

INTERNET: THE WIND OF CHANGE IN RESEARCH ARENA

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Abstract

Internet and Research cannot be discussed in isolation in this 'The Information Age', where internet is considered as the backbone of 'The Information Superhighway'. New media, particularly internet plays a profound role and its impact towards Research is tremendous. However, the irony is that, the bombardment of unauthenticated information on internet has given an unconstructive research to the neophyte Research Scholars. The interpersonal communication theorist like Baxter argues that, "No relationship exists unless the parties sacrifice some individual autonomy however, too much connection paradoxically destroys the relationship because individual's identities become lost" (Baxter and Montgomery, 1988). The theory implies that the unbridled dependency on internet has destroyed the quality relation between the Researcher-Guide and the Researcher-Researcher, also the space of academic interaction seems to be diminishing. Is the internet proving to be creating a better research environment or hampering the quality of research? Internet critics and writers like Slevin(2000), Terry (2008), Jan Nederveen (2009), have come up with books on internet, but a collection of their criticism, reviews or internet biographies which has no justification to this field. In order to justify these discourses, this study looks into the in-depth analysis to the data drawn from the primary and secondary sources, and carried out through exploratory research under triangulation method. Perhaps, to what extent and how far the new technologies and tools of Newmedia, particularly the internet will take us has no guaranteed but so far the internet is sweeping the world over with great impact.

Keywords: Academia, Information Age, Internet, New media, Plagiarism.

INTRODUCTION

The questions to the research problem in hand can begin with the simple question – what is internet? As the theme of the current paper lies with the invention and further abuse of internet. Internet has been defined as "a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide" .

The quest of internet in the pursuit of a quality and legitimate research environment has been the most pivotal discourse to be executed, and further implemented its pros and cons as a research tool on Research Scholars. With the influx of internet critics and social networking reviewers, there has been an overload of information on internet and other interactive websites. However, the irony is that there have been any writers, who had given justification on internet and the societies. Though there have been brigades of internet writers and critics like, James (2000), D'souza (2001), Allan (2006), OkwuiEnwezor (2008), Jan Nederveen (2009), have come up with books somehow related to internet and the societies, but none of them had given any justification to the right discourse based on scientific research. The present study attempts to break through this issue with scientific analysis based on the academic approach to intervene, and separated wheat from the chaff.

The chronicles of internet says, internet was inceptioned in 1983, and with the introduction of World Wide Web (www) by Tim Berners-Lee, internet has been driven the world into the core, particularly in the academic and research . The crunch lays here is that the whole notions and spirals of internet is very much complicated to conceptualize what internet is, and who controls over this tool, and so far there is just guessing, and no one knows the real truth behind this. To be precise, the whole discourse of gate keeping in news media has come to an end on the internet portals and websites. The idea of citizen journalism has made possible with the coming of internet. However, to what extent the research scholars have employed the internet as a research tool is yet to be research upon. Few of these are the central themes to be focused in this study.

Today, New media is reaching its zenith. No doubt, internet, Wi-Fi, DTH, WAP, Plasma theatre, and e-books/ Net-books are the essential components of the media jargon. The New media have created a quagmire that

no one wants to avoid. The fascination for digital libraries, state-of-art-ambiences, sitcoms, popular serials, movies, news, dance shows and internet web sites is so pre-eminent that we cannot avoid being the shelves of these sweet demons, even if we know about the lurking dangers associated with us. "A willful suicide" is the appropriate phrasal synonym for this fatal attraction as quoted by Y.K.D'Souza in his book 'Electronic Media and The Internet'.

In order to apply with the existing works of the eminent scholars to this study, let's look upon the interpersonal communication perspective from the renowned social theorist like Baxter argues that, "No relationship exists unless the parties sacrifice some individual autonomy however, too much connection paradoxically destroys the relationship because individual's identities become lost" (Baxter and Montgomery, 1988). The theory implies that the unbridled dependency on internet has destroyed the quality relation between the Researcher-Guide and the Researcher-Researcher, also the space of academic interaction seems to be diminishing. In order to justify these discourses, this study looks into the in-depth analysis of these Research Scholars who are employing the internet as their research tools with perspectives drawn from the primary and secondary sources, and carried out through triangulation method.

