New Media and New Culture: The Dependency of Indian Online Community

Dr. Narasimhamurthy N.

Associate Professor,Dept. of Electronic Media, PK Block Bangalore University, Palace Road Bangalore-560009

Abstract: *The present research is examining the relationship between new media and transforms of culture on online community. Like every major technological change, the new media convergence is having profound effects on virtually all aspects of our society. In the era of cyberspace the members of the online current generation are experiencing political, economic and cultural life through a set of communication technologies barely older than they are.This new form of communication is transforming the new culture. From clocks to telegraphs to radio and television, new media forms of communications have always woven themselves into everyday life of digital natives, interfering with existing patterns of spatiotemporal organization, generating new rhythms and spaces. The migration of computer technology from industry and research laboratory to the home over the past three decades or so has intensified these processes. The classical media co-exist with the new interactive media, which is not only opening up possibilities of global information saving, real-time data transfer and of on-line communication, but also have numerous anthropological, aesthetical, cultural implications. These media are also a means of forming new cultural contents and means of establishing manners and approaches of how these contents accepted, which has quite an impact on contemporary life styles. New culture is an integral part of a wider concept of cyber culture, its essential concepts being interactivity, immersion and participation. The present study is based on the theoretical notion of media dependency theory, on how the individuals depend on media to acquire new culture and new possibilities, effects of new media on Indian online community.*

Key Words*: New media, new culture, Indian online community, Cyber culture, Life styles Media dependency theory.*

I. Introduction

The 20th century witnessed the convergence of new forms of communication than any other period in history in the field of mass communication. Electricity, the telephone, the automobile, and airplane made the world more accessible to people and transforming our society in the process. As a successive new form of communication have come into being, then the accessible worldwide system of interconnected network called the Internet is publically accessible worldwide, ordinary people have enjoying an expanded quality, range, and choice of entertainment and information content through new communication forms. This new forms communication has more opportunities than the classical mass media. Much of those derives from the new media are a very open and accessible medium. The new medium lays open an incalculable choice of information. If people prefer a particular bias, it is readily available in abundance on the new media. While the new media is free and more accessible than classical media or any other forms of medium in history, users can sue it to avoid anything with which they may disagree. New media is emerged as a mainstream medium for information exchange and social interaction across the globe. Many individuals have turned it daily to conduct very diverse information-seeking and communication activities. A great number of users are information and entertainment consumers and many an additional to become information providers. Most of the new media users contribute content on a wide range of topics in blogs, wikis, and more recently podcasts and videos (Baller and Green 2005, Goodnoe 2006, and Totty 2007). At present the majority of new media consumers use for social interaction. Nearly 2.7 billion people use new media, which is 39% of the world population. Most of the new media users go online to keep in touch with friends, relatives, coworkers, and people they know in the physical world. It is establish a new online relationships with people they have never met in person but with whom thy share a common interest. Now user's paly games online with each other, chat and exchange information in chat rooms, discussion, forums, and meeting rooms, visit social and professional networking sites, and visit dating and other social networking sites to meet people for exchange information and acquire new culture. New media is the technical apparatus for communicating with millions of people across the world. The new media is emerging as a so prominent in building a modern state, and their influence extends far beyond local, national boundaries, therefore, it is every much concern about the impact of new media on human attitudes and behavior (Watson, 1998).

The emergence of new media platforms have led to a renegotiation of the relationship between producers and consumers of popular culture through online. Present media landscape, not only corporate media organizations have the tools and means to channel content, and to refine and transform it to generate new interpretations and new knowledge. This transformation is largely taking place through affinity space that relate to popular culture in online. New forms of communications have brought new implication to the concept of community. At preset it is becoming difficult to distinguish between strictly virtual communities and face-to-face communities. The expanding of new forms of communication environment revealed unique phenomenon. New media has become a place where people meet and discuss diverse topics from international issues to daily chores. Large number of the individuals discusses gossips, and talk about their interests. The emergence of this online community has potentials to enhance the quality of the culture. An online community is a group of individuals with common interests who use new communication technologies to communicate and work together, who interact in a virtual environment. They have a purpose, are supported by technology, and are guided by norms and policies (Preece, 2000).

