

STUDY ON EMERGING TRENDS IN SOCIAL NETWORKING - AS BLOGGER

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Abstract: *Blogging is an emerging and contemporarily popular medium. Except certain cases, why do millions of people indulge in blogging remains a question worth investigating? Also, the entire communication process in case of blogs is significantly different than traditional media. The senders' and receivers cognitive and the psychological factors influence a complete process of communication. What are the blogging related thoughts and behaviour of the bloggers and how are the blogs used by them becomes a sender centric issue, worth studying with a communication perspective. The aim of this research is to study the emerging concepts and innovations applicable to this tool of blogging in the near future. To achieve this aim it was broken into objectives, of studying the blogging activity, understanding the motivations behind blogging and other factors influencing it, as well as looking the bloggers with reference to various entities existing in real and virtual society. The goal here is not to generalize the findings, but to show a range of blogging contours. To achieve this aim, professional bloggers were interviewed personally and also their individual views were gathered through questionnaire.*

Keyword: Blogs, Emerging, Communication, virtual, Blogger etc.

1. INTRODUCTION: Blog is a term which originated in the last decade, and it has become increasingly popular ever since. It is a contraction of the term 'weblog'. The term was coined by John Barger in 1997, and first blogging tool, by the name of 'blogger' was devised by Pyra labs. 'Blog' is used as a noun and 'to blog' is used as a verb, which is understood as 'to write blog'. A person who blogs is called as a 'blogger'. It is understood that all blogs are on the internet, and the collective community of them is called the blogosphere. There have been numerous attempts to measure the exact number of blogs, though there are differences in measurement. Bloggers are not homogenous group of senders; they differ in all possible ways. To some, the word Blog has a connotation of some dude sitting in his mom's home typing away at the computer expressing his thoughts on old school star movies (wars, trek, fighter, etc.). Others view blogs as simply personal diaries and thus devoid of real information. These folks are the same ones who hold the NY Times and the WSJ in high regard as some of the more prestigious newspapers. Blogs are developing rapidly as a means of expression, a mass, a media, and a publicity tool an education tool as well as a research domain. The popularity as well as the functions of blog is rising immensely. Everybody has got a new personal space to

express online. Companies have started blogging for marketing purpose, for e.g. Google, GE, etc. company have their CEOs blogging. Celebrities in every sphere of life have started their own blogs, for interaction with their fans, using it as a publicity tool. India is also no exception to it, with industry, Bollywood, media and politics' big names stepping into it.

2. LITERATURE REVIEW

2.1 Smeeta Mishra, Rajesh Kannan: Executive Blogging: Indian Corporate Heads in the Blogosphere, (May 2010 <http://www.iimahd.ernet.in/publications/data/>)

In this research article, the researcher analyses the content, usability, interactivity and connectivity of Indian executive blogs. Results indicate that among the Indian CEOs and top executives who blog, most are associated with the Information Technology and Internet sectors.

The researcher's analysis of the blogs shows that popular blogging topics include industry outlook, technology trends and tips, current affairs and insights on the economy. Executives working with privately-held companies blog more about their personal lives and topics such as entrepreneurship, marketing and advertising, and entertainment than those with public companies. The blog posts of these executives are often in the nature of individual opinions. The executives also provide actionable tips on various topics and products on their blog. While the blogs score high in the interactivity category and do reasonably well in the usability category, most suffer from poor connectivity in terms of providing links to other blogs and websites in the blog roll. Indian executive bloggers need to break out of their isolation and get better exposure by improving connectivity.

2.2 Anonymous: Final Research Paper: A Threat to Journalism or a mere Reconstruction? April 2011 (<http://cm221mendal.wordpress.com/>) The researcher intends to argue this claim with regards to the future of Journalism. Blogging is not, in fact, a threat, but can be used to a journalist's advantage. Blogging does not pose a power shift in media production if it is used as a research tool to better understand what people want to be reading. They are able to do this by reading blogs and trending stories and collecting the stories that people are interested in reading for their own articles. The 4 Borrowed Principles. In time, the journalists' online blog articles will inevitably go viral and their new journalistic approach will become apart of what the blogger phenomenon is most

powerful for today: immediacy, personalization, interactivity and of course, cost efficiency (it's free!).

