

Evolving Role of Facebook: A Study on Dissemination of News among Youngsters

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I. INTRODUCTION

Abstract: Communication has been widely considered as modus operandi for sending and receiving information from one place to another. New techniques for communication have developed drastically with the advancement achieved in the field of technology. The growth of Social media as a medium intended for communication has been amazing in its ability to disseminate news to a wider circle. While facilitating the idea of sharing news and information, social media instantly gets the feedback and responses of the people to the subject dealt with. Facebook has raised itself as an integral part of social media that assists people in developing a social life. The main objective of Facebook is to connect people and share news worldwide. An earlier Survey conducted by Pew Research Center Journalism & amp asserts that people are changing out their medium to get the News as quickly as they can. It points out that most of them grab the information and news from Facebook. Nowadays it has increased rapidly as has been reported in India times, which has observed over a 50% increase in customer engagement since it started putting out content curated for Facebook and its other digital platforms. Today, society gets interconnected with new technologies that give information much faster. Both negative and positive ideologies are posted on social media like Facebook. Propagation of news and its value get increased from the social platform through the participation of users through their Posts, Trolls, Memes, Images, and Videos and they are disseminated through mass media. Here the Facebook users become content creators and spread out their opinion on particular issues that have been covered earlier by the news channels. This study examines how news gets more popularity through Facebook than other media outlets among youngsters. A Quantitative method of analysis with a survey among youngsters to identify the news experience, user's nature of discovering news, the nature of preference among youngsters on news posted and reposted on Facebook, and the popularity of news through questionnaire and quantitative content analysis will be done by sampling 100 Facebook profiles. Thus, the study intends to bring out the relevance of social media, the influence it has cast on the youngsters and how this has become a new mode of disseminating news elevating it to the level of a post-news channel.

Keywords: Social Media, Digital platform, Facebook, News, social interaction, sensation, Journalism.

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Long gone are the days when man remained confined to the four walls of his house, satisfied with the pieces of news he received from endless conversations in teashops. They were mainly political in nature adhering to political agendas, movements and expected changes in the political situations. At times, it extended to being about the larger political milieu, the World Wars, Soviet Russia, Communism and Socialism that were relished as hot topics for discussion. However, there was a turn of events with the advancement made in the field of communication and mass media, which redefined the modes of communication. The development has been so quick that in the blink of an eye there was a communicative revolution, which made available television in every house and an update circulation of events happening worldwide every second. This brought the whole world under a canopy making earth a global village. In this context, it is essential to look into the depths of the communicative process. Communication in its clichéd concept is a process of sending and receiving messages with the help of external mediums. It is a technique used to share information and ideas effectively. After the launch of New Media, the communication process and exchanging information between people all over the world has become easier. New media acts as a tool to educate, organize, and even enhance society. E-mails, Facebook, Blogs, and Twitter are mainly used new media in the world. Every media related to the internet is termed as New media and its development has been instrumental in elevating the power of public and empowerment of the society. Social media, which stands as an umbrella term for platforms like Facebook, Twitter, Linked in and the like, is the most relevant and widely used new media in the current society. Of all this Facebook has garnered special attention in providing access to public opinion. It is an online platform that helps people all over the world to build social relations. Social network sites act as a platform to share opinions permitting a person to exercise the freedom of expression. Most of the people use Facebook to increase their participation and interaction in public, provide an opinion on a relevant issue in the society and get feedback of others in a controversial subject.

It becomes a mode of demonstrating who they are and what they want to be and thereby improving their image and identity. Facebook has also changed the attitude and behavior of youngsters influencing their words thoughts and actions. Thus, Facebook has emerged as a vital part of social media being prominently used by the youth today.



Through their account, they can upload images, videos, and posts. This has transformed the mindset and attitude of people. From burying themselves in the black print of the newspaper they have now moved to the colours of online news and information. Facebook is one among the online medium, which connects an individual with the public by disseminating news and information. Facebook offers opportunities for the youth in expressing their opinions on various issues especially political. They consider Facebook as an essential source of political activism. Facebook allows a platform to engage in the process of news formation. Every piece of news and current affairs are posted on Facebook. However, this also offers a space for publishing and spreading fake news. The positives overlook the negatives as it acts as a platform in activating and mobilizing people to protest against certain matters prevalent in society. Facebook also lend a hand for citizen journalism. Every youngster has become a citizen journalist by reporting news happening in his/her immediate environment through Facebook. This has enhanced the online participation of the youth consequentially resulting in increased consumption of Facebook. Even journalists use Facebook as a source for getting news and information. Facebook adapts changes in the presentation form of news and content. It also boosts the ability of an individual.

