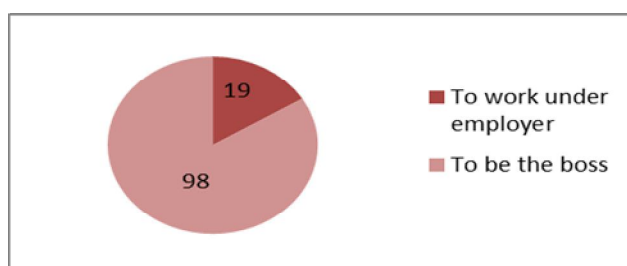


Fig. 2 What will you prefer?

Out of the total number of our respondents' majority of the respondents i.e. 98 students would want to be a boss and only 19 students would like to work as an employee.

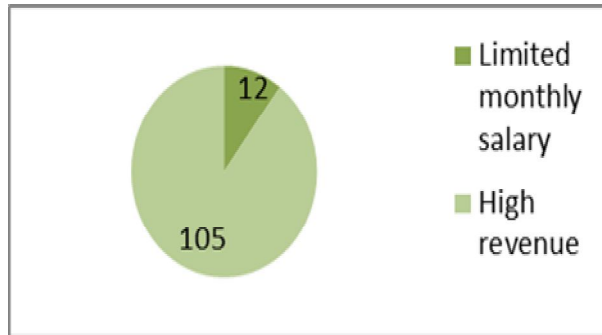


Fig. 3 What will you prefer?

Here, as shown in the above graph out of 117 respondents most of the students i.e. 105 students want a fixed monthly salary whereas 12 students wanted high revenue.

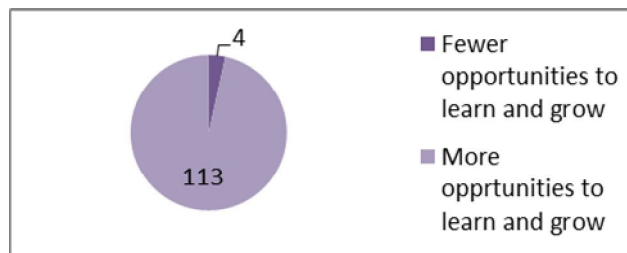


Fig. 4 What will you prefer?

Out of total number of respondents 113 students were of the perception of wanting more opportunities where they can learn and grow and individual and professional. Whereas for only 4 students out of 117 were of the perception of even if they get fewer opportunities to learn and grow as an individual and professional they don't have any issue.

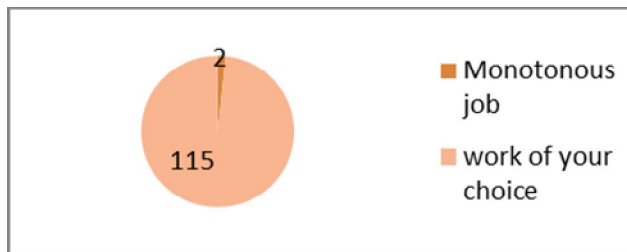


Fig. 5 What will you prefer?

When the students were asked whether they wanted to do a monotonous job of 9to5 or they would prefer choice of work. Maximum number i.e 115 out of 117 wanted to do a job of their choice and only 2 of the students wanted to a monotonous job.

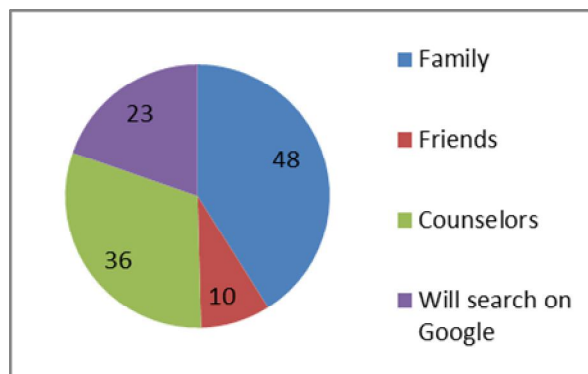


Fig. 6 Who would you turns to for advice in deciding a career

From the above graph it can be seen that out of 117 respondents 48 students will discuss it with their family members, 36 students will consult a counselor, 23 of them will voluntarily search on Google, and 10 of them will ask their friends to guide them in deciding a career for them.

