Chapter 6: Conclusion

Implications for Development Agencies:

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At the dawn of the new millennium, the house holds the world over are being invaded by a unique phenomenon called the internet. Through it comes the outside world. The mass media provided information about the world beyond ones primary contact. In the information age, the audience at the cost of primary contact establishes active links with the world beyond them. In fact, with internet there could be nothing beyond him.

The study attempted to understand the initial users of the internet and the its uses and gratifications. As the medium is in its infancy, a cross section study revealed that the initial users were amazed by the advancement in the satellite communication and consequently in accessing and using internet.

Members of the sample differed their opinion on the perception of the nature, function and utility of the medium. Students and other users held different views about the medium and what it can do to them. Similarly, men and women users put the internet to different uses. Computer related anxiety and the attainment of satisfaction while working
in computers influenced their perception about the medium and its associated functions. The context of the new media use i.e. the place of access of internet determined to a certain extent the content accessed and the gratifications sought.

Newer uses would be invented once the connectivity and access becomes easier and faster. By developing the network in the country the system of governance would improve. The inherent nature of the medium would pave way for ensuring transparency of functioning and improving participatory democracy.

**Implications for Development Agencies:**

The main concern for non-governmental organisations is to aid the government in taking development initiatives to the common man. Internet as a medium would enhance the reach of the agency to the people in distress. Information access would improve the nature and quality of support provided to the people in need. Information nowadays has become a key factor to the people both in power and those who are affected by it. Accessing and providing right information sometimes is crucial to speedier
and just results. Points to ponder would include in times of crisis such as a natural calamity; when there is threat to peace and security of the region due to violence etc. Accurate information exchange would become crucial for restoration of normality and also to bring to books the culprits involved the activity.

Implications to other media:

With improvement in technology, this would subsume everything that comes by its way to improve the transmission and playback of text, sound and video. Internet is going to be the main news provider in the next century. Already net radio is popular. All newspapers have their e-publications. All television channels have their web sites and provide 24 hour current events section. The ad-spend on the other media will have to be partitioned with the internet medium. Already crores of Rupees are being spent by organisations to promote websites that should have gone to other media.
Implications for the government:

The government should build the necessary infrastructure and restructure and update the existing ones. For better reception and connectivity, basic data transmission lines will have to improve and modernise. Where individuals cannot afford internet connectivity, cybercafes at subsidised rates and net like radio rural forums and community receivers, By ensuring connectivity, the nation can plan for better information networking and improve governance.

Implications for future research:

Internet throws up a myriad of avenues for future research. By redefining the medium of communication and rethinking about the concept of sending and receiving, research should begin by defining internet medium? Are we looking at internet as a mass or interpersonal medium? What is the efficacy of interpersonal transaction vis a vis internet communication? How are we going to deal with telepresence of the
participants in a netchat group? What is the hyperpersonal nature of the medium? If communication through internet is impersonal and asynchronous, what are the advantages and limitations? How far is internet suited for development support communication?

These are some of the research areas that need be developed further and probed. By understanding internet as a mass medium, India could exploit the reach and nature and utilise it effectively for better governance marked by transparency, each reach and speedier action.