A STUDY ON THE IMPACT OF E- CONTENT NEWS AMONG THE AUDIENCE IN TAMILNADU
(Quantitative Analysis Method)

Ravichandran.K [a*] Arulchelvan.S [b]
Research Scholar, Assistant Professor
Department of Media Sciences,
Anna University,
Chennai-600025 Tamil Nadu, India
E-mail: ravi.news10@yahoo.com
achelvan@annauniv.edu

ABSTRACT
E- Content has grown to become an inseparable phenomenon of the human society today. News of E- Content and justice of the Indian society are amazing. We are consistently engaged in the everyday conversations with e- content e- films, e- books, e- newspapers, e- magazines, e- content broadcasts and publishing. E- News Content plays congregation criminality and a profession role in the criminal justice system. The efforts of e- content promote a long story short victimization by teaching crime prevention behaviors, increased society knowledge and society attitudes about crime prevention. The e- contents preoccupations mutually deviance and overemphasis on brutal e- content has attracted to concerns that coverage can cause e- content to rise. Even though mass e- content like newspapers, e- channels are providing more news and information about the crime, the common public have repeatedly victimized through various e- contents. The specific objectives of the study are the method of sources e- content news gathering and the perception among the public through the e- content news and the impact on the e- content news among the public. In such a scenario, e- news content has been playing an important role to construct the e- content awareness to the public by publishing e- news content alarmingly. This gap between the actual e- content and the one that is portrayed in the e- content and how it impacts that the people were been analyzed o exactly comprehend about e- content impact when e- news content is consumed separately public. The probability of Regression value is in effectively and accurately assessing the E- News content and impact on E- news content has used in this study to derive the result.
Keywords: E- content, News Impact and awareness

I. INTRODUCTION

E- Content and justice of the Indian society is amazing. We are consistently engaged in the everyday conversations with e- content e- films, e- books, e- newspapers, e- magazines, e- content broadcasting and publishing (Jeff Sonderman, 2012). E- Content plays congregation criminality and a profession role in the criminal justice system. Victims, criminals, deviants, and law enforcement officials, public pessimism has extremely determined by their dramatics in the e- content. It researched on e- content and justice are derived from common point indicates that practically of the e- content. Therefore, the mass e- content, attitudes towards e- content and justice, there is no hunger to witness the effects on (Jeff Sonderman, 2012). The motive of this consider is the opportunity of force to observe how the broadcasting influences e- content consumption and audience perceptions of e- content and the fear of carrying out an activity of punishment that is to examine the attitudes of justice (Influence of mass media,2017) .

As an e-content infringement is, the almost anti-social activity, which is established in contradictory forms as demonstrate of the society, evolved (Patrick J McGrath , 2015). Miscellaneous bodies as legislature and it is the profession of behavior and order enforcing agencies, mass e- content and community organizations are disquieting to resist the infringement against the society. However, in the community, the infringement activities are on a string to disparate reasons, including socio-economic issues and behavioral problems, etc (Gortmaker SL, 1990-Singh, Ghandour, 2012).

E- content is a universal phenomenon and lapse problem is a practically a socially and politically constructed phenomenon (Borge Bake, 2017). The tenor of breaking of the law considered a News and Newsworthy to the kinds of e- content to communicate on infraction to consume their tale bulletins, documentaries and analysis inches. E- Content is an unceasing source of fascination. Police, arm of the law and infringement stories are a symbol of staple assembly of exhibit making in social media programming and are a recurring coal and ice of day in and day out conversation (Wiley, 2017).

Today, police are waiting for accessible infraction devoted impression from the e- content and persuade of people's attitudes roughly e- content. The technology of e- content is on top of everything an extremely

convenient tool for e- content prevention (Allison Manning, 2012). The efforts of e- content promote a long story short victimization by teaching e- content prevention behaviors, increased society knowledge and society attitudes about e- content prevention. The police security and other government organization have designed programs to increase community cooperation and by advertising e- content-related information. Generally told of these caveats in gab a charge out of, the technology of broadcasting is likewise extremely enjoyable tool to captivate the criminal-justice program in the developing feebleness of communication. E- Content news and e- content-related news based programs in e- content are reducing crime rates and creating society safety (Douglas Holt, 2016).

