

Role of the New Media in Promoting Academic Research in Universities

(A Study of Maharshi Dayanand University Rohtak, Haryana, India)

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Abstract:

Like other things the new media is also used in the field of education. It has changed the complete scenario of education from a primary school to a university level all over the world. Due to new age and technology based media, it is not limited only to infotainment but it is a deep ocean of knowledge and provides the full opportunity to everyone to take all possible benefits of it. The new media is used at a large scale in universities and other research institutions by academicians and research scholars for their academic purpose for sharing information, views, ideas, knowledge and problems facing in the lab and field study. They are exposing new finding through new media and getting benefits of other's research for enriching their knowledge. With the help of new media they are getting help, guidance and direction from remote area situated person. It is necessary to find out that, how the academic research is impacted by new media and what is role of it in the promotion of academic research. Followed the survey method the present study is discussed about it. This study will reveal that how the research scholar and academicians are using new media for their academic research, how they are using new media as secondary sources of the study, how the relationship between the scholar and supervisor is going to change due to new media and how the new media can be more helpful for them in the age digitalization.

Key words: New Media, Academic, Research, Digitalization, Education, University.

Introduction:

Education is the key to progress of all types for an individual or a country. Only an educated society can survive and flourish in this digital era. The development of a country depends on the education standard of the citizens of that country. For imparting better education to citizens the state established so many educational set up from a pre-primary school to a university level higher education institutes. Actually the purpose of a university or a higher academic institution is not just to educate the people but also to produce the best human resources and trained it for a nation's overall development and find out the solutions of the problems before a society or a nation and explore the new prospects by research for upliftment of the society. New media can play a significant role not only in the training of human resources but also in research inside and outside of academia. Since the emergence of new media, it has opened the doors of advancement in all aspects of human life. As a result, a great change can be seen in man's life. New media has made the communication easier than earlier, as a result of it two or more different cultures have come closer and influenced to each other, new societies and relations have started to establish and the geographical distance has become irrelevant. Today new media is used in administration, agriculture, aviation, banking, business, communication, education, health, industry, journalism, judiciary, police, politics, transport, tourism and a lot of other fields. New media has provided new opportunities for learning something new in almost every area. In education domain new media has proved its significance according to the new requirements of the new age students. Today from a pre -primary to college and university level, new media is used to imparting a quality education. Computer, laptop, mobile phone, tablets, screen display and other gadgets and You tube , Facebook, Twitter, Instagram, WhatsApp, Video conferencing and other new media tools and techniques are being used inside and outside the classroom by the students and teachers. They are adopting these tools and techniques for discussing with teachers, experts, seniors and the fellow people on the topics of their curriculum and solving the problems related to the study. Various universities have started online degree course. Only due to new media it can be possible. They are learning their lesson with the help of new media but new media limitations are not limited to just discussion on the syllabus or solving the queries but very beyond of it. New media is contributing it major role in research in university or in a higher academic institution. Today ICT and web 2.0 are adopting for enrich the library resources at

content and content delivery level to the research scholars. With the hard study material of various disciplines, soft copies of the books, journals, newspapers, magazines and other audio – visual content are also available in universities library for extension of knowledge of researcher of a specific stream. Computer, smart phone, tablet, laptop, pen drive, CD rom as a device and Internet, Google and other search engines, YouTube, Facebook, Twitter, WhatsApp and other social networking sites, RSS, websites and Wikipedia etc. are soft resources offering an ocean of knowledge before a researcher. Research scholars are embracing these new things very happily for carry forwarding their research work. The availability of the literature, previous research findings of a specific stream or area on internet and help of new media in on demand access to this content at anytime, anywhere and on any digital device has made the research work very easy comparatively to earlier. The new media are being used in innovative ways, not just to disseminate research findings, but also to create new knowledge through using them to empower research collaborations (Deekan, Mukhopadhyay and Jiang,2020).

Research Scene before New Media:

Researches are being done for hundreds of years in academia world to find out new knowledge, examine the existing experience and solution of the problems for making betterment in the human life. Before the advent of new media, a researcher had to do more labor for his/ her research work. He had to go self to the supervisor for job direction, libraries and other sources of information for collecting the study material, gaining the information, checking the facts and collecting the data related to his/her business. A researcher was limited to his own geographical area to have the necessary things regarding his job. The knowledge, information achievement related to the advancement in a specific field of the study was restricted only to a particular geographical area because the sharing of knowledge was more difficult. The people of other countries were not gaining the benefit of other's experience and expertise at the proper time. So they were backward in development. The storage of knowledge in books and other like this form was more laborious and difficult than today.

Research Scenario after the New Media:

The business of academic research is not untouchable from new media. It has reshaped the academia research job completely. Actually it has made this job easier than earlier to provide the better opportunities and facilities to the student for running smoothly his/her profession inside and outside of classroom, library or laboratories. Today on new media like email, Facebook, WhatsApp, Chat room etc. have become the better platforms of communication between a scholar and supervisor. A scholar can easily get proper direction related to the study from his/her supervisor located at a long distance without visiting. YouTube and Netflix audio and video content provider search engines too are playing their great role on this road to knowledge.

New media has brought a hub of knowledge before a researcher. Today lakhs of book, journals, research papers, research reports, magazines and newspapers are available on internet. Google Scholar, Slide Share, Academia, Library Genesis, Bookfi, JSTOR, J-Gate, Research Gate, National Digital Library, Shodhganga, Sage, universities or higher academic institution own websites and others are so many free and paid new media platforms that help a scholar in finding the desirable content without making more struggling efforts and as well as in sharing the research problems, tools, methodology, experience and findings for the beneficial of others beyond the geographical limitation on the earth. For discussing collectively on a particular topic of any discipline today one can participate in webinar without leaving his/her own home place. Webinar, Skype and video conferencing are such new media tools those are giving the opportunities to a research for presenting his research throughout the globe and discussing and debating with other fellow researchers and experts on the topic. Despite the hard stuff a lot of audio-visual content is found in the library of almost universities. Today universities are members of so many different e-journals of other research institutions located throughout the globe besides running their own research journals. Huberman (2013) says that digital and social media provide a variety of tool and new ways for researchers and research organization to extend their outreach on the World Wide Web and make their voices heard. After the emergence of new media storage of knowledge in text, audio-video, graphics and other forms has become easier. Today you need not a lot of space to gather thousands book but you can easily store them in a little device like pen drive, micro-chip or in a CD or DVD. Jaring and Back (2017) write that

social media offers many possibilities for research institutes to spread information and obtain knowledge about the needs of the target group.

Users of New Media:

In a little time of advent, the new media has become so much popular that from a developed to a developing country's people are the users of new media. From a child to an old age person of every gender, religion or social and economic status is using new media frequently. Today Facebook, Whats App, Twitter, Instagram, You Tube, Google books, Academia.edu, Libgen, Google Scholars, J- Gate, J-store and other websites and applications are frequently used by the research scholars over the globe and same situation is in Indian context. The number of users of new media is increasing swiftly. In India the internet was used by only 19 % population in 2015 and users were 243 million but with a fast jump it was used by 50 % population of the country in January 2020 and internet users were 687.6 million in India. The users of mobile phone is increasing in India day by day. The number of mobile phone users in India in January 2020 was equivalent to 78 % of the total population. Like other part of the globe, the use of various new media tools and application are very popular in India. The active users of several social media in India were 400 million in January 2020. The number of social media users are increasing in India every year. 48 % users of social media have increased since April 2019 to January 2020. In India the average time spent by a user on internet is 6 hours 30 minutes per day and 2 hours and 24 minutes are spent per day on social media. One hour 21 minutes in a day on a game console. All users of social media, internet users and digital devices users are the users of new media.

Some useful Websites and Applications:

After the dawn of new media so many business of different types including academia research have become uncomplicated because now various different type websites and applications are available to give access to the desired data and content. Some websites give their free services and some give paid to the users. On this road to success not only websites are involved but applications and software are also offering their significant contribution. Some websites and applications are following those are playing their important role in academic research.

Websites	Address		Websites	Address
1. Google Scholar	www.scholar.google.com		2. Open Library	www.openlibrary.org
3. Academia	www.academia.edu		4. Open Textbook library	www.open.umn.edu
5. Slide Share	www.slideshare.net		6. Booktopia	www.booktopia.com.au
7. Library Genesis	www.libgen.is		8. Ebook3000	www.ebook3000.com
9. Book FI	www.bookfi.net		10. Free tech Books	www.freetechbooks.com
11. JSTOR	www.jstor.org		12. National Digital Library	www.ndl.iitkgp.ac.in
13. J-Gate	www.jgateplus.com		14. Shodhganga	www.shodhganga.inflibnet.a c.in
15. Research Gate	www.researchgate.net		16. Bookboon.com	www.bookboon.com
17. Z Library	www.b-ok.cc, www.b- ok.org			

Importance of the study:

Academia world's research scholars or professors are also users of new media. They used it for personal and professional for both purpose. On new media they share their research problems, suggestions, experience, views and discoveries with their colleagues, seniors, juniors and subject expert inside and outside of their academic institution. But the question is how much the new media is used by them in research activities and what is the contribution of it in making smooth or promotion of their academic research and how the academic research is impacted by new media in digital era. A study is required to reveal the answer of all these queries and explore new possibilities and imperatives for further new media studies.