II. REVIEW OF LITERATURE

Mass media has been hailed as a major platform for the development of society. Social media is an example of mass media which was mainly used for public interaction and for entertainment purposes. With the progress in evolution, new advancements are developed in a very convenient manner. News and other forms of information were prominently transferred through Social Media.

As James W Carey (1989) in his book *Communication as Culture* explains that communication is “an actual social process wherein significant symbolic forms are created, apprehended, and used.” Similarly, Fred C Lunenburg (2010) in his paper *Communication: The Process, Barriers, And Improving Effectiveness* says “effective communication is a two-way process that requires effort and skill by both sender and receiver.” Prof. Chetan R. Bhamare (2018) in his article *Effects of Social Media on Communication Skills* claims that the emergence of social media has made a new way for facilitating daily facts and communication needs. The study of Investopedia states that the actual capacity of social media is the power to connect, post and share information with people all around the world (or multitudes of people) as in considering they also use social media. As per the survey governed by PREVNet and the National Youth Advisory Committee, 94% of youth have a Facebook account and more than 85% of youth use Facebook on a daily basis.

Florentina-Alina Vasile (2014) in her article observed that there is an increase in people posting online their views concerning politics and other social issues, sharing news articles, ‘following’ political figures, watching videos connected to politics. Josh Smith (2017) in his blog “What Social Media Tells Us About Young People’s Attitudes to Politics?” analyses that for young people, much political

discussion and public discourse takes place amongst the ever-shifting sands of social media. Avery E. Holton (2015) in his research *Reciprocity and the News: The Role of Personal and Social Media Reciprocity in News Creation and Consumption* states that Social Networking Sites provide access to news and information and also they help them to actively engage in the process of news creation like posting, sharing and reposting.

In “Role of Social Media in Indian Politics”, Vikrant Patil describes that political parties are realizing that social media is the only way to reach out to the youth. Iffat Ali A and Zahid Yousaf (2017) in their research *Information Acquisition and Social Media: An Analysis of Pakistani University Students* articulate that the users of social media select the information based on their interest and figure out their contribution into content and share their opinions. Kevin Curry (2016) in his article in *The Washington Posts* says that Younger voters, in particular, increasingly get their news from social media. Annika Bergstrom in her article *News in Social Media* says that social network sites are becoming necessary pathway to how people involve in the experience of news.

Shamsu Dauda Abdu (2017) in his paper *Youth Online Political Participation: The Role of Facebook Use, Interactivity, Quality Information, and Political Interest* claims that the online political participation has increased among youth by the use of Facebook. During the campaign, youngsters were directly connected with parties and leaders. Tom Murse (2017) in his article “How Social Media has Changed Politics?” indicates that social media is efficient that it employs younger voters energizing culminating in a profound impact on elections.

III. METHODOLOGY AND THEORETICAL FRAMEWORK

Survey method is adapted to carry out the research. 100 Facebook profiles will be analyzed to collect data regarding the types of news posted, reposted and responded to. The data would be subjected to detailed and scientific analysis to make it foolproof and error free. To further aid the study a questionnaire will be prepared and circulated among people of various age groups. Their responses will be recorded and represented using bar charts. This permits a comparative analysis of the use and responses of various age groups to news published in social media. The analysis of the data gathered will be endorsed using Chi-Square test. The conclusion will be arrived at after interpretation and verification of data. Google survey was used for conducting survey among 300 respondents.

A few tenets of the theories of Sociology and Psychology have been used to provide a theoretical cover to the thesis. The sociological aspects would help in analyzing the nature of society and their attitude to a social phenomenon. Uses and gratifications theory were also adopted as it helped in analyzing how youngsters are using new media and how much they are gratified with it.



This theory exposed the usage of media by people to fulfill their needs and to understand the things happens around them and the way they utilize these media platforms for their benefits.