II.   Community

Within the interdisciplinary science there is an ambiguity about the meaning of the community, early scholars have been defined community as "people sharing same physical space, interacting face-to-face to share companionship and support of all kinds (Wellman, 1999). Community as a collective of kinship networks which share a common geographic territory, history and a value system (Veinreich, 1997). Community boundaries have expanded through the history due to the advancement in the field of communication and communication technologies such as automobile and telephone and transportation, which is enabling the people to maintain the relationship with people in other world. Several scholars have argued that the notion of social networks with consist of friends, kins and fellow employees who do not necessarily live in the same neighborhood. This social network approach urges to stress on the activities and interaction among community members rather than its environment. Others have argued that community can be formed with individual people who share same interests such as new life.

Several research studies have found that the community members not only share the same interest but also have sense of belonging to the community which is 'a feeling that members matter to one another and to the group, and a shared faith that members the needs will be met through their commitment to be together' (McMillan &Chavis 1986). Membership, influence, fulfillment of needs, trade and shared emotional connection are the primary elements of community (McMillan &Chavis 1986). The community studies manifests that a community exists in a social dynamic of interaction, influence and exchange among community members. Therefore online community shall be assessed based on the observation of these social activities among members; whether there are any social activities, and, if there are, how different or similar they are to those in a real-life community. Strong ties also increases the flow of information, and resources among online members, contribution of help and support, commitment to group goals, co-operation among online members, and satisfaction with group efforts (Chindamabram&Bostrom 1997).

III.   Culture

The concept of new culture arises from the convergent of new forms of communication technologies in the twentieth century. These convergent have linked the world together in ways which make it relatively easier to communicate with peoples and culture around the world. The 20th century invention of Internet is a worldwide connected series of computer networks that has created tremendous changes in society. Many studies marked that the Internet has led to the advancement, exploration and the homogenization of cultures around the word. This happens because of its effects on global communication, education, trade and ability to access information about other cultures. The world trade has become extensive, more and more words are shared across languages, people are aware of political situation around the world and how these situation is affect their own, and sports and entertainment are views simultaneously by global audiences. These exposure to the new media and new forms of communication helps to spread cultural elements. New forms of communication and Internet have connected people across the world and increasingly bringing people of various cultures together in a much more intimate and grassroots manner. A global culture is emerging and the newforms of communication are strongly contributing to its convergence. Multiple increases in size every year, the new forms of communication has dropped out of the sky like a bomb and exploded onto the scene of new culture.

Culture is defined as shared behaviors, ideas, and artifacts that create a way of life passed from one generation to another. Every individualhas born and brought up his own culture and their lives are influenced everyday by being surrounded in that same culture. There are millions of different cultures across the world and each culture has its own unique identity and way of life. Culture is viewed by different scholars in different way. The shared behavior learned by members of a society, the way of life of a group of people, the complex of shared concepts and patterns of learned behavior that are handed down from one generation to the next through

the means of language and imitation (Barnouw 1987). The set of learned behaviors, beliefs, attitudes and ideals those are characteristic of a particular society or population (Ember and Ember 1990). The learned and shared kinds of behavior that make up the major instrument of human adoption, the way of life characteristic of a particular human society (Nanda, 1991).Culture is an 'historically transmitted pattern of meanings embodied in symbols, s system of inherited conceptions expressed in symbolic forms by means of which mean communicate, perpetuate, and develop their knowledge about and their attitudes toward life' (Clifford Geertz, 1973). The beliefs, customs of everyone in a society is called a culture. Our attitudes, habits and action; how we act and why we act; what we eat and wear; our building, roads, and means of travel; our entertainment and sports; our politics; our beliefs, activities and controls them are called as culture (Ray B Browne, 1978).