While looking into the perspectives of India's stand in this 'Information Age', New media has proved itself in providing freedom to people; vis-à-vis the three freedom of press in India such as, freedom of circulation, freedom of information, and freedom of publication. 'The Information Age' is generally understood as an era that involves a new global, social and economic moment, called Media Society, the 'Society of the Spectacle' (Guy Debord 1983). Over this last couple of years, India is catching up this trend in a fast pace. All the Research Scholars will probably answer "Yes" to the question, "Do you employ internet as a research tool in your study?" Keeping the aforesaid statement in mind, this study throws light to some of the key questions like: Whether this is the ultimate time to consider the universities and higher authorities to provide latest technologies, and infrastructures of internet to help research scholar caters more scientific knowledge, and research information around the world? Is the internet proving to be creating a better research environment or hampering the quality of research? Does the information and data available on the internet websites help them justified their requirements in research? These are some of the questions that need to be probe concerning the proliferation of internet in the research domain.

Perhaps, internet and other participatory social Medias are gaining momentum in the research platforms. On the other hand, how far these technologies will remain popular is a big question mark (?). As an example, the popularity of Pager and Floppy-Disc, just a couple of years ago have now been disappeared in the thin air. To what extend and how far the internet will take us has no guaranteed but so far the internet is sweeping the world over with great impact.

AN OVERVIEW: WHAT LIES BENEATH THE INTERNET (?)

Massive proliferation of websites and social networking sites have been infuse to the web in over a couple of years since its inception, calling the attention of armies of media critics, social media watcher and social thinkers to ponder upon the never stopping evolving issues, however the saddest part is none have come up with any legitimate book so far on this discourse.

Internet critics and writers like James Slevin, Allan Martin, Dan Madigan, and many others have come up with books on or relating to internet, however they are either collections of their own popular critical writings or biographies of internet and its influence on societies. 'The Harvard Conference on the Internet and Society: arguments of speaker' is one amongst the few obliquely self-reflexive writings by the critics but hardly any that can do justification to this field. It is here that intend to intervene and fill the yawning gap through this study, because in today's generation, the New media have created a quagmire that no one wants to avoid, "A Willful Suicide".

Though specifically, according to the changing trends of Indian social phenomena during the last couple of years, presumably after Indian economic liberalization and cultural polarization at the beginning of 1990s, we can perhaps claim this new wave of information age in India. Holistically, the wave of New media, particularly

the internet has widely changes in the contemporary social structures, which we were noticing throughout the whole nation. Bollywood film industry is a pristine example of India into the 'Information Age', the genre of Non Resident Indians (NRI) and Indian diasporic cultures were taken shaped and promoted through Bollywood films. This film industry after globalization has now occupies an industry producing the maximum number of feature films in a year. Indeed, media has a pivotal role in bringing this new waves of cultures, however it seems to be concentrated only in few metropolitan cities that scholars and critics notices.

The irony is that since the information era emerge through a series of complementary changes within the society, it is not possible to locate the historical time. This society does not emerge either as an accident and or by a cause of an event, however it could be easy to understand with few notable events like, the catastrophic 9/11 where the whole discourse of terrorism spreads like a wild fire. It is a kind of cultural change that comes over within this short period of times and finally takes over in front of our eyes. Let's see how Anna Hazare became a household name in Indian societies, where his popularity is gaining momentum across the country and finally turns Anna Hazare, an iconic figure in the country. The whole notion of global village, civil society, virtual reality, interactive media, participatory media, social media etcetera, where every civilian can freely expresses and participated in high profile decision makings and other important social issues is a clear example. These are all happening due to the outcome of New media, and particularly the internet and the World Wide Web.