Objectives

The main objectives of this study include:

- To find out the reach of news among youngsters in social media rather than mainstream media in delivering the news.
- To know about the participation level of youngsters on Facebook.
- To identify the popularity of news among youngsters by sharing and reposting it on Facebook.
- To expose the use of Facebook as a news medium and their acceptability in the future.
- To bring out the nature of preference among youngsters on news posted and reposted on Facebook.

Research Questions

- How is Facebook giving a reach for the news among youngsters than the mainstream media?
- Do youngsters participate actively on Facebook?
- How has Facebook increased the popularity of news among youngsters?
- Does Facebook become a news platform in the future?
- What are the preferences of youngsters in following, posting and reposting news?

Hypothesis

The assumptions put forward under this study include:

- Facebook gives a wide reach of news among youngsters rather than mainstream media.
- Youngsters are more active in sharing news on Facebook.

- Youngsters mainly preferred the entertainment news on Facebook.
- Facebook acted as a podium to express the opinion of individuals and it helps to get connected with the world.
- Facebook will act as a news platform in the future

Research Design

In this study, the methodology included was quantitative content analysis accompanied by qualitative interpretation. In this method, the survey was managed for a sample of 300 in total. Around 100 profiles from Facebook was examined, depended on the categories, shares and checking whether it is a post made by themselves or reposted from any other profiles. The individual profiles of Facebook users were selected in a random manner and their latest post was checked and categorized, the number of shares were also analyzed. This is to identify the nature of preference among youngsters on news posted and reposted on social media.

The survey was done to identify the participation level and assumption of youngsters about Facebook as a news platform and to find the categorization they made in sharing news. A framed questionnaire was shared to 300 respondents and responses were assembled to inspect their participation in sharing news through Facebook.

IV. FINDINGS

Following is the graphical image of responses from the 300 active social media users.

Usage of facebook for getting news

This question was to understand how many of the respondents used Facebook for getting news. The result shows that 68.0% of respondents use Facebook as a medium of news acquiring. Only 32.0% were not interested in using Facebook as a news medium. This helped in exposing the use of Facebook for acquiring and collecting news.

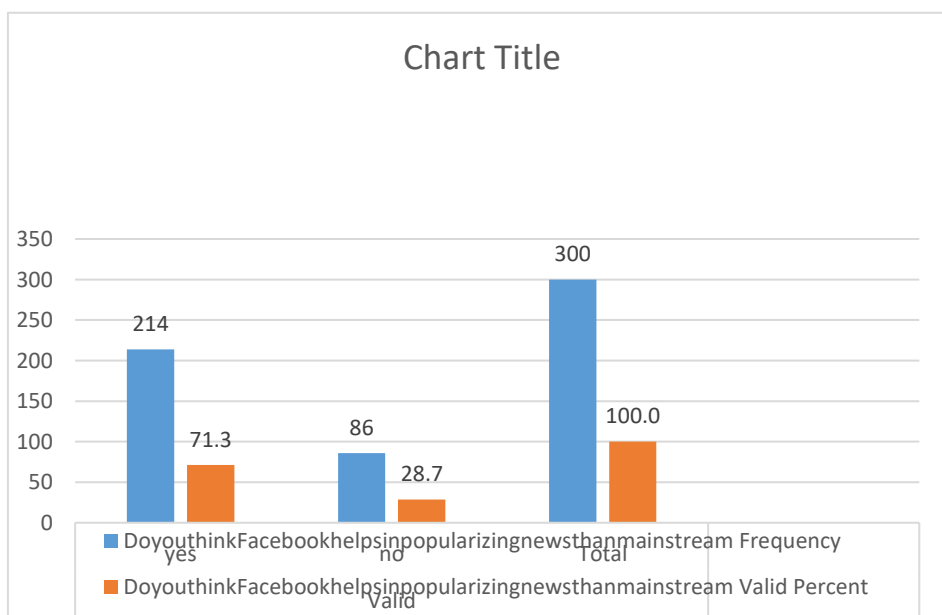


Fig. 1 Facebook helps in popularizing news rather than mainstream media



Facebook was a major medium in popularizing news than mainstream media, as this was evident in the responses of respondents. 71.3% of the respondents are of the view that Facebook has a major role in popularizing news than mainstream media. This exposes the impact of Facebook as a news medium than mainstream media. Only 28.7% of respondents opined that Facebook doesn't have a role in popularizing news than mainstream media. This depends upon individual viewpoints.