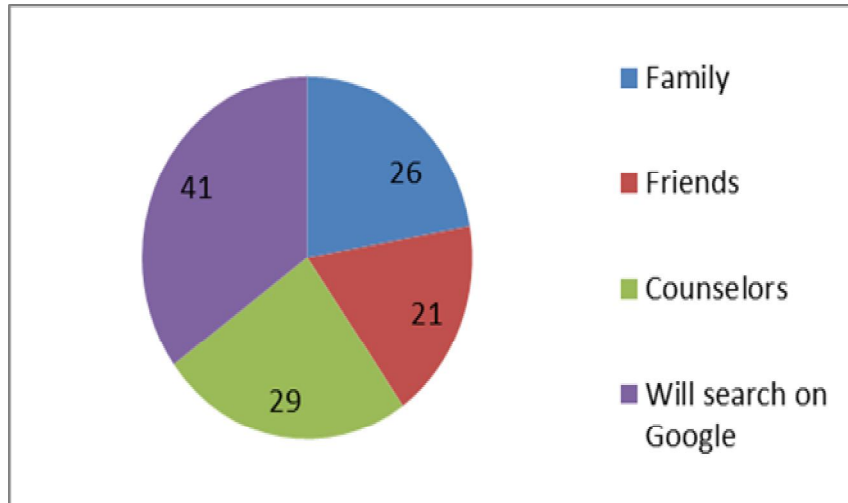


Fig. 7 Who would you turn to for advice in deciding a course after college

Here, as we can see maximum number of students i.e 41 students said that they will search on Google while selecting a course, 29 of them said they would go to a counselor before deciding a course after college, 26 of students will take an advice from family members and 21 of them will ask their friends while deciding for the same.

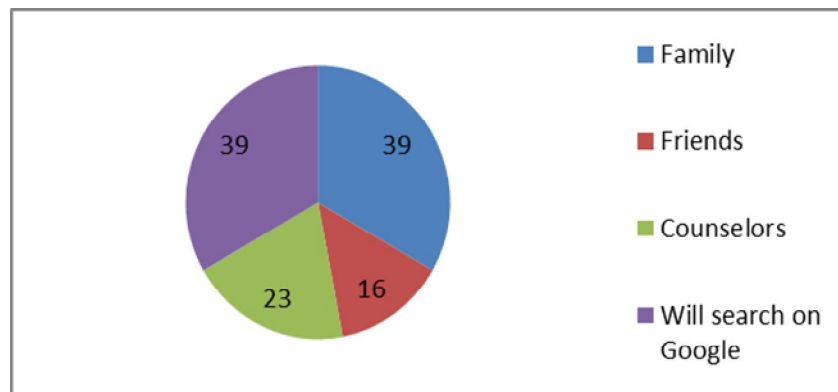


Fig. 8 Who would you turn to for advice regarding future job

From the data collected one can see that family members and will search on Google has received an equal number of responses regarding taking advice before selecting a job in future. Further, 23 respondents will take advice from counsellors.

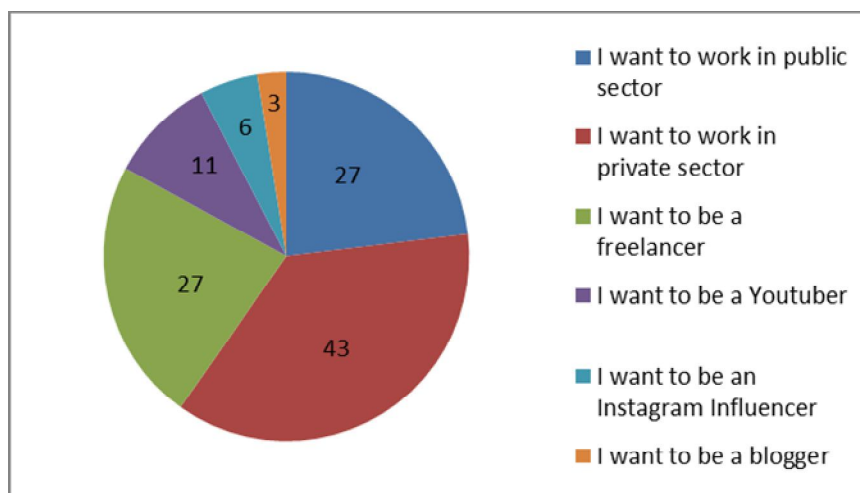


Fig.9 If given a choice which career options will you go for:

When the students were asked about their future career choice then most of the students i.e 43 out of 117 selected to work in a private sector, same number of students i.e 27 wanted to work in private sector and wanted to work as a freelancer. Further, 11 of the students said they want to become Youtuber, 6 said they wanted to have a career as Instagram Influencer, and 3 of them wanted to become blogger.



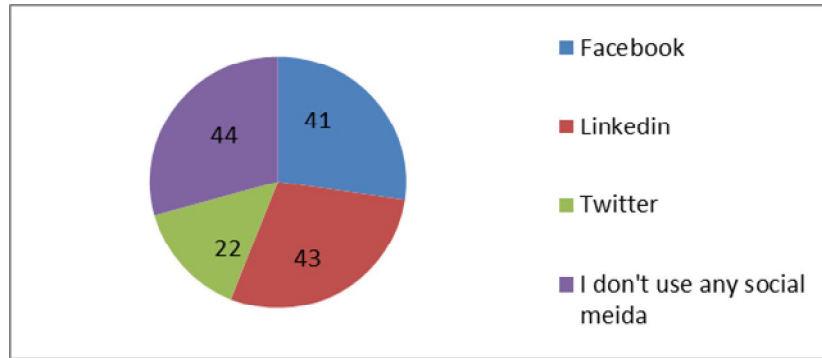


Fig.10 Do you use social media to search about career/courses/jobs?

From the above graph we can understand that out of 117 respondents 44 of them don't use any of the social media to find out about career opportunities, new courses or jobs available. The second most option selected by the students was LinkedIn i.e. 43, 41 of them selected Facebook, and 22 of the students use Twitter to know about the same.

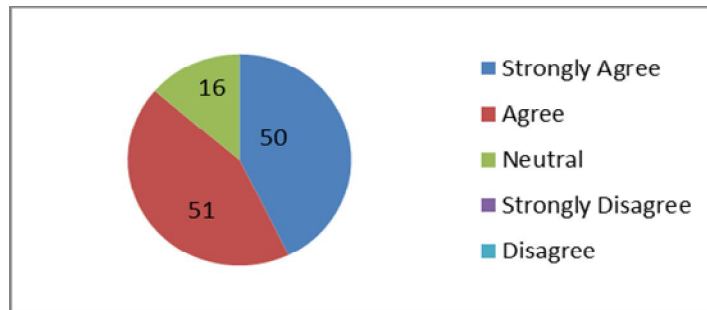


Fig.11 New Media have created new job opportunities.

When the students were asked whether they think that new media has created new opportunities with regards to job. Then, out of 117 students 51 agreed to the statement, 50 students strongly agreed and 16 of them were neutral. There were no responses for strongly disagreeing.

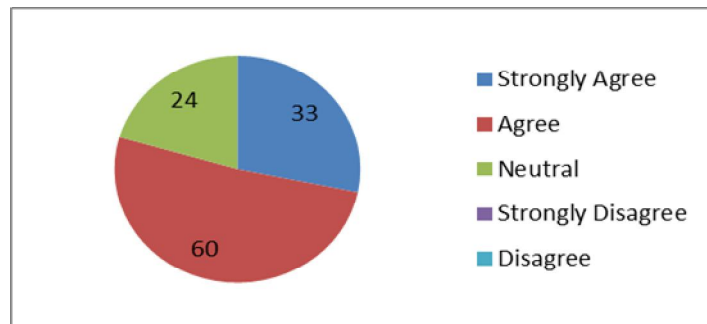


Fig. 12 Do you agree that new media have made the job market more competitive?

Out of 117 respondents, 60 of the students agree to it were as 33 strongly agree and 24 of them are neutral about it.