The present study is to explore the possibility of new media dependency by new generation. The study is to examine the utility of media dependency theory and its influence on culture of its audience. The media system survives mainly because it provides important functions to the society as a whole. The last four decades, media dependency theory has provided a theoretical basis for explaining the relationship among individuals, institutions and media at all the levels in the society. The emergent of new media have become an integral part of daily life for new generations and its implications of this growth and change is anticipating the impact of new media on culture and media dependency. The new media thus introduce on traditional relations by being integrated into an expanded online community that may expand the reach of understanding, orientation, and play goals that individuals, groups may attain through media dependency relations. The present study is to explore the usefulness of media dependency theory in understanding new culture and the role of new media. In pursuit of this goal, the analysis specially seeks answer to the following research questions.

RQ1. What percent of people especially new generation in India depends on new media for their information, health, education and entertainment?
RQ2. How do the new generations'dependent on new media?
RQ3. What is the impact of new media on new generation's day-to-day life and learn new culture?
RQ4. What is the impact of new media on Indian online community and how these online communities learn new culture?

IV.   Theoretical frame work of the study

To study of media dependency is relatively scientific in nature. The theory of media dependency is based on the theories of Uses and Gratification and ties into the theory of Agenda Setting. The Uses and Gratification identifies how people use and dependent upon the media. Individuals use media for many purposes and many reasons. Information, entertainment, social relationship, learn others, to know many things around them, culture are just few of them. The dependency theory says that there are more and more individuals, groups, community and mass have becomes dependent on the media to fulfill the needs of these dependents and the media will becomes more important for the communities and individuals and mass. Always media will have much more influence, effects and power over the individuals, and communities. It predicts a correlation between media dependence and effects and influence of the media. Each individual consume media content in different ways and its effects each individual in different ways. Last several years the communication scholars have find the effects of media in different ways. The media dependency theory has explained the relationship among individuals, institutions and media at all levels. In 20th century new forms of communication have become an integral part of daily life for many individuals and new generation in the country. This change is anticipating the effects and impact of new media on these new generation, and these new generation is how depending on new media for fulfill their needs. A Media dependency relation is one in which to fulfill the satisfaction of needs or goals by individuals is contingent upon the resources of the other (Rokeach and DeFleur, 1976). The core assumption of the media dependency is to explain that the individuals in the society have to rely on media information resources in order to attain their various goals. The intensity of media dependency relations depends on the perceived helpfulness of the media in fulfill and achieve the goals. The central notion of the theory is that people in modern society depend on the media to comprehend and understand the world around them. The basic assumption of media dependency theory states that a mutual relationship exists between the audience, media and society in which society and the audience depends on the media to provide them with information, entertainment and culture.

V.   Methodology of the Study

The present study is in the nature of qualitative and deep understanding about the particular case, its features and its impact. The richness of the study is the complements of theoretical framework and answers the research questions. In general theory is designed to rationally and clearly explain a phenomenon. Moreover, theory should be seen in the light of the general nature and it should offer the certain qualities and lend itself to be testable, falsifiable, generalizable, universal and lasting over time. Further the study took two broad

methodological approaches permitting to achieve the aims of theory in relatively in two different ways. (a) Through relational of new generations depending on new media for their information, entertainment and learn more by the online communities, how and why they are depending new forms of communications. (b) The utilization of new media tools by Indian online community and emergent of new culture. Both of these two approaches seem to be needed to achieve explanation and prediction in the contest of Media Dependency theory. The basic unit of analysis is the uses of new media by individuals for learn new culture and communities in online, analysis is a relationship between two system elements within the same system. The term relationship deserves some specific attention. Generally, in new media analysis one is interested in functional relationships between new generation and new culture. New culture acquired by online community and the role of new media in promoting the participation of individual's relationships. The present study is to focusing methodically on information flows, issues, communities and new culture that in turn to depending on media to provide deeper understanding of Media Dependency Theory applied to research on the new media and new culture of Indian online community at large. New media become more and more integral of online communities daily routines and interactions, it become necessary to re-examine new media role in online communities' lives. While media dependency theory is useful in explaining why and how new generations are dependent on new media.