Active participation of youngsters on facebook

The results show that 52.0% of respondents do not have access to news from Facebook on a daily basis and 47.7 are having adequate exposure to news and information through Facebook on a daily basis.

Sharing news through facebook

The question was to understand how many of the respondents like to share news through Facebook. The result makes it clear that 61.0% of the respondents like to share news through Facebook. Only 39.0% of the respondents do not like to share the news. This might be due to individual perceptions of Facebook and their personal reasons.

Youngsters interest on posting and reposting news on facebook

The result shows that 50.7% of total respondents were interested in posting and reposting news on Facebook and 47.7% were not interested which might be due to personal interest and reasons. This disclosed that most of the people used Facebook as a medium to post and re-post news. But it cannot be ignored that the margin between the two is very narrow.

Preference of youngsters in the categories of news

The result seems notable. When enquired about the category of news they prefer the utmost, 35.0% (105) of the respondents chose the category of entertainment and celebrities as it was more acceptable to the youngsters. The other more accepted category of news is arts and culture 18.7% of the youngsters preferred this category, as this proves the interest of youngsters towards creativity and imagination. Around 14.0% of respondents selected health and education, as this helps to increase their knowledge and improve their attitude, while 13.3% selected science and technology which helped to give explanations and predictions about nature and universe. The other 10.3% of respondents preferred politics and 8.7% of respondents preferred sports.

Facebook act as an easier medium to express opinion

From the response recorded above, it is clear that 66.3% of the total, which is an ample percentage to show that the majority of them, are free to express themselves. But 33.7 % of the respondents still feel threatened to use Facebook as a platform for free expression.

Facebook helps to get connected with the world

A question that brings out the relevance of considering the social media platforms as a ground for getting connected with each other and for obtaining updated versions of news items. A vast majority of 76.7% of them without hesitation marks that they are able to get connected globally when 23.3% of them do not feel that they get connected and updated through Facebook.

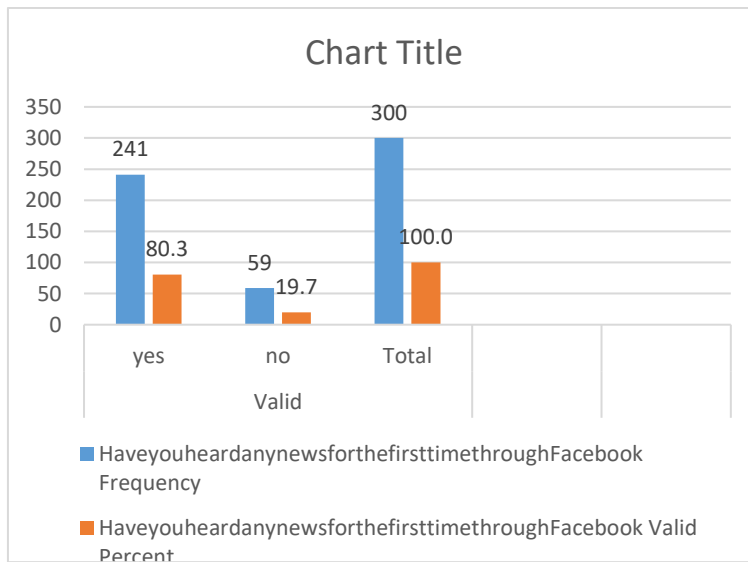


Fig. 2 Facebook helps in transmitting news

This question serves to bring out the relevance of Facebook as a news disseminator. As high as 80.3% of the respondents to say that they have heard various pieces of news for the first time through Facebook. Only 19.7% of the people provided a negative reply.



