

## **REVIEW ON USAGE OF NEW MEDIA, AMONG UNDERGRADUATE STUDENTS**

*Ayesha Sultana Ahmed<sup>1</sup> & A. Mary Swarnalatha<sup>2</sup>*

*<sup>1</sup>Research Scholar, College of Home Science, Professor Jayashankar Telangana State Agricultural University,  
Hyderabad, Telangana, India*

*<sup>2</sup>Professor & Head, Department of Home Science Extension and Communication Management, Professor  
Jayashankar Telangana State Agricultural University, Hyderabad, Telangana India*

### **ABSTRACT**

*In the era of networked information, Internet is the largest worldwide network that has emerged as a powerful educational tool for an instant access to information. It has made a tremendous impact on the academic activities of the teachers and students. Information is just a 'finger touch' away from the user and it would not be inappropriate to say that the Internet has become the biggest global digital information library, which provides the fastest access to the right kind of information in nano-seconds to end user, at any time and at any place in the world. The advancement of technology in the twenty-first century, paved way for the limitless ideas to conceive countless innovated devices, which are mostly used by humans nowadays. This high-tech revolution conceived the so-called technological jungle encircling our planet. New media is a method of mass communication, using digital technologies such as the Internet. It is accessible on any digital device, usually containing interactive user feedback and creative participation. Common examples of new media include websites such as online newspapers, blogs, or wikis, video games, and social media.*

**KEYWORDS:** *Mass Communication, Social Media, Social Networking Web Sites, Internet Usage*

---

### **Article History**

**Received: 28 Nov 2017 | Revised: 05 Dec 2017 | Accepted: 14 Dec 2017**

---