While looking into the quintessential example of 'Information Age,' media production in India like as, Kaun-BanegaCrorepati (KBC), India Got Talent, and Indian Idol. We can notice from its montage - the fast fragmented production editing to its underlying visions, Indian Idol represents the "cutting edge" of this information era that applied to consumer media society in India. While as, it seems the contemporary "Generation-Z" crowd who make a steady diet of it, these Reality TV shows randomness is normal even though it baffles the older viewers. Hence, we can now call India into the pick of information age?

When we pulled the above statements of information age on Indian views than the innovative paradigms of business models started by the Indian talents like, KishworBiyani and his Sachet Culture in Indian market has given a breakthrough in all the existing business paradigms. Perhaps, it would be worth mentioning the whole creative thoughts of CaptainRanganathan's low fare aircrafts which brought the middle class Indian on board to fly across the Indian cities. Since the majorities of the country population belongs to middle and lower class families, and hence it has a maximum monitory value and the concept was drawing a mega success across the nation. Thus these trends are gaining momentum to cater a maximum consumer in Indian economies, there by accessing the beauty products and lucrative modes of transport i.e. wings to fly per se. These were indeed a few brilliant cultures amongst the many paradigm shifts that have been sweeping the Indian nation recently with great impact.

Thought it has its negative impact as in the whole issues of "Paid News" and "Plagiarism", was all due to the over-hyped media sensitization in Indian domain. As an example, the highly political 2Gs scam, where powerful ministers and MPs were put under bar and sentenced to imprisonment as well as the reality TV culture gives a lasting effect to the TV consumers in India. In other sense one can also say that any event has and after life in information age. Afterlife means different journeys in the miniature form, like DVDs, Online, Media and so forth. The recent big hit TV shows, like "India Got Talent" is a pristine example, so can't we called the society now in India, a information society, even though it has almost a few years gaps with the western counterparts?

The world is becoming smaller and smaller, indeed it has become what Marshall McLuhan has predicted some decades ago that the world will be become a "global village" with the intervention of the New media over human social. The advancement of technology and media show us the information of entire networks of the world organizations like, UN, UNESCO, WHO, etcetera as well as the whole movement and uprising in many countries across the world, like the entire notions of 'Arab Spring'. The discourse of 'global democracy' has now taken the centre stage in all the social networking sites and other social forums. One can access to every nook and crannies of the world through New media, and internet in particular.

It is true that the New media, particularly the internet has made it possible to access communication through

globalization, where every walks of human life is a question of technology and challenges. Perhaps the world is compressed to a small 'Global Village' and over-skidded the time-speed of hours to a mere matter of seconds. Few of the key questions to this spiral of 'information age' networks could be, are: is this technology just meant to cater the consumer society and to bring over acceleration and production of consumer goods to expand their business or is the race against the business rivalries? Where is the position of third world countries in between this race? We have now noticed the dramatic changes of culture in the society and that is the effect of information age and its technology and mass media which has thrown open to research study.

Mindy McAdams, a journalist as well as a professor at the University of Florida who teaches online journalism once commented, "The man-on-the-street interview is now authored by the man on the street and self-published, including the pictures". Indeed, the multiplication of new technologies and tools of New media are spreading like a wild fire in front of our eyes, but how far these technologies will remain popular is a big question mark (?).

FRAME WORK: INTERNET UNDER CLOSED SURVEILLANCE

Internet is a profound discourse to be studied and analyzed, however in today's academic scenario we must not reluctant to study the role of internet on Research Scholars, and how reliable the information and data given on the websites are. Whether the neophyte (read young) research scholars are aware of plagiarism and how it does affect the research environment holds the key objectives to put forth and execute. It is indeed a high time to investigate and to come to a general consensus on the uses of internet and its further inclusion as a research tool in the research curriculum.