Objectives of the Study:

Every research is done to find out the solution of any existing problem or to gain new knowledge of a specific discipline. No research is purposeless and each study has its own goal. In the present study is done to keep in mind the following objectives:

1. To examine the impact of new media on research.
2. On which gender research work impact of new media is more than other?

Research Methodology and Sampling:

In the present study the survey method is applied. For survey a structured questionnaire of objective type questions of multiple choices based has been adopted to collect the primary data for the study. This questionnaire is applied on the research scholars of M. Phil and PhD to collect the information about their use of new media for their research work. The secondary data has been collected from various research journals, books, websites-portals and other study material. After collection the primary data a simple percentage technique is used to analysis the results of the study. The sample size for the proposed study is total one hundred samples. To avoid the gender biasness in these one hundred respondents fifty research scholars are male and fifty are female of various research degree courses. All participants are given equal chance to be the part of the study.

Area of the Study:

The area for the present study is Maharshi Dayanand University Rohtak, Haryana (India). All the respondents are the research scholars of M. Phil and Ph.D. in various courses run by Maharshi Dayanand University Rohtak in the campus of the university. Maharshi Dayanand University was established in 1976 by the State Government of Haryana. M.D. University is a National Assessment and *Accreditation* Council (NAAC) accredited A+ grade university of Haryana state. It has spread more than 622 acres. At present university have 38 post graduate departments and 11 faculties. University has a rich central library containing the capacity to accommodate 4,78,823 volumes of different study material in its stack areas including books, e-Books, e-Journals, periodicals, Theses and video tapes. The university has the best facilities for study. It

has the capacity of 1313 reader and a fully air conditioned reading Hall of having the capacity of 250 readers. Besides the central library, the university has five satellite libraries in the campus. University has a healthy study and natural environment in its green campus.

Limitation of the Study:

No research study is complete in itself because every aspect of anything can't be studied by a single researcher so every research has its limitations. The present research study is not an exception. The present study has also some following limitation:

1. The present study is limited to Maharshi Dyanand University. Other university results may be different from this university results.
2. The proposed study is focused only on research exercise of the research scholars not related to other activities of the students of the university.
3. Research activities and results of other university or any academic institution may be different from the research activities and results of Maharshi Dyanand University because every university has different facilities, culture, environment, infrastructure and availability of other resources. So the results may vary university to university.

Review of Literature:

1. Discussing on the role of new media in promoting academic research Klar, Krupnikoy, Ryan, Searles and Shamargad (2020)write that social media provides broad routs for academicians to share their research. A scholar who was depending on university media or journal for disseminates his/her research work; today have a broad platform to disseminate his/her findings. Twitter offers the opportunities to the researchers to disseminate the research work beyond the researcher family, friend and even academic community. Social media offers the way to reach practitioners, journalists and public at large and it can increase interest across the disciplinary limitations as well to the public.
2. Talking about the benefits of new media for a researchers Horton (2017) says that social media is a cheapest and great tool of sharing your expertise. New media is a

medium of communicating your research and Twitter Hashtags, Facebook page, groups and Reddit threads are functions which permit to find out about your research by the people of same interest your research areas. Besides this social media is a good platform for discovering new perspectives of research. Social media is place where new work can be discovered and ideas exchanged. Social media is a two way which allows the researcher to discover scholar work of other same interest fellows and to promote his/her own scholar work through it.

3. In their research Gemma and Angel (2013) found that social media is used by academics to keep in touch with scholars, fellow, dissemination research results and follow other researchers. Social media is also used in citation indexes, document creation, and edition and sharing tools of research.

Results and Analysis

After collecting the data from field by the survey method, Chi Square test is applied to analysis the data.

1. Form of content preferred to read for research.

Crosstab

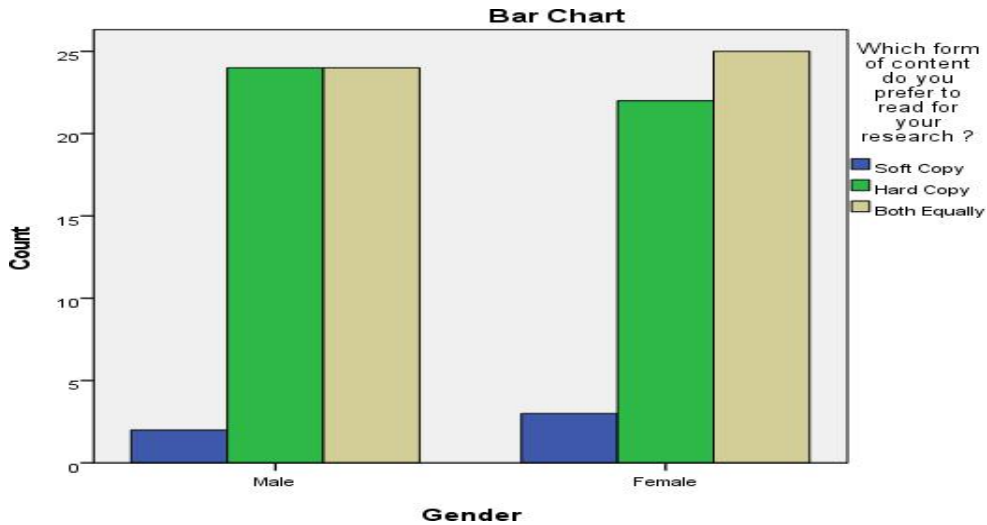
Count

		Which form of content do you prefer to read for your research?			Total
		Soft Copy	Hard Copy	Both Equally	
Gender	Male	2	24	24	50
	Female	3	22	25	50
Total		5	46	49	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.307 ^a	2	.858
Likelihood Ratio	.309	2	.857
Linear-by-Linear Association	.000	1	1.000

N of Valid Cases | 100 |
 a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.50.



The Chi square test statistics of .307 (.858<10.597) indicates that there is a significance association between new media and academic research. The null hypothesis is rejected and alternative hypothesis is accepted. The data shows that the scholars of the university prefer the content on new media to read for their research.

There are total 100 respondents among which 50 are males and 50 are females. 5 % of both genders scholars (4 % of total males and 6 % of total females are using soft copy for reading content for their research and 46 % of total scholars (48 % of males and 44 % of females read hard copy of content and 49 % scholars of both genders (48 % of total males and 50 % of total females are such who use both hard and soft content for study. This data indicates that hard copy is also favorable but scholars are also attracted towards soft copy of content. 49 % of total respondents are using both type of content for their research.

2. Digital device used for study

Crosstab

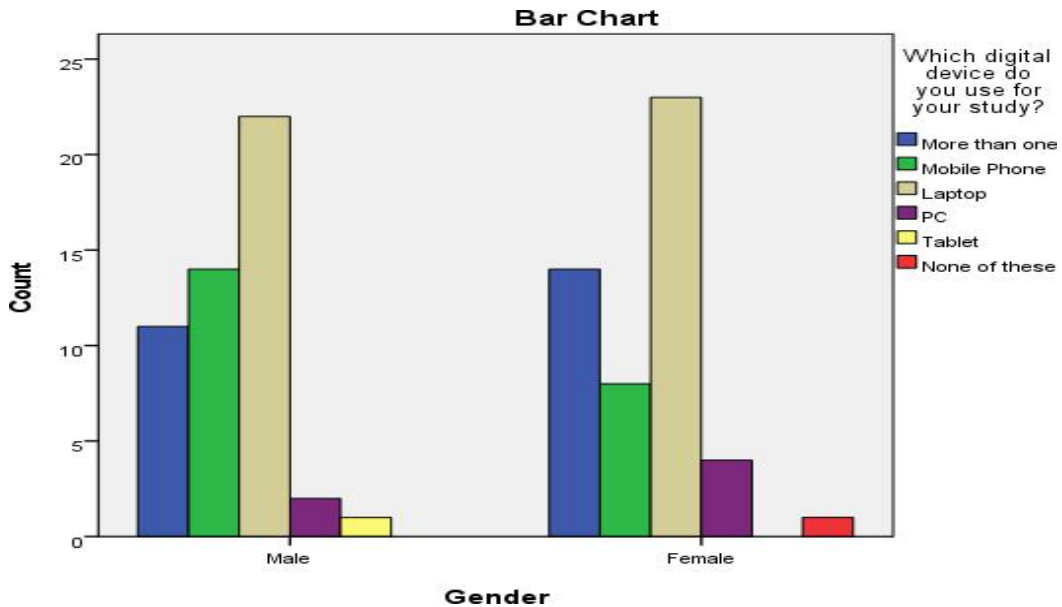
Count

		Which digital device do you use for your study?						Total
		More than one	Mobile Phone	Laptop	PC	Tablet	None of these	
Gender	Male	11	14	22	2	1	0	50
	Female	14	8	23	4	0	1	50
	Total	25	22	45	6	1	1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.685 ^a	5	.455
Likelihood Ratio	5.493	5	.359
Linear-by-Linear Association	.203	1	.653
N of Valid Cases	100		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .50.