VI. Theory of Media Dependency

Over the past few decades, technology has truly revolutionized out lives. Perhaps one of the biggest transformations has occurred with new media communication. Prior to the industrial revolution, society had a virtually nonexistent form of mass media. However, as life began to transform, mass communication began to grow in all aspects. With each decade within the 20th century, edge-breaking theories were presented in relation to the communication field. Two theories that brought forth a relatively astonishing perspective to this field were the Uses and Gratification Approach and the Dependency Theory. These theories truly revolutionized the way one characterizes mass communication.

When one explores the Uses and Gratifications Approach, another theory that was emerged becomes quite prevalent, The Dependency Theory. Melvin DeFluer and Sandra Ball-Rokeach first described the dependency theory in 1976. It was, in a sense, an extension or addition to the Uses and Gratifications Approach brought about a few years earlier. The theory is in essence an explanation of the correlating relationship between the media content, the nature of society and the behavior of the audience. The power of media is affected by whether the media are exclusive and important resources to the particular individual and social organization. Media Dependency Theory explains the relationship between individuals, groups, organizations, social system and the media from an ecological and multilevel perspective. It states that people in a modern society have become dependent on mass communication to assist them in receiving the information that they need, in order to make a variety of decisions concerning their everyday lives. The basic propositions of the media dependency theory can be brought together and summarized as- The potential for mass media messages to achieve a broad range of cognitive, affective, and behavioral effects will be increased when media serve many unique and central information functions.

For more than three decades, media dependency theory has provided a theoretical basis for explaining the relationship among individuals, institutions and media at both macro and micro levels. In the same period new media have grown to become an integral part of daily life of many individuals and groups. New media introduce on traditional relations by being integrated into an expanded media system, which may expand the reach of understanding, orientation and play goals that individuals, groups and organizations may attain through media dependency relations. Thus individual or groups dependent on media for social understanding use media resources to understand events, cultures and people around them. The cognitive changes that the dependency theory explain in multi-fold, it complies with the idea that people rely on it for information determining their decisions, it clearly can help individuals develop certain attitudes regarding given subject. The affective nature of the media is quite distinctive. It can create many different feelings such as fear, anxiety, and happiness. The same media also can promote behavior changes. Ultimately mass media possess these abilities and because of that, society has become dependent on the media for virtually all its resources I order to make decisions.

VII. Online community

Billions of individuals meet online to chat, to find like-minded people, to debate several issues, to play video games, to extend and seek for information, to seek support, e-commerce, or to hang-out with others. These online communities go to chat-rooms, bulletin boards, to joining discussion groups, or they create their own community group using instant messaging text and it is also gaining popularity in some parts of the world. These online social gatherings are known by a variety of forms and including "online community" a name described as 'cultural aggregations that emerge when enough people jump into each other often enough in cyberspace' (Howard Rheingold 1994).Various disciplines have defined online communities, each discipline provide its own definition for online communities, as computer-mediated spaces where there is a potential for an

integration of content and communication with an emphasis on user generated content (Hagel & Armstrong, 1997). Sense of community-groups of people who interact primarily through computer-mediated communication and who identify with and have developed feelings of belonging and attachment to each other, (Blamchand, 2004). A group of academics in an interdisciplinary workshop concluded the core characteristics of online communities' means-members have a common goal, interest, need or activity that provides the primary reason for belonging to the community. Same members engage in repeated, active participation, interactions, strong emotional ties and shared activities occurring between participants (Whittaker, Issacs&O'Day 1997). Several researches in electronic discussion groups have focused on different areas, including the nature of online communities is to friendship (Park & Floyd, 1996), empathy in group discussions and the difference between men and women (Roberts, 1998), education (Hiltz 1993). Online communities are often a primary form of social interaction for the growing number of individuals who often spend hours each day surfing the net for the purpose of information, e-mail, community network and electronic bulletin boards on the participants and the communities they serve (Garramone, Harris, and Pizante 1986). An online community is defined as a group of individuals who interact with each other by using the computer mediated communication tools, such as an e-mail list a chat group, or a bulletin board for the members. Interaction is centered on at least one common topic that reflects the common interests of the group members.

