



A comparative study on impact of social media on youth in Patna

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Abstract: *This research study examines the impact of the social media on the news-reading habits of youth by testing correlations between the social media and the traditional media such as newspapers, television and radio. Moreover, the research examines the influence of the news posts of the social media on the contents of traditional news medium.*

The study explores how the popularity of the social media and other user generated content venues have impacted the way in

which news is consumed and distributed. It examined the way in which individuals use the social media to share and consume news stories and whether they feel more informed as a result of it. The study is conducted through a survey.

Keywords: *Social media; Correlations; Social networking; Twitter; Facebook; Instagram.*

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Introduction:

“Good journalism is a fundamental aspect of democracy” – Larry Slonaker

Technology is constantly changing and becoming more advanced on a daily basis. Along with that comes eagerness of the youth to join the social media. The social media consists of several different websites and web applications. The most common are Twitter, WhatsApp, Facebook, LinkedIn, Pinterest, Google Plus, Skype, Instagram, Snapchat and so on. These are just a few of the most popular applications. Over the past year the world has seen major news stories covered in real time using social media (www.pewresearch.com). Whether it's the Olympics, a revolution, or a natural disaster, the social media brings us the news faster than ever before and helps connect us directly with primary sources through first-hand posts, photos, and videos. The social media is also constantly mutating and evolving; just when you think you have mastered it, a