The Chi square test statistics of 4.685 ($0.455 < 16.750$) indicates that there is a significance association between digital device and academic research. The null hypothesis is rejected and alternative hypothesis is accepted. The survey data shows that the scholars of Maharshi Dyananad University use digital device for their academic research.

The research scholars of Maharshi Dayanand University use various digital devices to access to the content available on several new media platforms for their research. They are using mobile phone, laptop, computer, tablets etc. digital devices for their study. 22 % of total scholars of both genders among which 28 % of total males and 16 % of total females use mobile phone to reach to the content. 44 % of total males and 46 % of total female scholars use laptop to perform their research work. Six percent scholars (4 % of total males and 8 % of total females are using personal computer. One male scholar out of fifty is using tablet. 22 % of total male respondents and 28 % females of total female respondents means total 25 % research scholars of both genders are using more than one gadgets to access to the desired content. This data shows that scholars of Maharshi Dayanand University are using mobile phone, laptop and personal computers and other new media tools for their research work.

3. Use of internet for research work.

Crosstab

Count

		How much do you use internet for your research work?						Total
		Usually	Much	Very Much	Little	Very Little	Never Use	
Gender	Male	22	9	16	2	1	0	50
	Female	19	11	17	2	0	1	50
Total		41	20	33	4	1	1	100

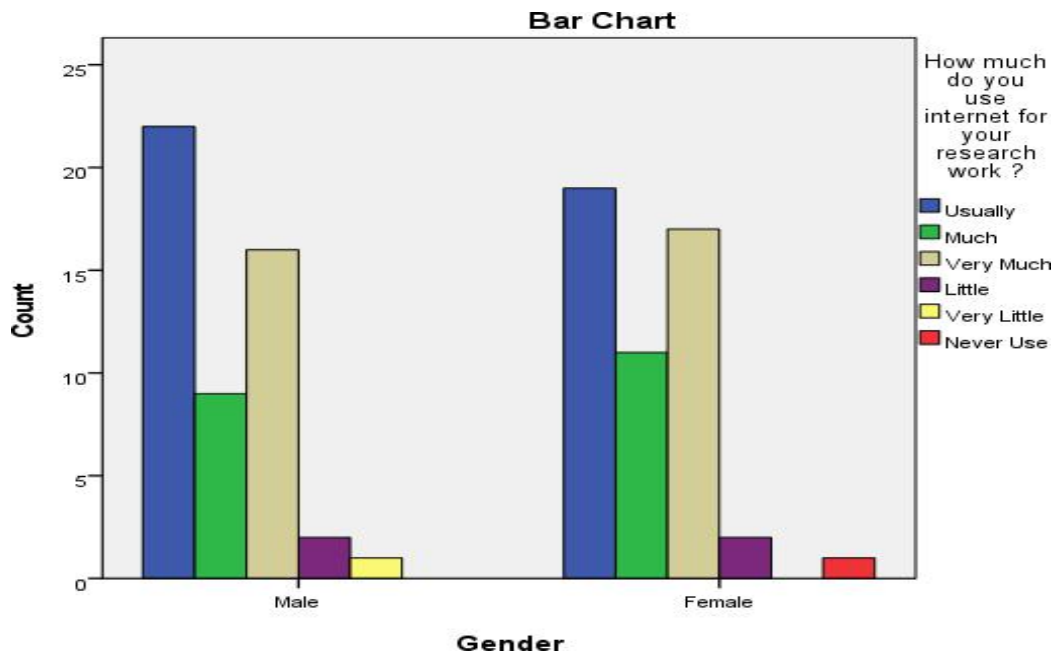
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.450 ^a	5	.784
Likelihood Ratio	3.223	5	.666
Linear-by-Linear Association	.216	1	.642

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N of Valid Cases | 100 |

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .50.



The Chi square test statistics of 2.450 (.784 < 16.750) shows that there is a great association between the internet and research work. The null hypothesis is rejected and alternative hypothesis is accepted. The survey data shows that the scholars of Maharshi Dyananad University use digital device for their academic research.

Internet is a hub of information and in the age of technology internet is a basic need for one. Almost every people use internet for his/her desired job. The research scholars of Maharshi Dayanand University are not exceptional in this regard. 41 % of the total respondents (44 % of total males and 38 % of total females) scholars are usually using internet for their research work. 18 % of total males and 22 % of total females means 20 % scholars of both genders are such who are using much internet and 33 % scholars (16 % male and 17 % female) of both genders are suing internet very much for the study work. Only 4 % (4 % of total males and 4% of total females) scholars of both genders are using internet in little and 2 % of total males are using internet in very little quantity. The results of survey indicate that internet is used by the research scholars of Maharshi Dayanand University for study.

4. Use of e-content available in library.

Crosstab

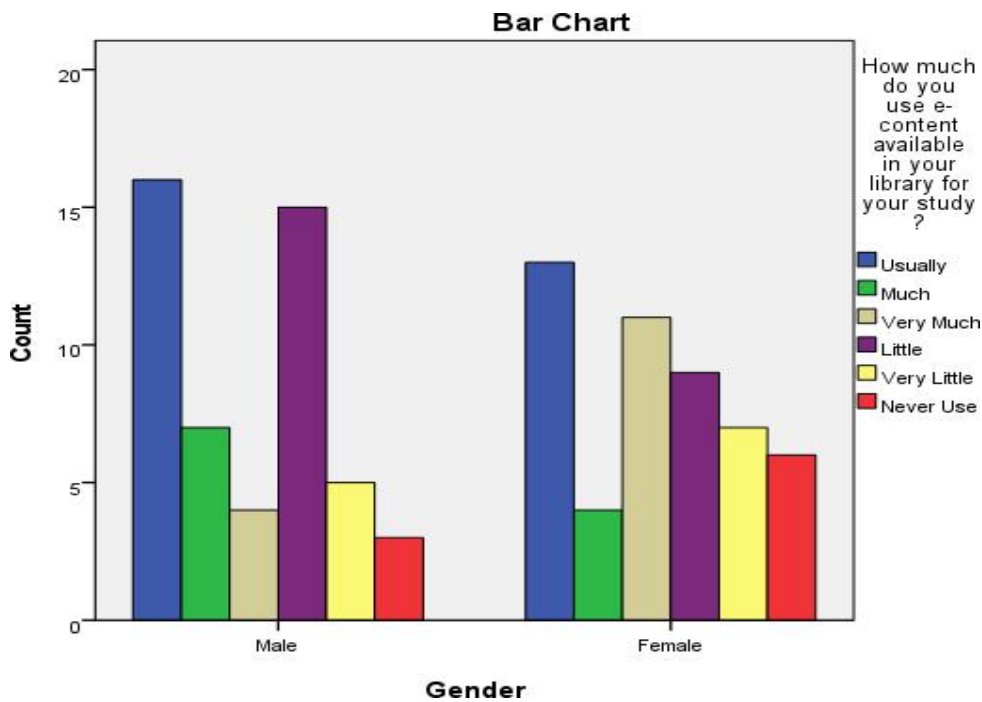
Count

		How much do you use e-content available in your library for your study?						Total
		Usually	Much	Very Much	Little	Very Little	Never Use	
Gender	Male	16	7	4	15	5	3	50
	Female	13	4	11	9	7	6	50
Total		29	11	15	24	12	9	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.229 ^a	5	.204
Likelihood Ratio	7.407	5	.192
Linear-by-Linear Association	.906	1	.341
N of Valid Cases	100		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 4.50.



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The Chi square test statistics of 7.229 ($.204 < 16.750$) indicates that there is a good relationship between e-content available in library or M.D. university and research done the scholars of the university. The null hypothesis is rejected and alternative hypothesis is accepted. The survey results indicates that Maharshi Dyananad University scholars use e-content available in the library of the university for their academic research.

E-content available on various new media is very helpful in research activities in universities. In this regard the scholars of Maharshi Dayanand University using e-content in their study work. 29 % of total respondents (32 % of total males and 26 % of total females) told that they usually use e-content available in the library for their research job. 11 % of total (14 % of total male respondents and 8 % of total female respondents) said about using e-content at much level and 15 % of the total are using at very much level e-content. 55 % of the total respondents said that they practice e-content existing in the library of university in to carry ahead their research. Only 9 % (3 % males and 6 % females) said that they are never use e-content available in their library.

