

DETERMINANTS OF CONSUMER NEWS PREFERENCE: A STRUCTURAL APPROACH

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Abstract. This study investigates the effects of two important disposition variables, namely, the perceived novelty of the news and perceived bias of the consumers on the preference of news consumption. The choice of news could also be affected by mediating factors of discrete emotions such as anger and anxiety. Anger is a strong negative emotion and steers the consumer to search for additional information to counter this emotion, while anxiety is a mild positive emotion which pushes the consumers to search for additional corroborating information. For this study, a stratified random sampling procedure was employed to select 300 students (100 each) from the Law, Management and Arts faculties of Devi Ahilya Vishwa Vidyalaya (Indore University in India) during January-February 2019. These students were shown six short video news clips on Whatsapp and were then administered structured questionnaires to study the effects of their predispositions towards news and the mediating factors on news preference. A final sample of 239 students answered 16 Likert type questions on perceived bias, novelty, mediating variables and news preference. Structural Equation Modelling (SEM) of data revealed that both perceived novelty of the news items and perceived bias of the consumer, directly and through the mediating emotions, affect news preference.

Keywords. *Hostile Media Effect, Recency Effect, Perceived Bias, Perceived Novelty, Selective News Absorption*

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Exploring the Role of Social Media as a Support Mechanism Among Persons with Diabetes: An Online Ethnographic Study

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ABSTRACT

Diabetes mellitus is one of the most prevalent health problem which India is facing and self management is key component in dealing with it. Self management is considered to be individual's competency in handling situations but it is perceived to be more effective if influenced by social support. This study aims to assess the use and benefits of social media among persons with type 2 diabetes in India as a well-being mechanism. The current review article reflects positive impact of usage of social media in managing type 2 diabetes, which also proves the theoretical base of social support and bio psycho-social model in managing long term illness. The results of the study adds to the current literature gap on perceived benefits of social media use in managing diabetes and it can also help health care providers to understand the role of social support which person with diabetes are considering to be important stakeholder in dealing with diabetes.

Keywords: Type 2 Diabetes, Social Media, Biopsychosocial Model, Diabetes Management

Introduction

The emergence of internet has changed the way we communicate. It has potential to move away static information to interactive, user friendly sites like social networks which gives users ample scope for both content generation and content sharing. With all other spheres of life embracing digital media especially social media, health sector is also not lagging behind. Health awareness is one of the important areas which needs to be catered to public at the right time, and for effective and efficient health communication, digital media has started playing significant role.

Communication plays integral role in delivering health care and promoting health awareness. According to Healthy People 2010 guidelines, health communication encompasses the study and use of communication strategies to inform and influence individual and community decisions that enhance health. It links the domains of

communication and health. Media is the most important platform in serving the role of being source of correct information and advocating correct health behaviour. Health sector is using different media platforms from very early days to communicate health related messages. With internet revolution, there is lot of scope for the websites and social media to give right and instant health related information on right time (U.S. Department of Health and Human Services, 2010).

With the fact that, lifestyle diseases are on rise in Urban India awareness regarding the same is essential. In the simplest term, lifestyle diseases are those which are associated with the way a person or group of people lives (IANS, 2012). It includes heart disease, stroke, obesity, type 2 diabetes etc. Drugs and lifestyle are the major reasons for causing lifestyle diseases. Adults can have lifestyle diseases from behavioural factors too like

Role of Social Media Platforms in Combating Cyber Crime: An Analysis

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ABSTRACT

With the benefits of information and communication technology predominant everywhere, issues like cyber security and cyber crime is also coming up equally. Attacks against information infrastructure and internet services have already started taking place. With online fraud and hacking system being rampant, the financial damage caused by cyber crime has also reported enormous. Amongst varieties of advanced cyber crimes happening in the era of communication 4.0, cyber stalking, cyber pornography, morphing, illegal gambling, phishing, cyber defamation heads the list. India has become major spot for cyber criminals and ranked as fifth among many countries.

While dealing with the issue of cyber security, number of challenges crop up for the law enforcers. The issues like automation, availability of resources, independence of location, speed of data exchange process are some of the many which actually comes as hindrance while dealing with cyber crime. Other than the traditional methods, online platforms are also coming up as major platforms to deal with cyber crime. As social media is considered as two way interactive platform, victims also get appropriate space to voice their problems. Facebook and twitter are the major two areas which can be explored in this regard.

This paper will try to explore digital media, social media platforms in particular, in dealing with cyber crime and how much effect it has on the users. The researchers will take Facebook and twitter analysis method and come to the conclusion.

Key words: *Cyber crime, Cyber crime Online Portal, Facebook, Twitter, Instagram*

Information and communication technology is one of the fastest growing

ABOUT THE BOOK

The purpose of the book is to provide a platform for academicians, scholars, journalists, social scientists, and students to investigate deliberately on the diverse perspective of the theme - Gender and media – with a critical outlook. This book is a collaborative effort of 13 scholars from various states of India, who has systematically studied different issues pertaining to their region.

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