Since its inception in 1983 and with the introduction of World Wide Web (www) by Tim Berners-Lee, internet has been suffused to the world gaining its momentum in every field across the world (Jones, Steve, 'The Encyclopedia of New Media'). The issues of malpractices and abuse of internet have been increasing without any leaps and bounds within the last decades. In some cases, even in the cost of life, for instance the suicide case of Megan Taylor Meier (Refer to the website http://en.wikipedia.org/wiki/Suicide_of_Megan_Meier further accessed 30 November 2011), a case of cyber-bullying. In the research domain, perhaps the neophyte researchers are more prone and vulnerable as most of them abuse internet as it turn out to be an easy means in the preparation of their dissertation or theses. It is here this present study attempts to intervene and spell out the rationale behind it. The credibility of the websites and its legitimacy of information provided were the pivotal discourse to be concerned in today's changing trends of academia.

New media, particularly internet, plays a profound role and its impact towards research is tremendous. However, the irony is the bombardment of invalidated and unauthenticated information over the internet has caused unconstructive research and sadly, unproductive and repetitive research works to the neophyte research scholars. It is becoming more and more evident that most of the research work of today is plagiarized (or came to light with the coming of internet). The whole debate about the plagiarism issue has been increasing leaps and bounds in this 'cut and paste culture' carried out by the scholars. Plagiarism according to dictionaries means a 'wrongful appropriation', 'close imitation', or 'purloining and publication' of another author's language, thoughts, ideas, or expressions, and the representation of them as one's own original work. It is not a crime per se but is disapproved more on the grounds of moral offence, and cases of plagiarism can involve liability for copyright infringement.

Although, intellectual plagiarism is not unknown to the human history, throughout the world history authors, journalists, musicians have been legally challenged for their plagiarized works. For instance, respected historian and writer Stephen Ambrose was challenged by Thomas Childers a history professor from the University of Pennsylvania for his 2002 book *The Wild Blue: The Men and Boys Who Flew the B-24s over Germany*, as the later claimed that the formers work has been plagiarized from a 1995 book called *Wings of Morning: The Story of the Last American Bomber Shot Down over Germany in World War II*. Human history is full of such events; however, the question is of how to deal and cope up plagiarism in research is a pivotal discourse of this computerized generation? Is the internet proving to be creating a better research environment or hampering the quality of research? Does the information available on the World Wide Web pages help the scholars to justify their requirements in research? These are some of the questions that seriously needs to be ponder upon while looking through the reciprocal relationship of internet and research be in the internet domain, which the

current study is trying to explore.

The internet's threat to quality journalism takes another form, as Graham, the celebrated journalist of the Washington Post noted at a PC Forum conference held in Scottsdale, Ariz that "Accuracy and Fairness often seem less important in the online world than how quickly you can get the story onto the web". This tendency of bringing the news first leads to different malpractices and threatens the legitimacy of true and accurate information on internet websites. And perhaps, it often gives a negative impact towards the netizens across the world.

The general hypothesis of this study indicates the uses of internet as a tool on higher study and research, and issues of plagiarism. Overall impact of internet gives the quality of research environment. However, there are certain drawbacks and so proper maintenance and handling of internet will give a boost to research network. Finally, it leads into the loopholes and pitfalls of the controversial nature of internet and many towards the induction and implementation of internet on higher study and research.

FINDINGS AND ANALYSIS

This study is an attempt to find out whether the internet proving to be creating a better research environment or hampering the quality of research? For what purpose the scholars use the internet tools? Does the information and data available on the internet websites help the research scholars justify their requirements in research? Data pertaining to this study were collected both from primary and secondary sources. Research Scholars and Post Graduate students of Madurai Kamaraj University (MKU), Tamilnadu is the universe from where the samples of this research investigation are collected. The primary data were collected directly through questionnaire and schedule interview method from the internet user students of the campus. The analysis of internet proving to be creating a better research environment is presented as follows. The analysis is based on the data collected from the 50 randomly selected samples from the various schools/departments of MKU. Given below is the percentage-wise distribution of various factors and purpose of internet utilized by the Research Scholars and PG students in MKU, Tamil Nadu.