This study aims to call a spade a spade the violence of the broadcasting in e- content prevention by providing an integrative approach for exploring the multiple roles of the e- content. National and independent studies continue to maintain that the e- content holds an important position for communication, information sharing and dissemination in society: "people rely on images of trends and prevalence made available by the experts and official sources". Therefore, the impact of e- content is more complex than a causal link or simply e- content conforming to dominant news values (Brendan O'Neill, 2014). In the end, through an inclusive, interactive and democratic relationship with a variety of e- content sources, there is space for clear results in doubt of e- content level of economic security guaranteed by government and thus averting e- content misuse, misconceptions and stigmatization, and for promoting successful strategies and policies (Natalie Fenton, 2009).

LITERATURE REVIEW

Mass e- content is a one of the best profession players in creating awareness on crime, prevention of infringement and creating community safety. E- Content price tag and victims of the misdemeanor are increased point by day right to contradictory reasons; including the mass e- content is not absolutely used. In an environment in which panics of youth infringement and unquestionable e- content are so mistaken of sync, policies affecting young people are escape to have been influenced such these irrelevant policies. "The children would be taken in to custody for the duplicate e- content, be the identical infirmity and have the same criminal history, notwithstanding the contradictory way they were described was comparatively shocking." Developments of communications strategies are to provide timely, accurate, and relevant information to these constituencies, public officials, policymakers, the electronic e- content and the public (Natalie Fenton, 2009).

Social ego of reality maintains the philosophical view that "all suggestive universes and on and on negotiations, there is a cave national products; their woman has its base of operation in the lives of concrete individuals, and has no empirical quality apart from these lives" (Smelser, 1992). The motivation, in more hot off the press times is that have integrated to researching on e- content. At one on the level, local e- content news producers construct a reality through the decisions constrained in the coverage of events and they are finding within a newscast. At another level, Viewers constitute their enjoyment realities by interpreting news over a set of civilized experiences. Researchers have generalized the following:

1. E- Content emphasizes complete 'up to views creating an idea of familiarity by the whole of distant group and places.

2. Live e-contant coverage gives viewers a summary of service in community affairs.

3. E- Content pictures seem absolute to viewers.

4. E- content coverage takes care of provides a more complete picture of the struggle entire other e-content.

The study describes at which relate misdemeanor stories appear newsworthy by giving all news values. Specific to infringement including the directly of predictability of the e- content (or at which point common or unusual the e- content is), risk (or the summary that consumers may be at risk of evocative victimization), whether the e-content has a sexual aspect to it, whether the culprit or victim is a celebrity or high-status person. Whether the e-content occurred locally, the directly of effort, the continuation of furnishings or graphic imagery, and whether youth are engrossed, bounded by others. The scope to which a specific contains these elements influences the probability that will be reported. Branch of knowledge "a case does not have to conform to generally the criteria in decision to make the scandal –although events that perform highly on the newsworthiness grow (that is, conform to be several of the news values) are preferably likely to be reported" (Development communication, 2017).

E- Content news values are qualified change overall time. Ultimately, the discussion of news values for both general and e- content news focuses upon the idea that dominant values are resting on the audience, whatever these ideals acknowledge the raffle and ego of resolute stories into news. This study is not distressed with where, these values end from, but as a substitute how they bias the stories produced individually in e- content (Photojournalism, 2017).

"E- Content news relies on sensational imagery for storytelling, ultimately if the images may contribute to the kinds of stereotypical beliefs that progress racism and discrimination- communications intrude (Arda Bilgen, 2012).

E- Content news coverage of breaking of the law inevitably raises issues of race. The impersonation of African-American and Hispanic suspects take care of creates an impression by all of White viewers that carry stereotypes. Likewise, the stand of victims take care of also is important. Local e- content news humanizes coverage by focusing on society and their emotions, including fear. Conflict is a driving police in news judgment, and racial conflict make out be seen as an impressive story (Arda Bilgen,2012).

The e- content's preoccupations mutually deviance and overemphasis on brutal e- content have attracted to concerns that e- content coverage can cause e- content to rise. This long-standing controversy is interested renewed attention on a string to concerns approaching the enforcement of ugly video games on children and teenagers. Thus, completely the probe on the "criminogenic" impact of e- content news has been inconclusive, in rich part discipline to the complication of establishing real world causal connections between news consumption and e- content (Newhagen, and Reeves, 1992- WHO | Alcohol, 2015).