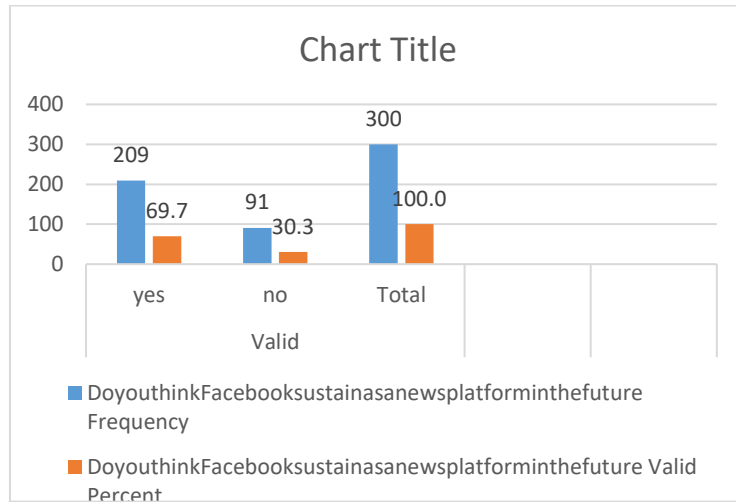


Fig. 3 Facebook sustain as a news platform

This question serves to underscore the relevance of Facebook and the influence it has among youngsters. Without an iota of doubt, 69.7% of the respondents have marked the sustenance of Facebook while it is amazing to

find that 30.3% of them doubt its survival. They might be anticipating the arrival of an even powerful application that could outwit Facebook.

Cross Tabulation

Post or repost on facebook * Do you like to share news through Facebook Cross tabulation

Count

		Do you like to share news through Facebook		Total
		yes	no	
Post or repost on facebook	yes	134	18	152
	no	45	98	143
Total		179	116	295

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	99.242 ^a	1	.000		
Continuity Correction ^b	96.880	1	.000		
Likelihood Ratio	106.693	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	98.905	1	.000		
N of Valid Cases	295				

Table 1

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 56.23.

b. Computed only for a 2x2 table

The key result in the Chi-Square Tests table is the Pearson Chi-Square.

The value of the test statistic is 99.242^a

The footnote for this statistic pertains to the expected cell count assumption (i.e., expected cell counts are all greater than 5): no cells had an expected count less than 5, so this assumption was highly significant.

Because the test statistic is based on a 2x2 cross tabulation table, the degrees of freedom (df) for the test statistic is

$$df = (R - 1) * (C - 1) = (2 - 1) * (2 - 1) = 1 * 1 = 1$$

The corresponding p-value of the test statistic is p = .000



Do you think Facebook helps in popularizing news than mainstream * Do you think Facebook sustain as a news platform in the future Crosstabulation

Count

		Do you think Facebook sustain as a news platform in the future		Total
		yes	no	
Do you think Facebook helps in popularizing news than mainstream	yes	171	43	214
	no	38	48	86
Total		209	91	300

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	37.041 ^a	1	.000		
Continuity Correction ^b	35.370	1	.000		
Likelihood Ratio	35.416	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	36.917	1	.000		
N of Valid Cases	300				

Table 2

- a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 26.09.
- b. Computed only for a 2x2 table

The key result in the Chi-Square Tests table is the Pearson Chi-Square.

The value of the test statistic is 37.041^a

The footnote for this statistic pertains to the expected cell count assumption (i.e., expected cell counts are all greater

than 5): no cells had an expected count less than 5, so this assumption was highly significant.

Because the test statistic is based on a 2x2 cross tabulation table, the degrees of freedom (df) for the test statistic is $df = (R-1) * (C-1) = (2-1) * (2-1) = 1 * 1 = 1$

The corresponding p-value of the test statistic is $p = .000$

Do you feel the usage of Facebook makes you updated and connecte Have you heard any news for the first time through Facebook Crosstabulation

Count

		Have you heard any news for the first time through Facebook		Total
		yes	no	
Do you feel the usage of Facebook makes you updated and connecte	yes	207	23	230
	no	34	36	70
Total		241	59	300

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	58.301 ^a	1	.000		
Continuity Correction ^b	55.709	1	.000		
Likelihood Ratio	50.926	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	58.107	1	.000		
N of Valid Cases	300				

Table 3

- a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.77.
- b. Computed only for a 2x2 table



The key result in the Chi-Square Tests table is the Pearson Chi-Square.

The value of the test statistic is 58.301^a

The footnote for this statistic pertains to the expected cell count assumption (i.e., expected cell counts are all greater than 5): no cells had an expected count less than 5, so this assumption was highly significant.