Scholars and researcher have argued that the Internet only as an interpersonal communication tool, individuals and groups use it to interact with one-to-one and one-to-many in society, participating in discussion, online forums, social networking and other public websites. This kind of interactive websites are generally called as sites of 'online community' and these sites are becoming increasingly getting popular among Internet users.An online community is a community that forms on the Internet. A community is a group of people interacting, sharing and working toward a common goal. Whereas neighbors may converse in their yards, in an online community, members interact through social networks and other online sites.

An online community can be defining as an 'Internet-connected collective of people who interact over time around a shared purpose, interest or need (Preece, 2000). Online communities can be enable colleagues to communicate, learn and take on roles in different ways as compared to traditions meetings, which are restricted by time and place. Internet has emerged as the mainstream medium for information and social interaction for last two decades, millions of Indian online communities have turned to it daily to depend this medium for information seeking and communication activities. These communities interact with worldwide without any geographical or restrictions. Many of them contribute their views and information through blogs, wikis and podcasts and videos in online and to become information provider.

VIII.   Transformation of New culture

New culture is a new complex notion; today technological convergence are increasingly interloping with the world of culture, involving different aspects of convergence of cultures, media, new communication technologies, and influencing new forms of communication. The new possibilities are created by new information communication technologies, global connectivity, and the rise of networks, and especially the Internet, has given these interrelations a new dimension, by changing our relation towards knowledge, new learning's, and knowledge society, by intensifying the flow of cultural goods and services and by creating a new understating of cultural creativity, and extending it to new culture as well. The convergence of new communication technologies is powerful catalysts of cultural change- this is a trivial observation by the several studies in our present circumstances. The industrial revolution has seen cultural innovation on a massive scale, from the virtualization of group networks. New forms of communication technologies take hold in the context of accompanying cultural innovation as their latent possibilities are explored. This interdependence means that technologies are not merely received but, through process of adoption, socially embedded in new collective and institutional practices.

Social network sites, online games, video sharing sites, and gadgets such as iPods and new communication technologies are now fixtures of new generations' culture. They have so permeated the new generation lives that it is hard to believe that less than a decade ago these technologies barely existed. Today's the new generation may be emerging and strolling for autonomy and identity as did their predecessors, but they are doing so amid new worlds for communication, friendship, play, self-expression and new culture. The new generation is overthrowing culture and knowledge as we know it and that its members are engaging in online in ways radically different from those of older generations. The new forms of communication technologies and new media occupy a core role in new cultural practices by new generation. It has replaced classical media of television as the main purveyor of mass culture to new generations, with the added-value of allowing not just new cultural consumption but also new cultural production.

The study is to answer to questionon percentage of people especially new generation in India depends on new media for their information, health, education and entertainment? The whole world is going crazy about new forms of communication and India too, new media is now clearly showing that mainstream in India;

number of Internet users in the country crossed 205 million marks in October 2013. It took decade for the country to go from 10millionto 100 million and only three years to double the number to 205 million. Not only this, but the several study revealed that in coming 10 years, this growth trend will continue in India. The country now has 3rd largest Internet population in the world after China and US. The Internet penetration in India remains at 17% where as 43% in China and 80% in the US. However, the low penetration means that India presents unmatchable growth opportunity for the use of new media sector in coming years. India will likely see golden period of the new media use in between 2013 to 2018 with incredible growth opportunity and growth adoption for several purpose. New media dependency in India has become increasingly popular components of our younger generation's lives in today's modern society. It provides for new generation to communicate, exchange message, share knowledge, learn new culture and interact with each other regardless of their distance that separates them. New media links people across the nation regardless of differences and geographical boundaries. The compression of time and space, the convergence of media and the effects of globalization have made the nation into a more interactive. New generation are feeling more comfortable in use and access of new media for communicating and building relationships through online. The middle age group and adults are very comfortable in use of this technology because they are growing with technological era. The new generation may not recall how or when they learned to use a computer or access the Internet; for as long as they can remember, those tools were always there. Young people particularly are quick to use the new technology in ways which increasingly blur the boundaries' between their online and offline activities.