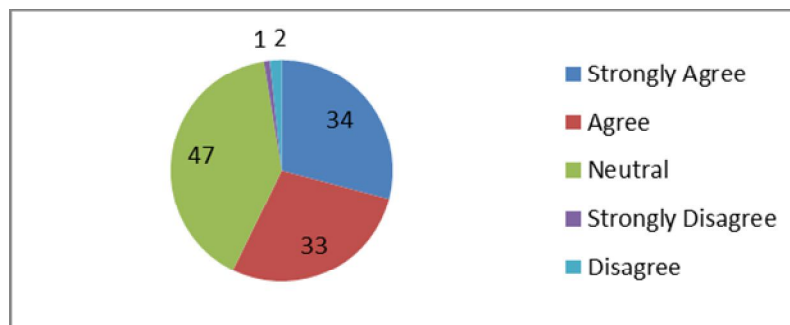


Fig. 13 Do you agree it is easy to start a start-up with new media?

Out of 117 respondents 47 of them were neutral, 34 strongly agreed, 33 agreed, 2 of them strongly disagreed, and only 1 disagreed on the above statement.

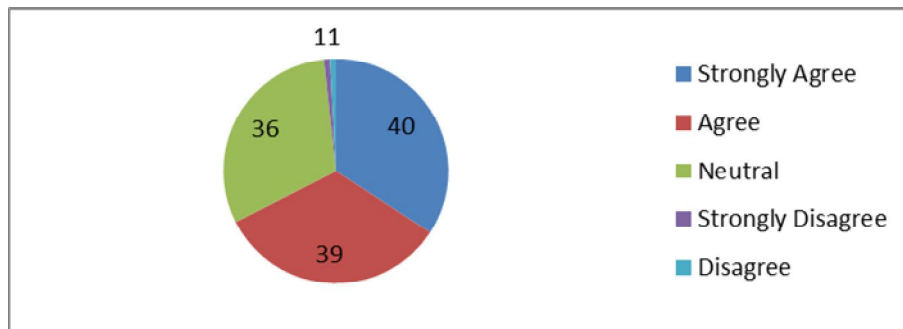


Fig. 14 Do you agree it is easy to make money with the help of new media technologies?

Here, out of the total number of respondents 40 strongly agree, 39 agree on the above statement, 36 are neutral, and strongly disagree and disagree share common number of respondents of 1 who don't agree with the given statement.

#### CHAPTER 4: CONCLUSION

In this research the researcher founded that mass media students are of a psyche of opting to those career options that has more opportunities to learn and that is why most of these students want to do a job of their choice rather than a monotonous one. But at the same time the number of students who wanted to work in the public and private sector is more than of the other creative career options (like Instagram Influencer, Blogger, and Youtuber). The researcher has identifies that while choosing a job in future family and new media plays an important role in deciding their career. Hence, the hypothesis is partially proved.

Further, students believe that new media has broadened the horizon of jobs options but they maximum students don't use the same to search for a job. They also agree that new media has made easy the concept of start-up through which one can earn money easily.

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**ANNEXURE**

Q. 1. What is your qualification –

Graduate

Pursuing graduation

Q2. What will you prefer?

- A. To work under employer OR B. To be the boss
- B. Limited monthly salary OR B. High revenue
- C. Fewer opportunities to learn and grow OR B. More opportunities to learn and grow
- D. Monotonous job OR B. Work of your choice

Q3. Who would you turn to for advice about the following?

	Family members	Friends	Counsellors	Will research on Google
What to do for career				
Which courses to study after college				
Which job to take in future				

Q4. If given a choice which career options will you go for:

- I want to work in public sector
- I want to work in private sector
- I want to be a freelancer
- I want to be a You tuber
- I want to be an Influencer
- I want to be a blogger

Q5. Do you use any of the following social media sites to find out about courses/careers or to apply for jobs?

- Facebook
- Linkedin
- Twitter

I don't use any of the above social media sites to find out about courses/careers/employers or apply for jobs.

Q6. Do you agree to the following statements?

	Strongly agree	Agree	Neutral	Strongly Disagree	Disagree
New media have created various job opportunities in the market					
New media have the job market more competitive					
It is easy to built a start-up business because of new media					
It is easy to make money because of new media technologies					