Because the test statistic is based on a 2x2 cross tabulation table, the degrees of freedom (df) for the test statistic is

$$df=(R-1) *(C-1) = (2-1) * (2-1) =1*1=4$$

The corresponding p-value of the test statistic is $p = .000$

Youngsters' Choice of News and Their Categories

A closer analysis of the content of news on individual profiles reveals that every facebooker has an individual and personal taste for selecting a category of news based on their interest, posting or reposting it on their newsfeed and sharing the content to spread among other users. It also exhibits their online active participation in each and everything that happens around them. They have shared news items in the form of pictures, videos, and links of various pages. For a clearer and thorough analysis, the youngsters were divided into four groups. The first group comprises youngsters between the age of 16-18. It could be seen that each of them exhibited their flavor of news on their timeline. This became more tangible while scrolling through the contents they have posted on their pages. The age group of 16- 18 showed more interest in the category of entertainment and news on celebrities and at the same time, they also displayed an interest in the field of arts and culture. Their timeline evidently shows their urge to find news related to people of their age and those with similar perspectives of life. Perhaps this could be the reason why they posted, shared and reposted news related to celebrities and entertainment. A factor that comes to the limelight is their potential to keenly observe the titillating elements of the society. This also becomes a pointer to their light-mindedness which is typical of their age. What is interestingly brought out is that such matters of entertainment and love for celebrities and their live shows the underlying psychological inclination of teenagers who search for ways to enjoy their life. They are highly active on Facebook and most of these news items they have shared and commented on are not broadcast on mainstream media. Some of them under this age was also interested in politics, health & education, sports, and politics.

The second age group from 19 -21 still in their teens and young adulthood portrayed a similar interest in entertainment and celebrity news. It could, however, be noted that they shared more news items related to politics which were streamed in the mainstream media. But the majority of the users of this age group were interested to post, share and repost news which they found entertaining and also tried to promote the fame of celebrities. The third age group from 22-24, considered to be a more mature stage of life garnering social experiences were seen to be the most active among the age groups. They were more hooked to news pertaining to health and education. These group samples shared news which could be related to their life once again buttressing the psychological development and maturity related to growth. A glance through the news

posted on their pages showed that they were connected with their work and it could also be seen that they have been trying to promote posts on various modes of education. Pieces of news related to politics, celebrity and entertainment were also linked to their timeline.

The fourth and last age group from 25-27, were distinct in the news shared. They seemed to show an inclination to news items on the latest developments in the field of science and technology. At the same time, they also shared news and posts on celebrities for the purpose of entertaining other users. It was interesting to note that they read and posted new modes of political satire and sarcasm which were coupled to their timelines. They posted, reposted and shared news mainly in the form of videos. Each group of individuals had their own news of interest and it was mainly related to their mindset and attitude to the events in the society. Evidently interested in social events, these users categorized on the basis of their age imprinted their outlook on society through their Facebook pages. What remained common among all the age groups is their liking for news on celebrities and entertainments. Most of the mainstream media news got more acceptability and notability. Each youngster shared news which was prominent in the current society and they showed the audacity to respond to these pieces of news with their opinions too. This enhanced the power of each individual upon matters related to their society. These activities have made them avid users of Facebook and they use it as a medium to share news which is already in mainstream media. Interestingly they have also used Facebook as a platform to propagate news that has not received acclamation in mainstream media. For instance, the death of Anliya Hygenous, a victim of domestic violence was not widely covered by the daily media. But it was given its due by Facebook users prompting them to get justice for the lady. A large amount of news was posted and an approximate amount of one lakh shares got on this news. All these prove the impact of Facebook as a medium of news.

V. DISCUSSION

The study mainly intended at inspecting the participation of youngsters in spreading the news through Facebook and their preference for news posted and reposted on Facebook. It also focused on examining the active engagement and contribution of youngsters on Facebook rather than mainstream media in delivering the news. The evaluation process from the questionnaire made it very profound that youngsters are more active in sharing news on Facebook and they preferred the entertainment category more while posting and sharing the news.

Facebook acts as a substitute for getting news and from the survey, it is clear that the majority of them obtained credible news content and also it acted as a podium to express their opinion. It also helped in popularizing news than mainstream media. It also proved that Facebook gives individuals the freedom and confidence to express their opinion while sharing the news.