The present research is to answer the research question on how do the new generations' dependent on new media. Presently new media are also developed rapidly as technology changes with new communication technological dimensions and features. The new generations of youths with in the country, who are growing along with new communication technologies are emerging as "new generation." The two major countries, namely China and India are important contributors to this growth with over more than 500 million subscribers. New media dependency also on the rise globally, and this change is also evident is increased in India, several studies and reports found evidence that more adults depend new media, social media and social networks in India than in any other Asian countries for fulfill their needs and desires. New media uses in India have become more familiar with the web, its role in providing information has expanded and changed. This form of communication media is becoming more and more for new generations attention, not only for searching for information and communications with friends and family but also for the purposes of entertainment and online culture.

The study is to answer to research question on the impact of new media on new generation's day-to-day life and learn new culture? Today it is obvious that new communication technologies especially new communication networks connected within the new media are one of the main tools that enabled the establishment of radically new models of cultural production, management and information distribution. New culture has undoubtedly impacted in variety of ways on contemporary life of individuals and communities. The present study is to look into the use of new media by new generation who are in online as called the online community as an instrument of producing the new culture and consuming the new cultural content. New media play a major role in the issues of new generation is among the most intensive users and producers and consumers of new culture. They are multidimensional tools that bring together different assets from other pre-existing services; they can be used both communication, for sociability, for self-expression as well as for entertainment and leisure or for educational aims. They allow maintain, re-kindling or forging new social ties. The new media feed and strengthen pre-existing sociability ties from the real world, becoming structural building blocks of a peer culture increasingly shaped by technological innovations. Since the new forms of communication new media of Internet's breakthrough as a new mass medium, it has become topic of discussion because of its implications on society and culture. The scholars who see the benefits and consider the new media a tool for freedom, commerce, connectivity and other social benefits such as social structures, institutional, to cultural, human relations and morality. The new media makes a vast amount of information available, from a plurality of information sources, and makes it continuously available to online community in more or less independent of time and place. Adequate information is a major importance to the successful functioning of modern new generation.

The present research is to answer to the question on the impact of new media on Indian online community and how these online communities learn new culture. 'Online community as groups of people with similar interest and beliefs that communicate always and for some time in a organized way over the Internet through a common location (Ridings and Gefen 2004). Online community as website or Internet technologies based on user-generated content (Wikimedia Foundation). Others viewed online community is the part of a website that synthesizes user-generated content, and focuses on the communication activities within the website (Neus 2001; Saunder and Ding 2006 and Ye 2006). 0nline or virtual communities are sprouting up everywhere, bringing together people with common interest and shared passions. Students, professionals, special interest

groups, music buffs, and star fans-everyone has their own community to share ideas and communicate through message boards, chats, blogs and the like.

New media dependent community in India is very young compared to the rest of the other nations in the world. Nearly 75% of new media depended in India are under the age of below 35 years and nearly half of them are under 25 years of age. These dependency patterns show that the expansion, adaptability and future prospects of the new media in India. Searching information, social networking, e-mail are the top most for the users to use new media in their day-today activities in India. Nearly more than 84% online communities are use social networks for different purpose of communication and other online activities. It is clearly shows that the young generation is leading the new media revolution in India. The growth and dependency of new media by new generation in India for the purpose of their Information, entertainment and learn new culture is leading and going by the current trends.