Table-1: PERCENTAGE BREAK UP FOR THE PURPOSE OF USING INTERNET

SL/NO.	PURPOSE OF USING NET	PERCENTAGE
1	STUDY/RESEARCH	44
2	NEWS AND ENTERTAINMENT	6
3	COMMUNICATION	2
4	ALL THE ABOVE	48
	Total	100

We can infer from the Table-1 that the purpose of using internet varies according to the nature and area of their study or research. We can conclude that all the four given sub-statements have various impacts according to the type of study. However, the main purpose of using internet by the student is responded to "Study and Research" a maximum ninety-two percent, followed by a whopping fifty-four percent in "News and Entertainment" and minimum fifty percent to "Communication" in the study conducted in MKU.

Table-2: PROBLEM PRESENTING INTERNET DATA TO HIGHER AUTHORITY

SL/NO.	GUIDE RESTRICTION ON USING NET DATA	PERCENTAGE
1	No	88
2	Yes	12
	TOTAL	100

The statement in Research Guide/Supervisor Restriction/Problem of using the data and information available on internet by the Research Scholars and Student community has responded an impressive eighty-eight percent "No", i.e., there is no restriction of using the data taken from internet by their Research Guides and Supervisors. On the contrary, a least twelve percent of Research Scholar and PG student says their Guides and

Supervisor restricted to use data provided in internet for their research.

Table-3: PERCENTAGE BREAK UP FOR USING INTERNET DATA

SL/NO.	USING INTERNET DATA ON RESEARCH	PERCENTAGE
1	Plagiarism	26
2	Violating Copyright	20
3	Controversial Data	12
4	Wrong Information	6
5	All the above	36
	Total	100

We can now clearly infer from the Table-3 that all the given problems of using the data and information available from internet on research show a maximum respondent of sixty-two percent to “Plagiarism”. While as fifty-six shows “Violating Copyright”, followed by forty-eight percent in “Controversial Data” and forty-two percent said “Wrong Information” hampers their research.

Table-4: BREAK UP FOR THE LEGITIMACY OF INFORMATION ON INTERNET

SL/NO.	LEGITIMACY OF INFORMATION ON NET	PERCENTAGE
1	AGREE	54
2	STRONGLY AGREE	14
3	FAIR	22
4	DISAGREE	10
	TOTAL	100

Table-4 shows the distinct picture of the issues on the “Legitimacy of information and data provided on internet”. Here the maximum percent of ninety responded “Agree” to the statement, while as only ten percent says “Disagree”.

Table-5: DISTRIBUTION FOR THE INTERNET FACILITIES GIVES UNIVERSITY IMAGE

SL/NO.	INTERNET FACILITY GIVES UNIVERSITY IMAGE	PERCENTAGE
1	Agree	44
2	Strongly Agree	38
3	Fair	12
4	Disagree	6
	Total	100

We can infer from the above survey analysis that providing better facilities of internet has a major factor in giving good image to the universities, as total eighty-two percent responded “Agree and Strongly Agree” together. Whereas, twelve percent responded “Fair” to the statement but only six responded “Disagree”.

Table-6: PERCENTAGE BREAK UP FOR THE INTERNET WEAKNESSES

SL/NO.	LOOP-HOLES OF MKU NET	PERCENTAGE
1	DISADVANTAGE OF MKU NET	44
2	LIMITED TIME	22
3	NO PRIVACY	18
4	POOR ELECTRICITY	14
5	NO WI-FI	2
	TOTAL	100

The above Table-6 highlights the loopholes of internet facilities in the university. We can see from the survey that forty-four percent responded their majority problem faced in MKU as “Slow Network”. While as twenty-two percent responded “Limited Time”.

ty-two percent responded the time schedule of internet provided in the university is quite limited "Limited Time". Moreover, eighteen percent opted to "No Privacy" provided in the university internet centre, and also fourteen percent to "Poor Electricity" disturbs the most. A least two percent responded "No Wi-Fi Facility" in the university is a biggest loophole of the MKU internet facility. We can here infer that research scholars and students wanted to install Wi-Fi facilities inside the campus premises, however they would be happy to the existing facilities, if those errors given on the sub-statements are rectify. Hence the concerned administrative must focus to solve the problems in the earliest possible time.