5. Reading of e-book or e-journal.

Crosstab

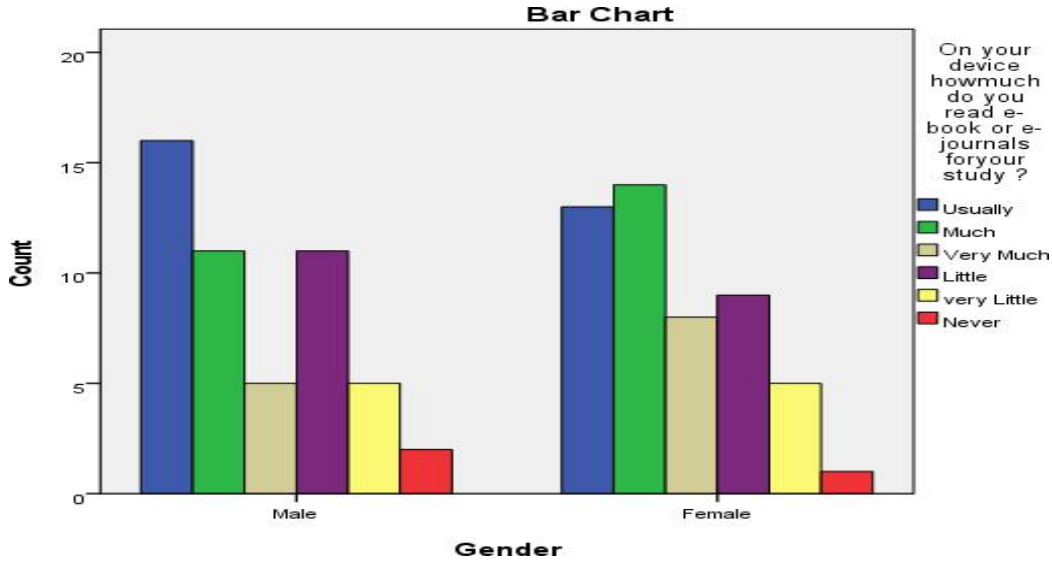
Count

		On your device howmuch do you read e-book or e-journals foryour study?						Total
		Usually	Much	Very Much	Little	very Little	Never	
Gender	Male	16	11	5	11	5	2	50
	Female	13	14	8	9	5	1	50
Total		29	25	13	20	10	3	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.896 ^a	5	.863
Likelihood Ratio	1.910	5	.861
Linear-by-Linear Association	.018	1	.892
N of Valid Cases	100		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.50.



The Chi square test statistics of 1.896 (.863<21.955) indicates that there is a relationship between e-book or e-journal and research done the scholars of the university. The null hypothesis is rejected and alternative hypothesis is accepted. The survey results indicate that Maharshi Dayanand University scholars read the content in e-book or in e-journal for their academic research.

The research scholars of Maharshi Dayanand University are forward in the usage of e-book or e-journal. The availability of e-book and e-journal is easier than a physical book or journal. 32 % of total male respondents and 26 % of total female respondents usually make reading of e-book or e-journal. 25 % respondents of both genders (22 % of total male and 28 % of total female respondents) read e-book or e-journal at much level and 13 % scholars (10 % of total male respondents and 16 % of total female respondents) of both genders use e-book or e-journal at very much level only 3 % scholars of both genders never use e-book or e-journal for their research work.

6. Use of search engines for searching desired content.

Crosstab

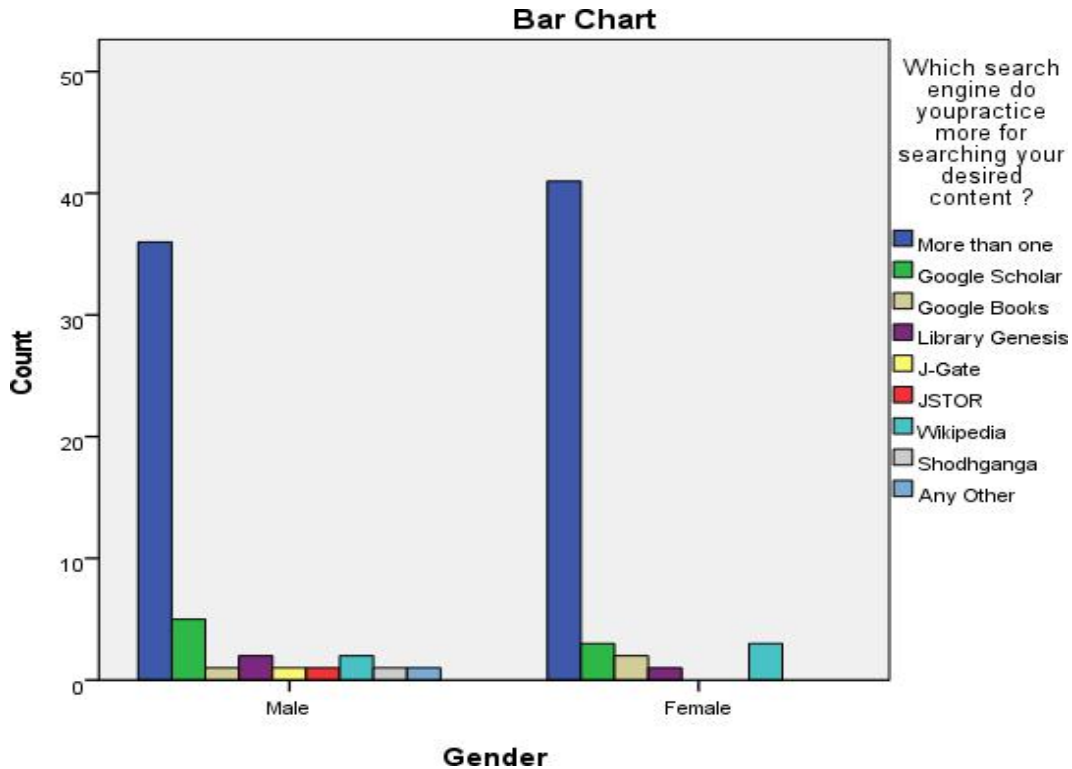
Count

Gender	Which search engine do you practice more for searching your desired content?									Total
	More than one	Google Scholar	Google Books	Library Genesis	J-Gate	JSTOR	Wikipedia	ShodhGanga	Any Other	
Male	36	5	1	2	1	1	2	1	1	50
Female	41	3	2	1	0	0	3	0	0	50
Total	77	8	3	3	1	1	5	1	1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.691 ^a	8	.682
Likelihood Ratio	7.256	8	.509
Linear-by-Linear Association	1.771	1	.183
N of Valid Cases	100		

a. 16 cells (88.9%) have expected count less than 5. The minimum expected count is .50.



The Chi square test statistics of 5.691 ($.682 < 21.955$) indicates that there is a significant association between search engines and research done the scholars of the university. The null hypothesis is rejected and alternative hypothesis is accepted. The survey results indicate that Maharshi Dyananad University scholars use various search engines very much for searching the desired content for their study.

Various search engines existing on World Wide Web are also the part of new media. These search engines are used by the research scholars of Maharshi Dayanand University to find out the desired information, content and data to use in research work. 8 % of the total scholars (10 % of total males and 6 % of total female respondents) use Google Scholar, 3 % of the total scholars of both genders use Google Books, and 3 % (4 % of total male and 2 % of total female) use Library Genesis for the research. J-Gate and J- Store are used by 1-1 % male only. 2 % males and 3 % females are using Wikipedia. Shodh Ganga is used by 2-2 % male but 72 % of total males and 82 % total females scholars use more than one search engine to discover the desired content usable in their research work.

7. Use of audio visual search engine for understanding any topic related to study.

Crosstab

Count

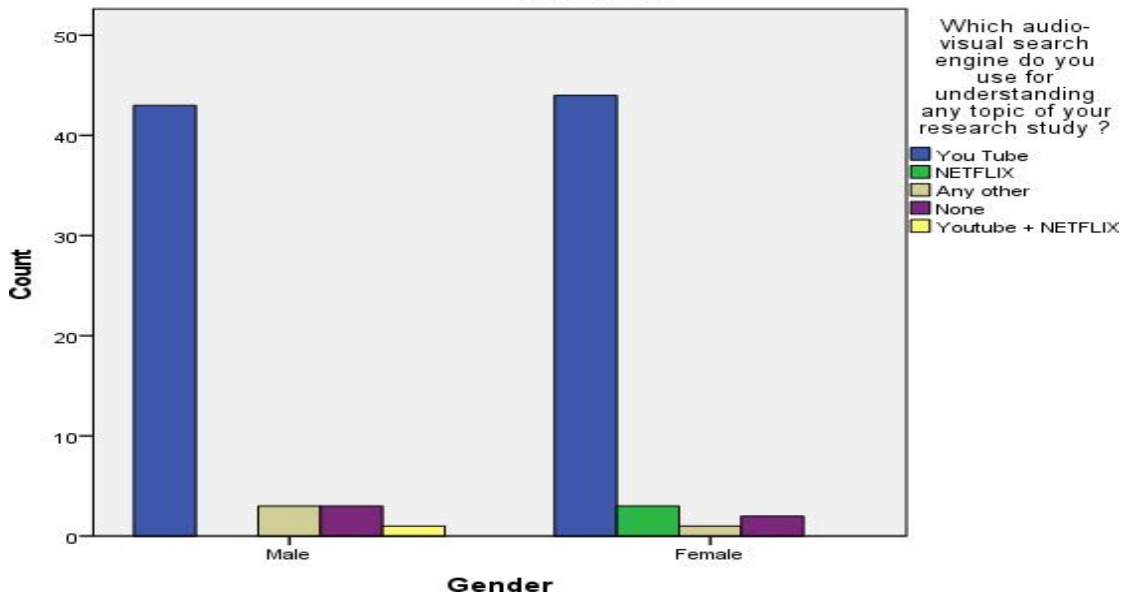
		Which audio-visual search engine do you use for understanding any topic of your research study ?					Total
		You Tube	NETFLIX	Any other	None	Youtube + NETFLIX	
Gender	Male	43	0	3	3	1	50
	Female	44	3	1	2	0	50
Total		87	3	4	5	1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.211 ^a	4	.266
Likelihood Ratio	6.805	4	.147
Linear-by-Linear Association	.892	1	.345
N of Valid Cases	100		

a. 8 cells (80.0%) have expected count less than 5. The minimum expected count is .50.