It also made clear that the usage of Facebook helps in getting updated and connected with the world. The survey specified that several people heard the news for the first time through Facebook and this confirms that Facebook sustains as a news platform in the future.

Facebook initially acted as a medium to share personal photos and videos. However, with the improvement in techniques and settings, its principle changed drastically. Currently, in the world of android, Facebook acts as a channel to spread and share news among youngsters. It also helps in exposing many problems making individuals more active on Facebook to get news. Thus it has gained broad acceptance among youngsters.

This study added on to help that Facebook does play an inevitable function in current social life. Most of the youngsters preferred entertainment news while sharing them on their timeline. Many youngsters retrieved information and news about what's go on all over the universe through Facebook. So it's very understandable that they contribute knowledge and in future, it would act as a major platform for news dissemination. It is useful not only for the active users but also helpful for the passive members to search for news that has happened in the past.

These pieces of news have great acceptance among youngsters as they are more active on Facebook and it has a major influence in their decision-making. Facebook assists users to share the news that give more popularity to certain issues and even aid in providing a solution to the problems.

Freedom of statement 1: Most of the youngsters are interested in posting and reposting news on Facebook. In the model dataset, the respondents were enquired their interest on posting and reposting news and about the activity of sharing news through Facebook (Table 1). The answer choices were yes or no. This study wants to analyze the activity of sharing news with the association of their interest on posting and reposting news using Chi Square Test of Independence.

The p value obtained using Chi-Square test is .000, since the p value is lesser than the chosen significance level($\alpha=0.05$), so the alternative hypothesis is proved.

Freedom of statement 2: The news was mainly accepted and popularized through Facebook than any mainstream media. In the model dataset, the respondents were enquired whether Facebook helps in popularizing news rather than mainstream media and also the chance of Facebook as a news platform in the future. The answer choices were yes or no. This study wants to detect the role of Facebook in popularizing news and their future chance as a news platform using Chi Square Test of Independence.

The p value obtained using Chi-Square test is .000, since the p value is lesser than the chosen significance level($\alpha=0.05$), so the alternative hypothesis is proved.

Freedom of statement 3: Facebook helps in creating a relationship with the world and are prominent in spreading news. In the model dataset, the respondents were asked the usage of Facebook helps them update with the world and their role in transmitting news. The answer choices were yes or no. This study wants to expose the role of Facebook in keeping a relation between an individual and the world and their part in spreading news using Chi Square Test of Independence.

The p value obtained using Chi-Square test is .000, since the p value is lesser than the chosen significance level ($\alpha=0.05$), so the alternative hypothesis is proved.

From the chi-Square test of these three hypothesis, we can interpret that youngsters have more interest on sharing news, posting and reposting it on their timeline. This even enhance the power of Facebook as a news platform than mainstream media. And also it is evident that Facebook helps to get connected with the world and even spread news all over the world. Another factor is Facebook helps in popularizing news and they become a channel of news in future.

VI. CONCLUSION

This study has made an inevitable remark upon the usage of Facebook for getting news and information. They are giving a wide reach to news among users than mainstream media. Thus, every mainstream media channels have started their own account on Facebook. This enhances the spread of news. Several youngsters are the followers of these accounts, from where they share the majority of the news items coupled with their personal opinion. But the majority of the youngsters posted news on their own. They are more interested to post, share and repost entertainment news than any other categories of news. So thus it also provides entertainment news to the users. This has far more reach than any other form of traditional methods of procuring news as it provides freedom to express their opinion.

News will get more acceptance if it is in the form of videos and images. Facebook has become a passage of credibility with valid videos and images connected with the news. This helps in enhancing the validity of the information attached to the news received by the users. However, it is useful for youngsters in gaining a piece of knowledge and news related to the world. Facebook helps in a way to use their freedom to raise their voice against injustices and share their opinion. Thus we can prove that in future Facebook will surely become a channel for disseminating news.

LIMITATIONS

The major limitations experienced while handling this study are:

- Facebook profiles were selected in a random manner
- The analysis of profile was conducted mainly meant on the category, likes, and shares.
- Majority of youngsters under the age group of 22-24 filled the survey.
- Most of the survey respondents were male.

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