2.3 Meeyoung: Cha_ Hamed Haddadiy, Fabr'icio Benevenutoz, Krishna P. Gummadi: Measuring User Influence in Twitter: The Million Follower Fallacy, 2010, http://an.kaist.ac.kr/~mycha/docs/The_researchers_have_made_an_in-depth_comparison_of_three_measures_of_influence:_indegree,_retweets,_and_mentions. Based on these measures, they investigated the dynamics of user influence across topics and time. These three activities represent the different types of influence of a person:

1. Indegree influence: the number of followers of a user, directly indicates the size of the audience for that user.
2. Retweet influence: which we measure through the number of retweets containing one's name, indicates the ability of that user to generate content with pass-along value.
3. Mention influence: which we measure through the number of mentions containing one's name, indicates the ability of that user to engage others in a conversation.

3. RESEARCH METHODOLOGY

Objective of the study:

- To study the awareness and knowledge of Blogging among social networking users
- To study the various facets of blogging

Hypotheses:

- H1 – Blogging is an unpopular concept

Population and Sample:

- Sample size: 323 youngsters.

Methods and Tools of Data Collection:

- Questionnaires
- Web Based Data Collection.

Data Processing and Analysis:

- SPSS: Statistical Package for Social Science
In SPSS we have used
- Pie chart
- Bar-chart

Profile of Respondent:

General bloggers (302 i.e. 0.08% from about 40,00,000),

Professional Bloggers (21 i.e. 2% from about 1000)

Gender : Male and Female

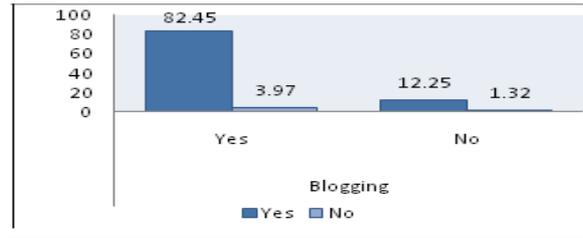
4. ANALYSIS AND INTERPRETATION OF DATA

Objective 1: to study the awareness and knowledge of blogging among social networking users in pune city

General Awareness:

Table No. Graph 4.1 Awareness amongst social Networking Users

Sr. No.	Social Networking	Blogging		Total
		Yes	No	
1	Yes	82.45	12.25	94.7
2	No	3.97	1.32	5.3
3	Total	86.42	13.58	100



Interpretation:

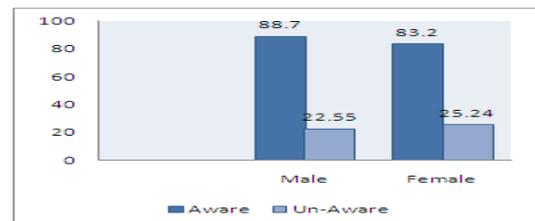
From 302 respondents there were 94.7% respondents who indulge in social networking and out of which 82.4% are aware about blogging whereas rest 12.2% are not aware about blogging. 5.3% who do not indulge in social networking out of which 3.79% are aware about blogging and 1.32% are not aware.

Thus, most of the social networking users are aware about blogging.

Gender-Wise Awareness:

Table No. & Graph 4.2 Gender-Wise Classification of Awareness

Sr. No.	Gender	Aware	Un-Aware	Total
1	Male	88.7	22.55	58.60
2	Female	83.2	25.24	41.39
3	Total	86.42	13.58	100



Interpretation:

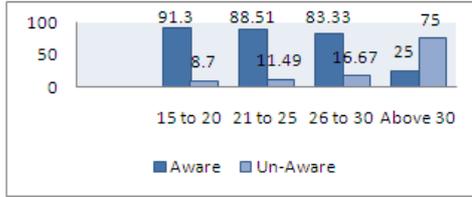
From 302 respondents' 58.6% respondents were Males out of which 88.7% are aware about blogging and 22.55% are not aware about blogging and 41.3% were Females out of which 83.2% are aware about blogging and 26.24% are not aware of blogging.