Bar Chart



The Chi square test statistics of 5.211 (.266<14.860) indicates that there is a significant association between use of audio –visual search engines and the research study. The null hypothesis is rejected and alternative hypothesis is accepted. The survey result predicates that Maharshi Dyananad University scholars use various audio –visual search engines for enrich their knowledge related to the research topic.

Audio –visual search engine are such new media tools which solve easily some problems related to the topic of scholar. You Tube is used by 86 % of total male research scholars and 88 % of total female scholars use You Tube for finding out the solution of any problem related to the topic. 6 % of total female respondents use Netflix and 6 % of total male respondents and 2 % of total female respondents are using any other than these audio-visual search engine for making broaden their knowledge. 6 % male and 4 % female don't use any search engine like these. 2 % of total male are such scholars who use both You Tube and Netflix for their study. The results show that research scholars of Maharshi Dayanand University use audio-visual new media tools to make their research work better.

8.New media application use for discussion with fellow and teacher on research topic.

Crosstab

Count

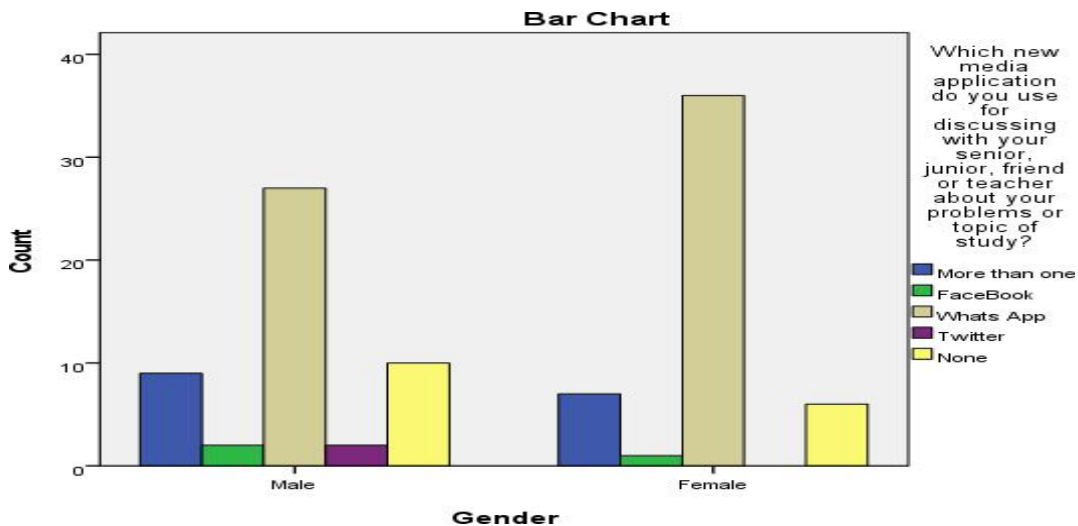
	Which new media application do you use for discussing with your senior, junior, friend or teacher about your problems or topic of study?					Total
	More than one	FaceBook	Whats App	Twitter	None	
Male	9	2	27	2	10	50
Female	7	1	36	0	6	50
Total	16	3	63	2	16	100

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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.869 ^a	4	.301
Likelihood Ratio	5.664	4	.226
Linear-by-Linear Association	.554	1	.457
N of Valid Cases	100		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.00.



The Chi square test statistics of 4.869 (.301<14.860) indicates that there is a significant association between use of new media tool and discussion on the research study between the researchers and their fellow persons and teachers. The null hypothesis is rejected and alternative hypothesis is accepted. The survey result predicates that Maharshi Dyananad University scholars use various new media to for discussion on study topic with the desired person.

New media is very helpful in connecting the two people located at two different places. It is good tool for conversation. New media's various applications like Face Book, WhatsApp, and Twitter etc. are very useful to establish conversation between the supervisor and the research scholars. In the present study of Maharshi Dayanand University 4 % male scholars of the total male participants and 2 % female scholar use Face Book for making conversation with their supervisor regarding study work. 54 % male of the total male scholars and 72 % female scholars of the total

female participants use WhatsApp to discuss on any topic related to study. 4 % Male of the total male use twitter but 20 % male of total male and 12 % female of the total female use none application like these. 18 % of total male and 14 % of total female use more than one application to contact their research supervisor to discuss on the problems related to research.

1. New media platform for taking the desired data for maintaining credibility of research.

Crosstab

Count

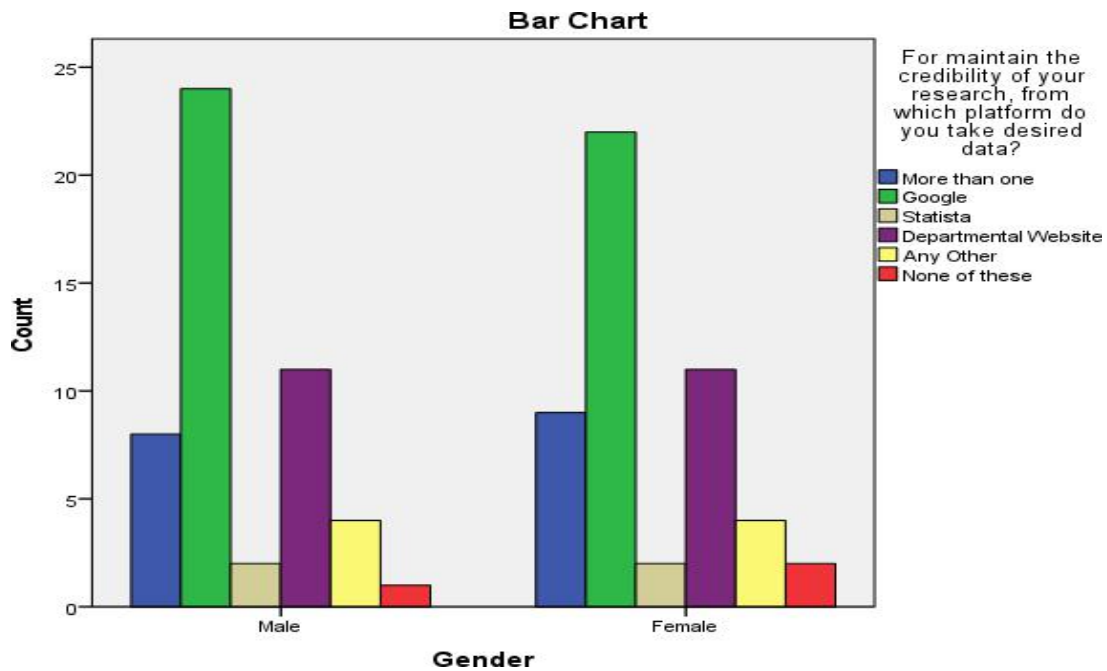
		For maintain the credibility of your research, from which platform do you take desired data?					Total	
		More than one	Google	Statista	Departmental Website	Any Other		None of these
Gender	Male	8	24	2	11	4	1	50
	Female	9	22	2	11	4	2	50
	Total	17	46	4	22	8	3	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.479 ^a	5	.993
Likelihood Ratio	.486	5	.993
Linear-by-Linear Association	.049	1	.825
N of Valid Cases	100		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is 1.50.

Role of the New Media in Promoting Academic Research in Universities



The Chi square test statistics of .479 (.933 <16.750) indicates that there is a significant association between use of new media platform and desired data taken by researchers for their research study. The null hypothesis is rejected and alternative hypothesis is accepted. The survey result predicates that Maharshi Dyananad University scholars use various new media platform for taking the desired data to keep credibility of their research.

To maintain credibility in research is very must. So for making credible the research the data, other related information and facts must be true and from reliable sources. All content available on internet are not reliable. So the sources should be reliable. The research scholars of Maharshi Dayanand University use reliable sources in their research work. 48 % of total male scholars and 44 % of the total female scholars search on Google to derive related information or data. 4 % of total male and 4 % of total female use Statista website and 22 % of the total male and same number of female visit respective departmental website. 8 % of total male and 8 % of total female use any other sources to collect the concerned information. 2 % of total male and 4 % of total female don't visit Google, Statista or departmental website. 16 % of total male and 18 % of total female scholars visit more than one website for taking necessary information, data or to find out any other fact related to their research work.