IX. Dependency of Online Community and New Culture

We are in the second media age, revolution in both technology and culture; the revolution in which our new younger generation are often in the vanguard. Even before we were out the door every morning we are exposed to an array of media messages both promotional and otherwise. In the information age we most of us turn on our laptops or personal computers to check mail and read the news headlines or to connect with others through Internet. The current new generation or referred as Digital Native have grown up on the Internet and are plugged in and connected to the new media for information and entertainment. Most of the new generations have depend with iPods plugged into their ears, they are constantly use and checking social network sites and updating their status, and they demand entertainment instantly, they are produce and consume media content regularly. The new generations of multi-tasking Digital Natives are spending more time with new media for different purpose. Of course, the new media use by the young people is not entirely new. Video games were introduced long back this is led to the digital content explosion. The convergence in media, the affordable of personal computers and advancement in mobile telephone sets, expansion of Internet and high speed connections are lead to increased value and depend of new media for their needs. Well-designed new media have an extraordinary potential to not only to help new generation in learn, but also engender a true love of new culture learning. Across the globe the use of Internet resources is increasing rapidly, the Internet now being used by nearly more than 2 billion people globally. With its apparently unlimited resources, the new media has the potential to satisfy a wide variety of goals. To individuals are depending on new media for explore interest, exchange idea, engage in commercial transactions, socialize or engage recreational activities. This dependency shows that linkages between the communities depend on new media to fulfill their needs.

We are in dealing with electronic devices and computers in our daily life with every day. The Internet is becoming very much important for every one as it is one of the newest and most forward-looking mass medium at present. Therefor it is necessity to think about this new mass medium and how this convergent mass medium influence us, what impact it has on our social behavior, our culture and many more. This convergent mass medium has changed our life, our culture enormously; there is no doubt about it. Let's think on the dependency on new media; we use new media at home for personal or at work place for several reasons. Individuals and community will be depending on new media for to get information and to know what is going around them in world, nationally and locally. The individual and community is depending on new media different purposes, even for some specific information and different information. To depend on new media some of them may are interested in chatting probably they are members of a community these communities are produce information and consume the information this leads to transformation of new culture. Knowledge, product, technology, and idea are able to make money, to get into the position, to become leader, to introduce a new innovations the new medium is play major role, it exchange experience and solutions for problems, this are all happening by depending on new media.

Dependency on new media has been show to predict a variety of attitudes and behaviors, including selective exposure, in online participation, product purchases, participation in exchanging information and knowing the world around them and more. Digital platforms are seen as necessarily operating with the established macro framework of interrelated social systems. In new media individuals are still placed in asymmetric dependency relations that privilege producers over consumers. New media currently occupies a major role in cultural practices by new generation. It has replaced classical media such as television as the main purveyor of mass culture to this new generation, with the added-value of allowing not just depending to cultural consumption but also cultural production. An online community produces and participates in their unique peer cultures by creatively appropriating information from the online world to address their own peer concerns. However new culture is not just formed in the real world of online community of classmates and friends but also communicating and interacting with different online environments. Last few decades the digital generation of new generation who grew up surrounded by technological devices and dependency of the new forms of communications which have changed their life styles and learned new culture. New media dependency has an

enormous potential to enhance users learn cultural production through diverse ways and processes, reducing geographical, temporal, informational and relational constraints of online community. New media is a considerably greater transformer of new culture in its massive manifestations and probably the strongest disseminator of new culture.

X. Conclusions

A key to understand new media transformation of new culture on Indian online community depend new media and its implication. New media dependency was predicted by the subjective information utility of the Web as source of comprehensive local, national and international news and information. New generations were unsurprisingly, more likely to be high dependent on the new media and spend more time online. New culture was positively associated with dependency and use of new forms of communications. Globalization and opening up of the Indian economy have introduced Indian society to new cultural and social norms. However, this process has not eradicating traditional Indian values and beliefs. But the new generation of the country in particular youths wants the best of both worlds. Social networks such as Facebook, Twitter and other sites are driving new forms of social interaction, dialogue, exchange and collaboration. These social media enable users to swap ideas, to post updates and comments, or to participate in activities and events, while sharing their wider interest. New media dependency serves the users into fast-flowing online conversation, helping individuals, friends and colleagues to contribute to online debates or learn many thing even a new culture from others. Since the Internet breakthrough as a new mass medium, it has become a topic of wider discussion of implication for society. Many of them find new media has great benefits and consider the Internet a tool for freedom, commerce, connectivity and other social benefits especially the culture. Social and cultural assessments of the new media dependency are very useful because it can guide policies for the design, regulation and dependency of new media.