Table-7: COMMERCIALIZATION AND GLOBALIZATION SENSITIZE INTERNET

SL/NO.	COMMERCIALIZATION SENSITIZED INTERNET	PERCENTAGE
1	Agree	58
2	Strongly agree	20
3	FAIR	12
4	DISAGREE	8
5	STRONGLY DISAGREE	2
	Grand Total	100

Commercialization and Globalization has taken its different impact on the internet according to the business and profit minded nature to promote their websites and tools, leads the sensitization of internet and websites content. From Table-7, the survey reported a whopping seventy-eight percent responded "Agree" to the statement. While as only ten percent showing "Disagree" and twelve percent chose "Fair" to the statement.

Table-8: DISTRIBUTION FOR THE OVER-FLUX OF INTERNET INFORMATION

SL/NO.	OVER-FLUX OF INTERNET INFORMATION	PERCENTAGE
1	AGREE	52
2	STRONGLY AGREE	12
3	FAIR	24
4	DISAGREE	12
	TOTAL	100

The multiplication of internet websites and other interactive media has given a different looks on the sharing and accessing of information and data to internet. In its ready-to-use nature of internet, thousands of ingredients have left the internet tribes difficult to separate the wheat from the chaffs. Many illegitimate information and unreliable sources of data displaying on the internet has given a big challenge to the neophyte Research Scholars and PG students. Table-8 clearly shown the influx of data given on the internet has given a negative impact to the student community a maximum sixty-four percent opted the sub-statement "Agree", while a mere twelve percent of the total responded "Disagree" to the above statement. However, twenty-four percent remains "Fair" to the statement.

Table-9: BREAK UP FOR THE INTERNET AWARENESS PROGRAMME

SL/NO.	NET AWARENESS PROGRAM EVERY SEMISTER	PERCENTAGE
1	AGREE	48
2	STRONGLY AGREE	30
3	DISAGREE	14
4	STRONGLY DISAGREE	8
	Total	50

Since the aphorism "Little knowledge is a dangerous thing" could be applied here in this discourse of internet awareness to the scholars once in every semester has responded collectively "Agree" as eighty-eight percent,

and on the contrary twenty-two percent of the total responses “Disagree” to the above statement.

We can infer from the analysis that the universities and higher authorities must take this issue as a serious issue in this present trend of internet on research, and research scholars much equipped with the right knowledge of both the negative and positive effects of using internet as a research tool to their research. They should be given the internet awareness programmes once in every semester, with the help of research personas and internet professional savvies through seminars, workshops and classes etcetera.

Table-10: BREAK UP FOR THE PREFERENCE OF PUBLISH ARTICLE

SL/NO.	PREFERENCE OF PUBLISH ARTICLE ON INTERNET	PERCENTAGE
1	AGREE	42
2	STRONGLY AGREE	26
3	DISAGREE	14
4	FAIR	18
	TOTAL	100

Whether the popularity of internet and websites has really taken over the old and traditional sources of research, like, newspapers, journals and periodicals etcetera should put under closed surveillance through scientific approaches. The above Table-10 displays this discourse clearly. We can conclude that a whopping sixty-eight percent of the total responded “Agree” to the statement but only fourteen percent “Disagree” while as, eighteen percent remains as “Fair”.

We can now concluded that since the majorities of the student community agreed to prefer their research related article and paper to publish on-line, the authorities should have more focused on the relevant websites journals and on-line editions available on the internet with the help of Power point Presentations, Workshops, and Classes with the intellect professionals.

SUGGESTIONS AND RECOMMENDATIONS

Some of the key findings on this study has given a new challenge, and open the door to the research community in the discourse of “The quest of internet in the pursuit of quality research”. Indeed internet is a very vast and diverse research area, where the numbers of findings on various statements and sub-statements will help in shaping the neophyte Research Scholars and PG students into a legitimate and scientific model to conduct research in a very productive and academic appreciation. Perhaps sky is the limit on internet websites, for the information and data required by any Research Scholars and PG students. Some of the major areas to be taken by the universities according to this study are: Internet as a research tools on scholars should be accepted by the higher authority, since the majorities of research scholars were employing internet as a pivotal research tool. Research Guides and Supervisors has accepted the uses of information obtained from the internet, and hence a latest state-of-art trend to digitalize the libraries, class rooms and computer labs must have taken into serious consideration.