2. New media platform for sharing research.

Crosstab

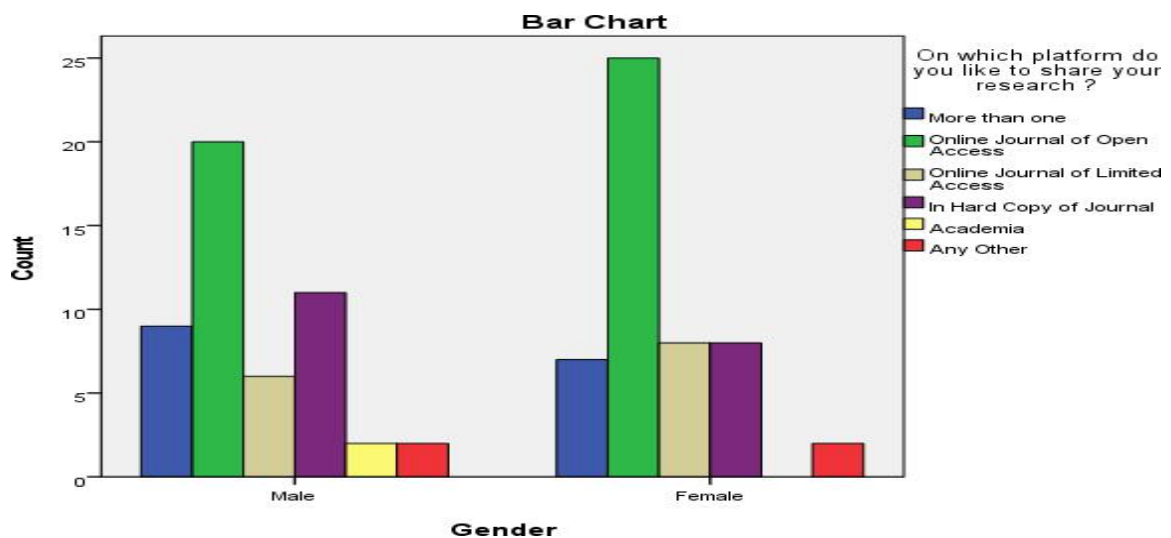
Count

		On which platform do you like to share your research?						Total
		More than one	Online Journal of Open Access	Online Journal of Limited Access	In Hard Copy of Journal	Academia	Any Other	
Gender	Male	9	20	6	11	2	2	50
	Female	7	25	8	8	0	2	50
	Total	16	45	14	19	2	4	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.565 ^a	5	.614
Likelihood Ratio	4.342	5	.501
Linear-by-Linear Association	.410	1	.522
N of Valid Cases	100		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.00.



Role of the New Media in Promoting Academic Research in Universities

The Chi square test statistics of 3.565 (.614 <16.750) indicates that there is a significant association between the new media platform and research sharing. The null hypothesis is rejected and alternative hypothesis is accepted. The results shows that new media is used by the researchers of Maharshi Dayanand University for sharing their research at global level. After completion of any study to push the results or findings of that particular study than to pull is very important and helpful to promote the further study on that particular topic. 40 % male scholars and 50 % female scholars want to share their research finding on an access online journal. 12 % male scholar and 16 % female scholars like to share their study finding on online journals of limited access. 22 % male scholars and 16 % female scholars want to share their research via hard copy of a journal. 4 % male scholar want to share their results on Academia edu. Website. 4 % male scholars and 4 % female scholars want to distribute at any other place but 18 % male and 14 % female scholars want to share their study at more than one place.

3. New Media is the easiest medium to get desired information than other mediums.

Crosstab

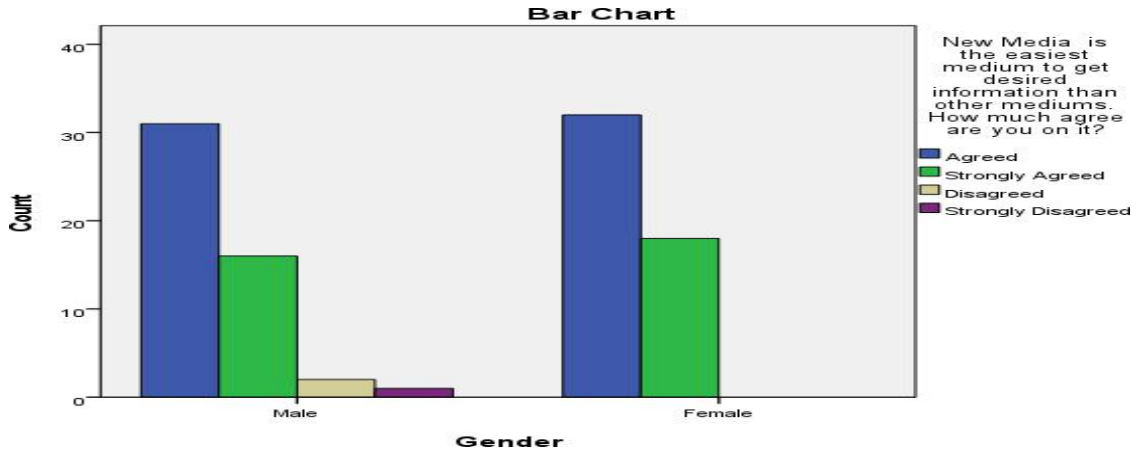
Count

		New Media is the easiest medium to get desired information than other mediums. How much agree are you on it?				Total
		Agreed	Strongly Agreed	Disagreed	Strongly Disagreed	
Gender	Male	31	16	2	1	50
	Female	32	18	0	0	50
Total		63	34	2	1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.134 ^a	3	.371
Likelihood Ratio	4.292	3	.232
Linear-by-Linear Association	.724	1	.395
N of Valid Cases	100		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .50.



The Chi square test statistics of 3.134 (.371 <12.838) indicates that there is a significant association between the new media and the desired information. The null hypothesis is rejected and alternative hypothesis is accepted. The results shows that new media is used by the researchers of Maharshi Dayanand University for gaining the desired information for their research to make it better.

62 % male and 64 % female scholars of Maharshi Dayanand University are agree on that new media is the easiest medium to get the desired information than any other medium. 32 % male 36 % female are strongly agreed on the above statement. 4 % male scholars are disagree and 2 % male scholars are strongly disagree on that new media is an easiest medium for gaining any data or any other content for research work but no female scholar is disagree or strongly disagree on the statement.

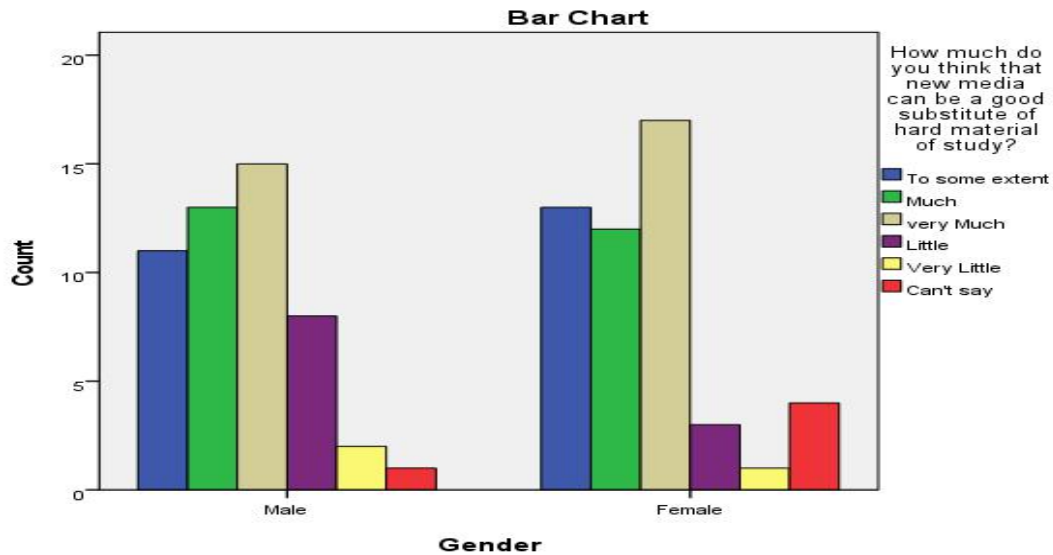
4. New media a good substitute of hard material for study.

Crosstab

Count

	How much do you think that new media can be a good substitute of hard material of study?						Total
	To some extent	Much	very Much	Little	Very Little	Can't say	
Gender Male	11	13	15	8	2	1	50
Female	13	12	17	3	1	4	50
Total	24	25	32	11	3	5	100

Role of the New Media in Promoting Academic Research in Universities



The Chi square test statistics of 4.738 (.449 < 16.750) indicates that there is a much chances for new media to be the good substitute of hard study material. The null hypothesis is rejected and alternative hypothesis is accepted. The results show that the researchers of Maharshi Dayanand University agree to a much extant that new media can be a good substitute of hard study material for their research.

26 % male scholars and 24 % female scholars think that new media is much good substitute of hard material for study. 30 % male and 34 % female scholars agree that new media is very much good substitute of hard stuff. 22 % male and 26 % female scholar say that new media is to some extent good alternate of hard material for study but 16 % male and 6 % female say that it is a little and 4 % male and 2 % female scholars tell that new media is very little extent good alternate of hard book in research context. 2 % male and 8 % female scholars don' have any opinion about it.