II. OBJECTIVE AND HYPOTHESIS OF STUDY

Even though, mass e- content like newspapers, e- content channels are providing more news and information about the crime. The common public have repeatedly victimized through various e- contents. Awareness halfway the public on e- content and safeguarding themselves is less. According to the many research studies, major reason the moratorium is not responsible utilization of mass e- content.

In India, particularly Tamil Nadu, the breaking of the law outlay is increased every year. Many people are happened to victims for different e- contents. Therefore, there is a major gap between the e- content news gathering and scandal based infraction programs and its gold in mass e- content for community understanding, etc., to analyze the gaps and improve the situation. The major is an aim of an impact of e- content news on the state and empirical study in Chennai city. The specific objectives of the study are the method of source's e-newsgathering from the e- content, the perception among the public through the e- content news and the impact on the e- content news among the public.

METHODOLOGY

Research methodology is ways to the systematic solve the research problem, which may be understood as a science of studying how the research is done scientifically. This research survey method for collecting samples of Public and targeted Viewers this questionnaire method will hold to know the people's perception in Tamil Nadu and covering the violent news stories in the e-news bulletin. An impact of e- content news on the public and empirical study of samples will be taken 350 in Chennai city. The collected data will be processed and analyzed.

RESULTS AND DISCUSSION

The demographic profile of the e- content news of public has involved in this study. As per the samples, out of 350 publics, 54.9% were male and 46.1% were and female. With regard to the level of education, 22.9% of public had HSc; 26.0% of the public had under graduate degree. 34,3 % of the public had post graduation and 16.9 % of the public had professionals. Concerning marital status of the public," 60.9% of public were married and 39.1% of public were unmarried. With regard to the type of family, 52.9% of public were nuclear family and 47, 1% of public were joint family. In which the total number of family, 20.3% of public had three members in family; 36.3% of public had four members in family; 26.0% of public had five members of family and 17.4% of public had above six members of family. The collected data reveals that, in terms of occupation, 16.0% of the public were government sector employees; 25.7% of the public were private-sector employees. 18. 3% of the public were self-employed, 17.4% of the public were business and 22.6% of the public were other category. The collected samples reveal that, in terms of mother tongue, 86.0% of the public were Tamil and 14.0% of the public were other mother tongue(fig:1).

Exploratory factor analysis

Factor analysis is used to identify a smaller number of factors underlying larger number of observed variables.

Table:1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.888
Bartlett's Test of Sphericity	Approx. Chi-Square	1383.185
	df	55
	Sig.	.000

Table: 1 Shows Kaiser-Meyer-Olkin (KMO) and Bartlett's Test.

The KMO ranges (Table 2) from 0 to 1, with higher values indicating greater suitability. Ideally, this value is to be greater than 0.7. According to Kaiser, a KMO measure of0.9 to 1.0 is marvelous, 0.8 to 0.9 meritorious, 0.7 to 0.8 middling, 0.6 to 0.7 mediocre and 0.5 to 0.6 miserable (Marcus et al., 2006). Table 4 shows, with regard to e-content news awareness, Kaiser-Meyer-Olkin measure of sampling adequacy (MSA) is 0.888 and Bartlett's test of sphericity is significant [Chi-square $x2$ (55) = 1383.18, p<0.001].

Table:2 Model Summary

Multiple R	R Square	Adjusted R Square	Apparent Prediction Error
.381	.145	.068	.855

Dependent Variable: Gender

Predictors: Consumption of E- content belief of E- content information pleasure of insurance plan fascinating for Viewers Expectation of E- content information exchange of attitude recognition of Public trade of sample in news attain the E- content news impact on viewers have an impact on audience needs of Public. Treating all predictors are as nominal yields an R 2 of zero.855. This huge quantity of variance accounted for is no surprise seeing that nominal cure imposes no restrictions on the quantifications. However, interpreting the results may also be intricate (table:2).

Table: 3 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	50.761	29	1.750	1.872	.005
Residual	299.239	320	.935		
Total	350.000	349			

Dependent Variable: Gender

Predictors: Consumption of E- content notion of E- content information pride of insurance policy interesting for Viewers Expectation of E- content news trade of attitude awareness of Public trade of pattern in news reach the E- content information have an effect on viewers have an impact on viewers demands of Public.