On the contrary, the majority of student research communities were agreeing the prone of malpractices, internet abuses, plagiarism, copyright violation, wrong data, controversial data, as well as unreliable and sensitized nature of internet has given a negative effect to their research study. In order to give the researchers a proper awareness and knowledge to tackle such rampant acts in internet, the universities should conduct seminars, conferences, workshops, classes’ etcetera, by inviting resource persons and eminent professionals. In fact, organizing internet awareness week, or at least a day must have inducted once in every semesters to give the scholars an in-depth knowledge of internet and its impact.

Though installing Wi-Fi facilities will give a boost to save time, money, and convenient to scholars, yet it may take time to proceed, however the existing facilities provided by the university like the internet center, student amenity, computer laboratories etcetera have no used if there is a scarcity of power supply, so this should be solved at the earliest possible time. On the other hand the university computer center should make sure the installation of latest technologies and all the spirals of network must be checked and recheck to any discrepancies and error causing the factors. All the available systems are kept ready to use and user friendly

to the research scholars.

Perhaps, in today's research academia, it is a well known fact that internet has overtaken all its counterparts and other traditional research sources, and hence the university computer center and computer system managers must updated all the latest information and tools, to make the researchers easy to access. Digitalizing the state-of-art-library, with digital class rooms, seminar halls, etcetera should have given extra priorities to make available inside the campus premises. In sort, the high-end quality research environment ends with the induction of new research technologies and latest internet tools provided, becoming the status of the university in this highly computer mediated academia.

CONCLUSION

The discourses of authenticity and credibility of research come to light from this study, and does technology really occupied our society still remains un-answered. No matter what New media takes you and shapes your life, it becomes a part of essential commodities and basic necessities of life. Remember what Bill Gates, the Microsoft founder once said, "New media technologies are no more a status symbol and are now part of household furniture". However, the point is that we have to be utilized in certain code of conducts and with strong mental set-ups, otherwise it could be a man-made disaster in a near future.

Universities providing better internet facilities and accessible to other New media technologies has been the changing trends in the research arena to this partially digitalized academia. However, the rampant of malpractices and other anti-social activities were also looming large, and perhaps it is more prone to the neophyte research scholars. Universities should organised workshops, seminars, forums, and also conduct classes to broaden the knowledge and able to handle the drawbacks of internet, inviting resource person and professionals.

New media, particularly the internet has made it possible to access communication through globalization, where every walks of human life is a question of technology and challenges. Perhaps the world is compressed to a small village (global village) and over-skidded the time-speed of hours to a mere matter of seconds. It is reasonable to suppose that the proliferation of information-processing machines is having, and will continue to have, as much of an effect on the circulation of learning as did advancements in human circulation of sounds and visual images (the media). New media plays a profound role in achieving this free flow of knowledge around the world. Few of the key questions to spirals of research networks such as, the main purposes of internet as a research tool to scholars. The holistic discourse of maintaining and sustaining a legitimated research platforms, based on the academic and scientific model in the higher institutes, like universities and other research institutes, have thrown open to this study.

The world is becoming smaller and smaller, and the advancement of technology and media shows us the information of entire networks of NASA's space launch throughout the world, and is a pristine example of the achievement of media and its technology. Different programmes in different TV channels like BBC, CNN, and National Geography show the details of everything happening across the planet with visuals and voice over. The problems and loop-holes of internet facilities and its infrastructures provided by the universities should fill-up through the guidance of IT experts, and internet based professionals to make it accessible the latest technologies available and upgrades the research curricula.

The introduction of digital library, digital archives, e-books et cetera gives a tremendous impact towards the higher study and research. No doubt, India is catching up with this new trend of communication and technology at a very fast pace. Contemporarily, the internet is a basic raw material to the high-end research institutes. Perhaps the quest of bringing and maintaining a high standard research environment ends here.

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