5. New media helpful in promoting academic research in universities.

Crosstab

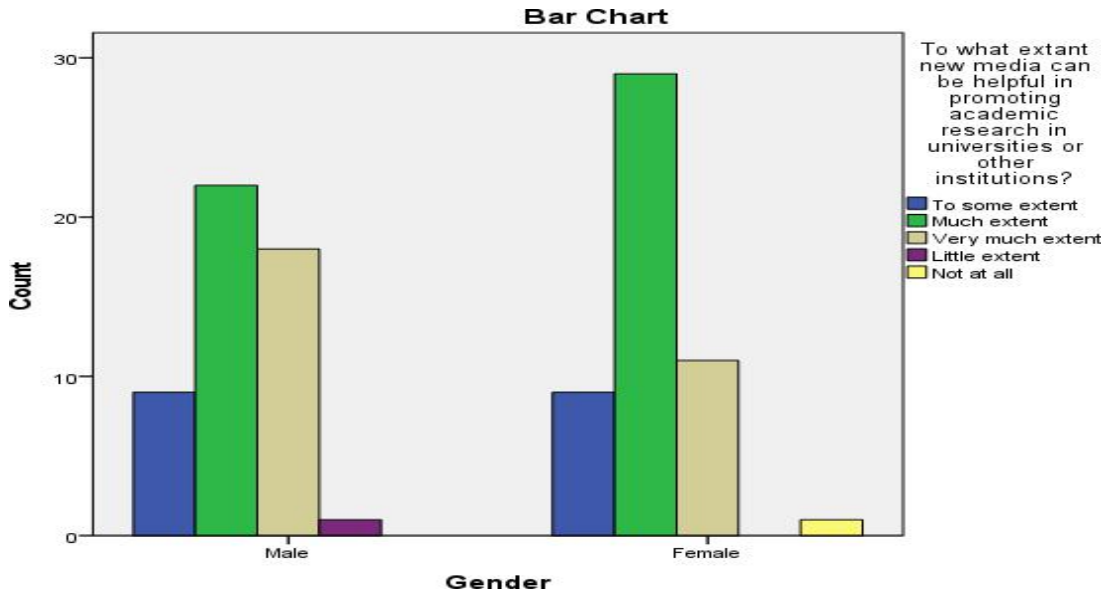
Count

		To what extent new media can be helpful in promoting academic research in universities or other institutions?					Total
		To some extent	Much extent	Very much extent	Little extent	Not at all	
Gender	Male	9	22	18	1	0	50
	Female	9	29	11	0	1	50
Total		18	51	29	1	1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.650 ^a	4	.325
Likelihood Ratio	5.443	4	.245
Linear-by-Linear Association	.386	1	.534
N of Valid Cases	100		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .50.



Role of the New Media in Promoting Academic Research in Universities

The Chi square test statistics of 4.650 (.325 <14.860) indicates that there is a significant association between new media and promoting academic research. The null hypothesis is rejected and alternative hypothesis is accepted. The results show that the research scholars of Maharshi Dayanand University agree that new media is helpful in promoting academic research in universities or institutions. New media is very helpful in promoting academic research in universities or any other academic institutions. 44 % male scholar and 58 % female scholars think that new media is helpful to much extent and 36 % male and 22 % female think that new media is supportive to very much extent and 18 % male and in same number of female scholar say that new media is to some extent useful in promoting research in universities but 2 % male think that it is up to little extent helpful and 2 % female think that it is not at all.

6. Impact of new media on research.

Crosstab

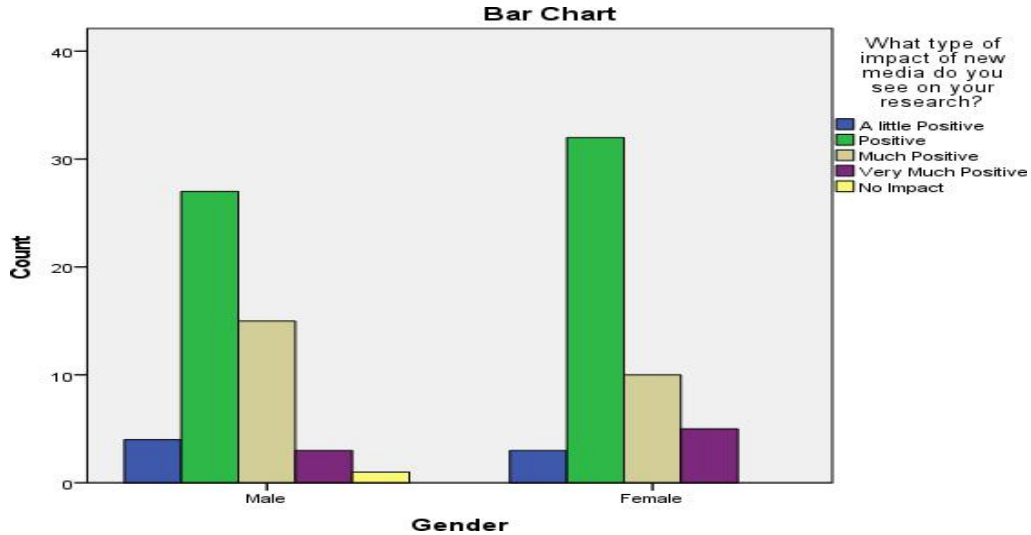
Count

		What type of impact of new media do you see on your research?					Total
		A little Positive	Positive	Much Positive	Very Much Positive	No Impact	
Gender	Male	4	27	15	3	1	50
	Female	3	32	10	5	0	50
Total		7	59	25	8	1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.067 ^a	4	.547
Likelihood Ratio	3.466	4	.483
Linear-by-Linear Association	.150	1	.698
N of Valid Cases	100		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .50.



The Chi square test statistics of 3.067 (.547 <14.860) indicates that there is a significant association between new media and academic research. The null hypothesis is rejected and alternative hypothesis is accepted. The results indicate that the research scholars of Maharshi Dayanand University agree that there is an impact new of media on academic research. On the impact of new media on research work 54 % male and 64 % female scholars of Maharshi Dayanand University say that there is positive impact of new media on research, 30 % male and 20 % female think that new media impact on research is much positive and 6 % male and 10 % female tell it very much positive and 8 % male and 6 % female tell it a little positive and 2 % male say that there is no impact of new media on research.

7. New media that provides more qualitative literature for research.

Crosstab

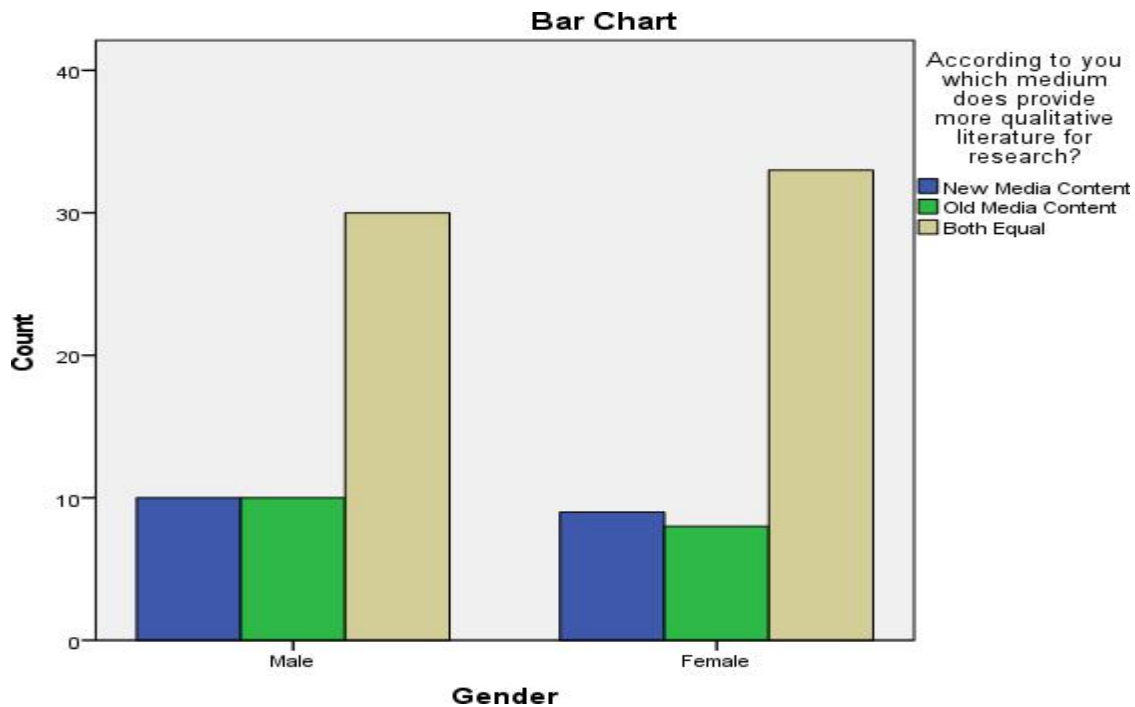
Count

		According to you which medium does provide more qualitative literature for research?			Total
		New Media Content	Old Media Content	Both Equal	
Gender	Male	10	10	30	50
	Female	9	8	33	50
Total		19	18	63	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.418 ^a	2	.812
Likelihood Ratio	.418	2	.811
Linear-by-Linear Association	.253	1	.615
N of Valid Cases	100		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.00.