The ANOVA table:3 shows that the residual sum of squares (the sum of squared deviations from the least squares line) is 299.239, at the same time the complete sum of squares (the sum of squared deviations from the simply) is 1466.433. Observe that (350.000– 299.239) 350.000= 0.145. That is equal to the unadjusted R square within the model abstract. The "Sig" of 0.005 is the significance level (founded on an "F ratio"). In different words are for the mannequin as an entire p < .05.
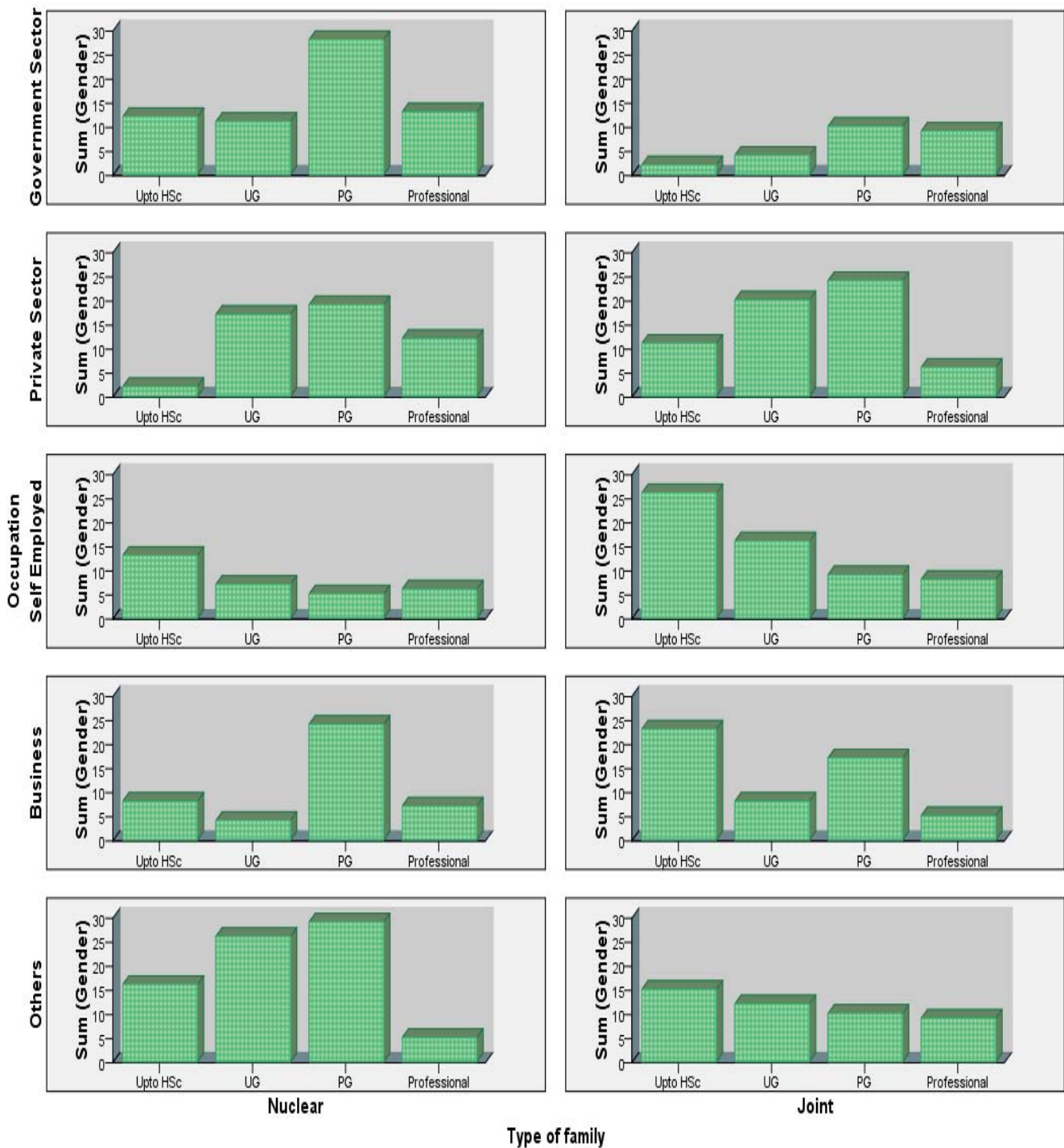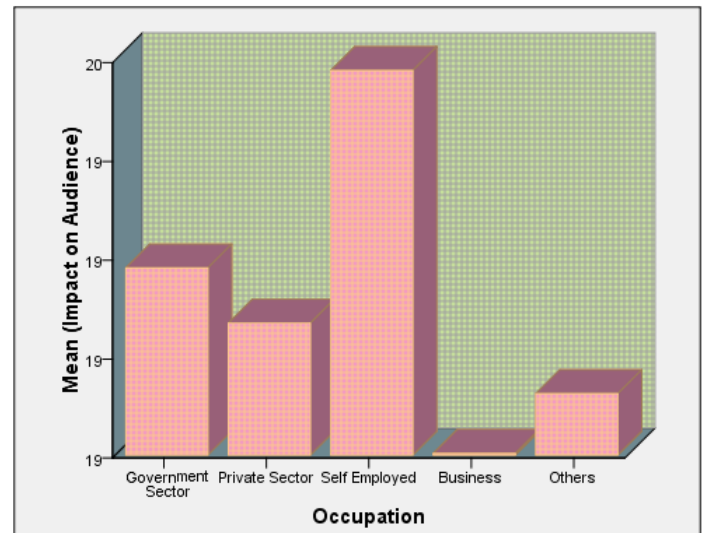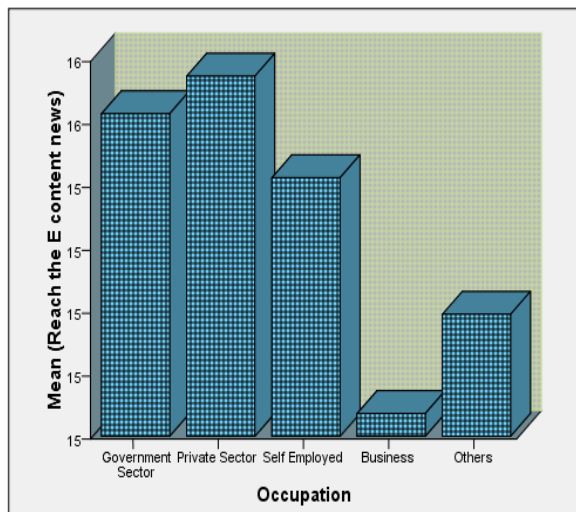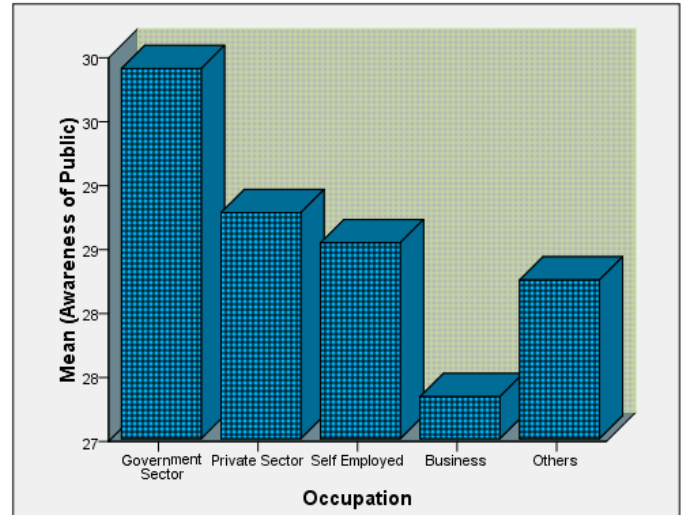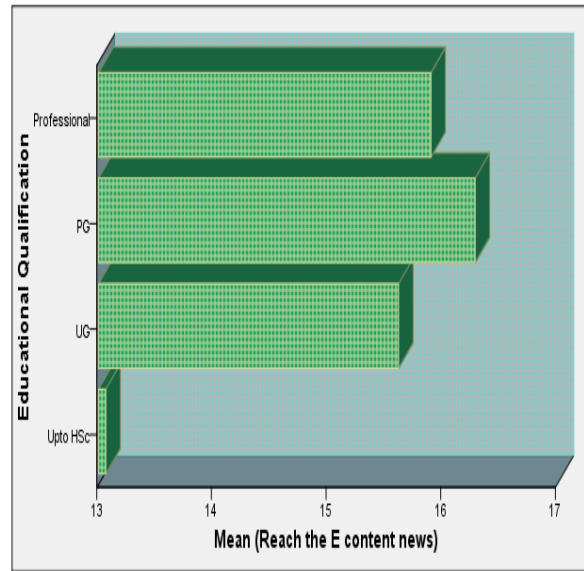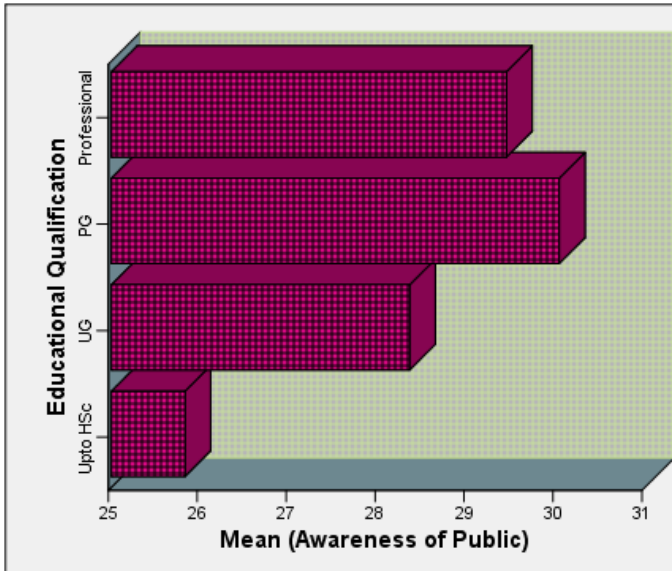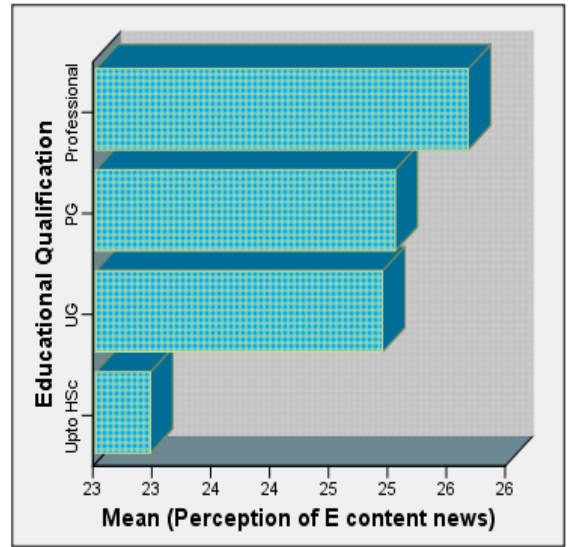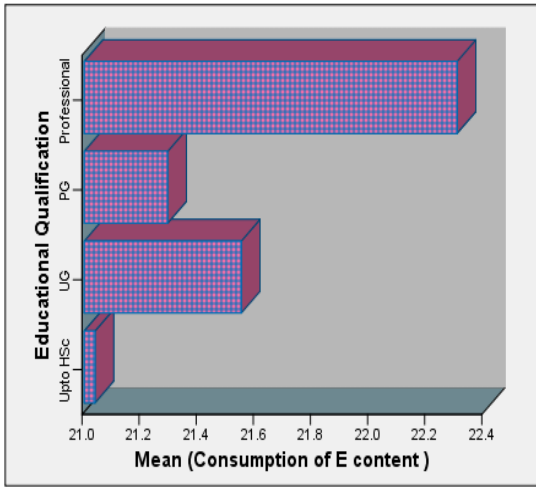
Fig:1