According to findings men are more aware about Blogging then females.

Age-Wise Awareness:

Table No. & Graph 4.3 Age-Wise Classification of Awareness

Sr. No.	Various Facets	Responses	Percentage
1	Informative tips blog	88	88
2	Diary/Personal blog	20	20
3	Inspirational blog	68	68
4	Celebrity/Dedicated Fashion blog	33	33
5	Subject Related blog	68	68
6	Review blog	49	49



Interpretation:

From 302 respondents age wise distribution was done in which age group 15 to 20- There were 7.26% respondents out of which 91.3% are aware and 8.7% are not aware. Age group 21 to 25 – There were 77.81% respondents out of which 88.51% are aware and 11.49% are not aware. Age group 26 to 30- There were 11.92% respondents out of which 83.3% are aware and 16.67% are not aware. Age group above 30- There were 2.65 respondents out of which 25% are aware and 75% are not aware.

The most aware age group is 15 to 20 in which 91 % are aware about blogging, and the least aware about blogging is above 30.

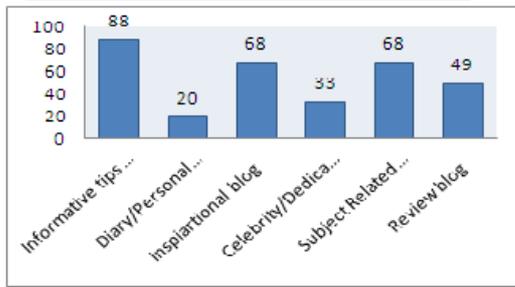
Objective 2: To study the various facets of blogging

General Bloggers View

Various Facets:

Table No.& Graph 4.4 Various Facets of Blogging

Age-Group	Aware	Un-Aware	Total
15 to 20	91.3	8.7	7.62
21 to 25	88.51	11.49	77.81
26 to 30	83.33	16.67	11.92
Above 30	25	75	2.65
Total	86.42	13.58	100



Interpretation:

The respondents who were bloggers (as readers/writers) were asked about their opinion about the type of blog they prefer reading and out of 100 , 88% were interested in Informative blog,20% in personal blogs,68% in inspirational blog,33% in Celebrity/Fashion blog,68% in Subject related blog, and 49% in Review blog.According to the analysis bloggers (readers) are most interested in informative tips blogs.

Testing of HypothesisH1:

Blogging is an unpopular conceptThe table below shows the responses

Table No. 4.5 Awareness of Blogging

Sr. No.	Responses	No. of respondents	Percent age
1	Yes	261	86.4
2	No	41	13.6
	Total	302	100

H₀ Null Hypothesis: more respondents are aware about blogging.

H₁ Alternate Hypothesis: <80 respondents are not aware about blogging.

H₀: p=80

H₁: p<80

As the sample sizes are >=30 therefore normal approximations are satisfied. In this case Z-Test and as one proportion is involved. As alternative hypothesis is in terms “If less than” Hence rejection area is towards only one side, hence it is one tail test.

Table value for one tail test is:

Table No. 4.6 Z-Test

Respondents	Sample Size	Proportion	Standard error	Z-Statistics
Internet users	302	86.4	0.019	-3.2446

5 level of significance is considered.The decision rule is that if the calculated value of Z >1.64 then reject the null hypothesis and if Z<1.64, do not reject null hypothesis. As shown is the above table Z =-3.2446 which is less than 1.64, hence accept H₀, which means more than 86.4 % respondents are aware about blogging hence the hypothesis is accepted.

6. CONCLUSION

The research show that blogging can no more be termed an unpopular concept. With the advent of social networking, more and more people have gathered the sense of blogging. As our, “Blogging is an Un-Popular Concept” hypothesis proves to be false.Blogging has various facets that give a multifunctional view of this platform to its practitioners. Initialised as a platform for thought sharing, later found its utility in knowledge exchange, opinion poll, and in mass communication. Number of facilities that blogging now avails have given a major boost to its popularity and influence.

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