ONLINE BLOGGING PER USAGE BY INDIAN DEMOGRAPHY BETWEEN 15-30 YEARS OF AGE- RECENT TRENDS & CONCLUSIONS

Ms Rama Bahmani
Assistant Professor
Krishna Institute of Computer Sciences
Pune, INDIA

ABSTRACT

The key target of the study is to distinguish elements influencing online blogging per using and take a stab at mapping them to the different sorts of sites to better comprehend sparks that drive perusing through this new medium. This fundamental target can be accomplished through the accompanying goals.

- o *To distinguish the different drivers that inspires online blog perusing.*
- o *To add to a client driven website grouping construction on the premise of these drivers.*

KEYWORDS: Online Blogging, Online Writing, Online Reading, Blogging Trends, Internet, Social Media

PROPOSED RESEARCH METHODOLOGY

EXPLORATION DESIGN

The examination outline will to a great extent be a blend of exploratory and distinct routines. Since the model can't be manufactured without further exploratory examination, the study will have a blend of subjective and quantitative strategies.

The study will be led in two stages. The primary stage will include exploratory examination which will help land at the components that spur perusing of online blogging. The yield of this phase of the exploration, i.e., the rundown of inspirations would be the info for the following stage which would include quantitative acceptance of the components utilizing a semi-organized poll.

STAGE 1:

This includes understanding the rousing elements for website perusing so as to make a far reaching rundown. This rundown of components would be gotten from

• ANALYSIS OF OPTIONAL INFORMATION

This includes gathering the rundown of inspiring calculates existing writing in the zone of online blogging perusing and general web perusing.

• PRIMARY EXPLORATION: TOP TO BOTTOM MEETINGS

To focus the different components that impact site perusing among online clients in a way that encourages respondents to connect unreservedly while giving the questioner additionally the extension to test profoundly.

comprehend the most critical rousing components connected with distinctive classes of online blogging.

• Primary examination: Semi-Structured Questionnaire

The poll would convey the components decided at stage 1 which would be evaluated by the respondents. Organization of the poll to the respondents would be done on the web.

PROPOSED METHOD OF ANALYSIS

After the survey is regulated and the reactions, gathered, information investigation must be done keeping in mind the end goal to touch base at the last model that the examination proposes to create. The accompanying logical devices will be utilized as a part of request to touch base at the motivational model.

• FACTOR ANALYSIS:

Element investigation has been proposed keeping in mind the end goal to land at the most critical arrangement of thought processes in perusing websites after the exploratory examination.

• REGRESSION:

The variables and their association with distinctive online blogging sorts can be resolved through relapse.

UNIVERSE DEFINITION

The accompanying are the particulars of the objective gathering.

SEC: A, B

STAGE 2:

This is the point where enlightening examination is done. This is done to

Age: 15 – 30

Component: Indian male or female individual having admittance to web at home, school or working environment that are per users of online blogging.

Place: India

INSPECTING STRUCTURE

The inspecting unit for this situation is people. The example configuration is depicted independently for the two stages as takes after.

STAGE 1: QUALITATIVE STUDY

• Sampling Technique

Purposive examining would be utilized for leading the profundity meeting.

• Sample Size

This would be led among 9 people.

• Sampling Plan

The respondents would be blog per users chose from the city of Ahmedabad. Selecting will be done on the premise of respondents' recurrence of perusing sites. Thus there will be three classes of site per users with 3 people in every classification – amazingly consistent, reasonably normal and sporadic per users of sites.

STAGE 2: QUANTITATIVE STUDY

• Sampling Technique

Snowball Sampling would be utilized for regulating the poll. Taking the course of references will guarantee reaction.

• Sample Size

The proposed example size for the study will be more or less 200. Contingent upon the quantity of variables in the last model, the example size will experience change.

• Sampling Plan

The geographic scattering will be dealt with at the phase of online organization of the survey to represent the four noteworthy zones (North, South, East & West) of India.

FINDINGS & EXPECTED CONTRIBUTION

As such, research has seen writes principally from the online blog author's point of view. There is right around a lack of scholarly research in the about online blog per users. This examination will add to crossing over this crevice in information.

Existing examination discusses online blogging perusing inspirations without looking into website sorts. By considering online blogging sorts additionally, this exploration adds an essential measurement to the current information.

There has been no distributed, scholastic exploration done on blogging conduct in India. Being particular to Indian blog-per users, the will add to the Indian scholastic assortment of information.

Last yet not the minimum, understanding the key components that impact site perusing particular types of online blogging can help content makers tailor their sites in a way which offers most to their per users. This finding will go far in helping brand chiefs in customizing website based correspondence for their brands to draw web traffic.

REFERENCES
Various Blogging website and Internet in general has been referred for conducting & concluding this survey finding.