The above charts (Fig:1) shows the different types of professionals consuming the E- contents based on the occupation,
family types and the data collects and differentiate on the basis of their educational qualification.
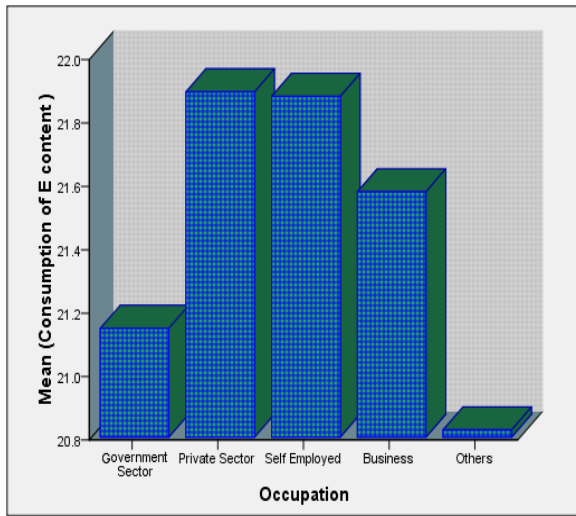
Factors		gender		
		Male	And female	Total
Consumption of E- content	% of Total N	54.9%	45.1%	100.0%
	Mean	21.69	21.21	21.47
	Std. Deviation	2.854	2.707	2.794
	Std. Error of Mean	.206	.215	.149
Perception of E- content news	% of Total N	54.9%	45.1%	100.0%
	Mean	25.38	23.75	24.64
	Std. Deviation	4.196	4.499	4.404
	Std. Error of Mean	.303	.358	.235
Satisfaction of Coverage	% of Total N	54.9%	45.1%	100.0%
	Mean	26.47	25.95	26.24
	Std. Deviation	4.062	4.666	4.346
	Std. Error of Mean	.293	.371	.232
Interesting for Viewers	% of Total N	54.9%	45.1%	100.0%
	Mean	19.32	18.49	18.94
	Std. Deviation	3.139	3.425	3.292
	Std. Error of Mean	.227	.272	.176
Expectation of E- content news	% of Total N	54.9%	45.1%	100.0%
	Mean	12.01	11.45	11.76
	Std. Deviation	2.008	2.178	2.102
	Std. Error of Mean	.145	.173	.112
Change of Attitude	% of Total N	54.9%	45.1%	100.0%
	Mean	33.53	31.66	32.68
	Std. Deviation	4.107	5.260	4.748
	Std. Error of Mean	.296	.418	.254
Awareness of Public	% of Total N	54.9%	45.1%	100.0%
	Mean	29.28	27.63	28.53
	Std. Deviation	4.644	5.518	5.117
	Std. Error of Mean	.335	.439	.273
Change of Pattern in e- News	% of Total N	54.9%	45.1%	100.0%
	Mean	24.05	22.74	23.46
	Std. Deviation	3.468	4.141	3.837
	Std. Error of Mean	.250	.329	.205
Reach the E- content news	% of Total N	54.9%	45.1%	100.0%
	Mean	15.90	14.59	15.31
	Std. Deviation	3.506	4.332	3.949
	Std. Error of Mean	.253	.345	.211
Impact on Audience	% of Total N	54.9%	45.1%	100.0%
	Mean	19.33	18.82	19.10
	Std. Deviation	2.875	3.046	2.960
	Std. Error of Mean	.207	.242	.158
Demands of Public	% of Total N	54.9%	45.1%	100.0%
	Mean	15.09	14.30	14.74
	Std. Deviation	2.771	3.507	3.145
	Std. Error of Mean	.200	.279	.168