Reference:

[1]. Baller and Green 2005, Goodnoe, 2006, and Totty 2007 Blogs will change your business. Bus. Week.3931 Aug., 10. 56. Wiki while you work. Inform.Week 1078, 3.. Technology: How to be a star in a YouTube world. Wall Street Journal Online. May 14.

[2]. Blamchand, A L, 2004-The effects of Dispersed Virtual Communities on Face-to-Face Social Capital, In Social Capital & Information Technologies, MIT Press Cambridge M A, 53-74.

[3]. Barnouw, V. (1987). An introduction to anthropology: Ethnology (5th ed.). Chicago: The Dorsey Press.

[4]. Chindamabram&Bostrom1997 Group Development (II): Implications for GSS Research and Practice" Group Decision and Negotiation, 6(3), pp. 231-254

[5]. Clifford Geertz, 1973- The Interpretation of Culture (Basic Books, New York)

[6]. Ember and Ember 1990-Cultural anthropology (6th ed.). New Jersey: Prentice Hall.

[7]. Hagel J & Armstrong, A G 1997- Net gain: expanding markets through virtual communities. Boston: Harvard Business School Press.

[8]. Hiltz R 1993-The Virtual Class room-Learning without limits via Computers Networks. Norwood, N J Ablex Publishing

[9]. Howard Rheingold 1994- A Slice of life in virtual community In L M Horasim (ed) Global NetWorks

[10]. Garramone, Harris, and Pizante 1986-Predictors of motivations to

[11]. use computer-mediated political communication system. Journal of Broadcasting &

[12]. Electronic Media, 30, 445-457.

[13]. Katz, J. E., & Rice, R. E. 2002- Social Consequences of Internet Use: Access, Involvement and Interaction. Cambridge, MA: MIT Press.

[14]. McMillan &Chavis 1986-Sense of community: A definition and theory. American Journal of Community Psychology, 14(1), 6-23.

[15]. Nanda, S 1991Cultural anthropology (4th ed.). Belmont, CA: Wadsworth.

[16]. Saunder and Ding 2006 -Talking up China: An analysis of China's rising cultural power and global promotion of the Chinese language. East Asia, vol. 23(2), 3-33.

[17]. Park & Floyd, 1996-Making Friends in Cyberspace, Journal of Computer Mediated Communition 1(4)

[18]. Preece, 2000- Online communities: Designing usability, supporting sociability. Chichester, England: John Wiley & Sons.

[19]. Preece, J. and Maloney-Krichmar, D. 2002- Online communities: Focusing on sociability and usability. In J. Jacko& A. Sears (Eds.), The Human-Computer Interaction Handbook (pp. 596-620). Mahwah, NJ: Lawrence Earlbaum Associates.

[20]. Ray B Browne, 1978- Icons of America, Illustrated edition

[21]. Roberts T L, 1998-Are Newsgroups, Virtual Communities; talking on the net, Conference paper –human factors on Computing System.

[22]. Rokeach and DeFleur,1976-A Dependency Model of Mass-Media Effects.Communication Research, 3(1), 3.

[23]. Ridings and Gefen 2004-Virtual Community Attractions: Why people hang out online, Journal of Computer Mediated Communication Vol. 10 Issue 1

[24]. Watson, D. M. 1998. "Blame the technocentric artifact! What research tells us about problems inhibiting teacher use of IT". In G. Marshall, & M. Ruohonen (Eds.), Capacity Building for IT in Education in Developing Countries (pp. 185-192). London: Chapman & Hall

[25]. Wellman, 1999- The Networked nature of community: Online and offline. IT & Society, 1 (1), 151-165.

[26]. Whittaker, Issacs&O'Day 1997-Widening the net, Workshop report