The Chi square test statistics of .418 (.812<14.860) indicates that there is a significant association between new media and qualitative literature for research. The null hypothesis is rejected and alternative hypothesis is accepted. The results indicate that the research scholars of Maharshi Dayanand University agree that new media provides qualitative literature for research. On the comparison of new media and old media for providing qualitative study material for research 20 % male scholar and 18 % female scholar agree in favor of new media while 20 % male and 16 % female are in favor of old media but 60 % male and 66 % female think that both medium are good in providing qualitative literature for research work.

8. New media platform authenticity in research context.

Crosstab

Count

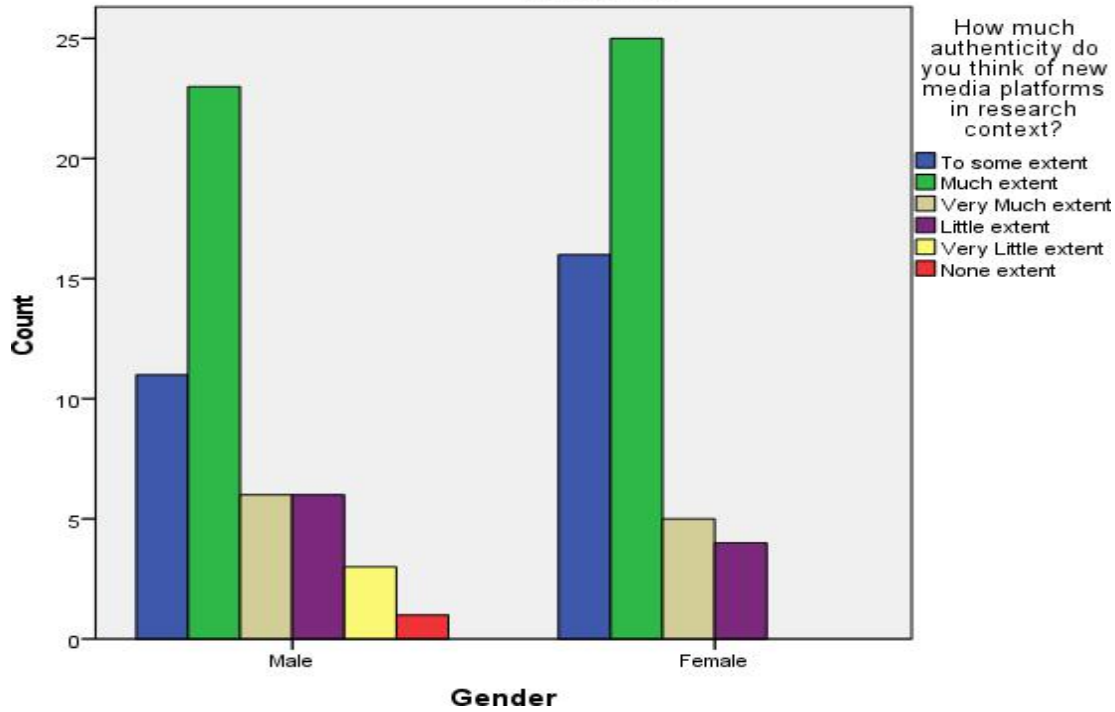
		How much authenticity do you think of new media platforms in research context?						Total
		To some extent	Much extent	Very Much extent	Little extent	Very Little extent	None extent	
Gender	Male	11	23	6	6	3	1	50
	Female	16	25	5	4	0	0	50
	Total	27	48	11	10	3	1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.500 ^a	5	.358
Likelihood Ratio	7.054	5	.217
Linear-by-Linear Association	4.434	1	.035
N of Valid Cases	100		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .50.

Bar Chart



Role of the New Media in Promoting Academic Research in Universities

The Chi square test statistics of 5.500 (.358<16.750) indicates that there is a relationship between new media and authentic content for research. The null hypothesis is rejected and alternative hypothesis is accepted. The results indicate that the research scholars of Maharshi Dayanand University agree that new media provides authentic literature for research. If talking about the authenticity of new media platform in research context then 22 % male scholars and 32 % female scholars say it authenticity is to some extent. 46 % male scholar and 50 % female scholar think it up to much extent and 12 % male and 10 % female agree that it is up to very much extent authentic platform but 12 % male 8 % female take it up to little extent and 6 % male scholars take it up to very little extent and 2 % male think it up to nil extent authentic platform for study job.

9. Impact of new media on research in future.

Crosstab

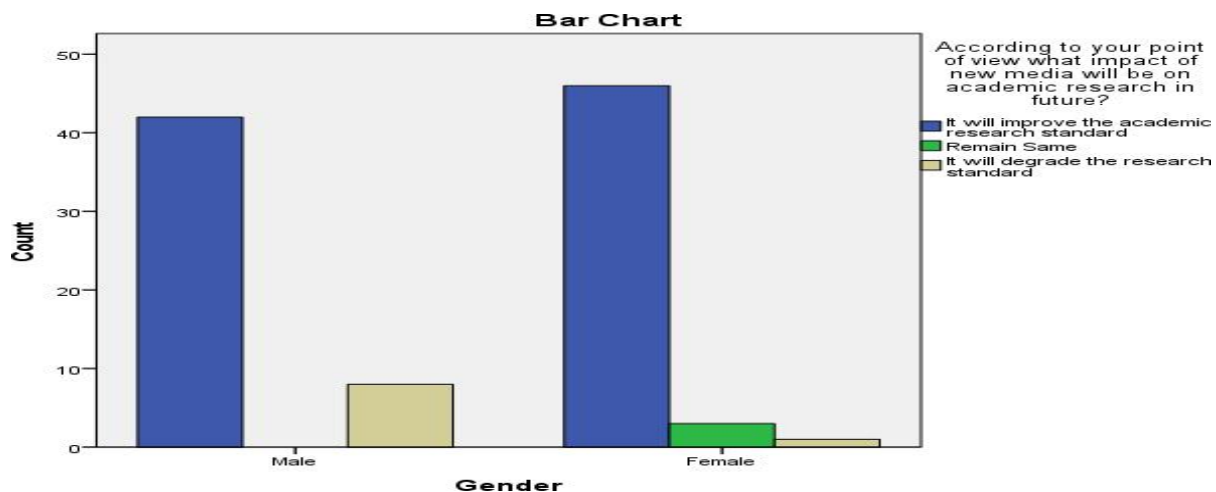
Count

		According to your point of view what impact of new media will be on academic research in future?			Total
		It will improve the academic research standard	Remain Same	It will degrade the research standard	
Gender	Male	42	0	8	50
	Female	46	3	1	50
Total		88	3	9	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.626 ^a	2	.013
Likelihood Ratio	10.538	2	.005
Linear-by-Linear Association	3.463	1	.063
N of Valid Cases	100		

a. 4 cells (66.7%) have expected count less than 5. The minimum expected count is 1.50.



The Chi square test statistics of 8.626 (.013 < 9.210) indicates that there is a significance between new media and research. The null hypothesis is rejected and alternative hypothesis is accepted. The results indicate that the research scholars of Maharshi Dayanand University agree that the impact of new media will be on research in future. On the statement of what impact of new media will be on research in future 84 % male scholars and 92 % female scholars of Maharshi Dayanand University say that new media will improve the academic research standards in future but 6 % female think that research standard will remain same despite the new media and 16 % male and 2 % female scholar of the university say that new media will degrade the research standard.

Conclusion:

The results of survey indicate that new media play a significant role in promoting academic research in universities. The research scholars of Maharshi Dayanand University use several new media tools to perform their research jobs. They are using digital devices like mobile phone, laptop, and personal computer, tablets to derive the required data, information, and other related scientific literature. They are surfing internet to access the scientific study material. New media applications like Facebook, Twitter, WhatsApp, Instagram and Twitter are used by them to discuss on research related matter with colleagues and research supervisor. E-journal are introducing them with the previous study done by the other researchers around the globe in last years. Male and female scholars are taking benefits of search engines. They are visiting several search engines. Audio –visual search engine like You Tube and Netflix are also visited by them to understand any topic related to their research study. After completion of their study they want to push it then full the findings of their research. They want to share their results through online journals and online journals are easily in reach of other scholars located at various different place

over the globe. They can take benefits of Maharshi Dayanand University scholar's research findings in their study or can do further study in that particular or different area. The research scholars of Maharshi Dayanand University agree that new media is easiest mean to find out the required scientific literature and data. They think new media is very helpful in promoting the academic research in research institutions and new media will improve the research standards in future. In this research results, it is found that female scholars of Maharshi Dayanand University are consuming new media more than the male scholars of same university. At last it can be easily said that new media play an important role in promoting academic research in universities.

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