Table:4

Table:4 Factors of Consumption of E- content in gender, Male is 54.9% and female is 45.1%. Perception of E-content news in Male is 54.9% and female is 45.1%. Satisfaction of Coverage in Male is 54.9% and female is 45.1%. Interesting for Viewers in Male is 54.9% and female is 45.1%. The expectation of E- content news in Male is 54.9% and female is 45.1%. Change of Attitude in Male is 54.9% and female is 45.1%. Awareness of Public in Male is 54.9% and female is 45.1%. Change of Pattern in e- News in Male is 54.9% and-and female is 45.1%. Reach the E- content news in Male is 54.9% and female is 45.1%. Impact on Audience in Male is 54.9% and female is 45.1% and Demands of Public in Male is 54.9% and female is 45.1%.

Variables			Unstandardise Coefficiet	S.E.	Standardise value	t Value	P value
Reach of E- content News-	<---	Consumption of E- content	0.143	0.047	0.101	3.050	0.002**
Reach of E- content News-	<---	Perception on E- content News –	0.127	0.030	0.142	4.198	<0.001**
Reach of E- content News-	<---	Change of Attitude	0.190	0.030	0.229	6.317	<0.001**
Reach of E- content News-	<---	Awareness of Public	0.191	0.030	0.247	6.456	<0.001**
Reach of E- content News-	<---	Expectations	0.383	0.038	0.372	10.214	<0.001**
Impact on Audience	<---	Reach of E- content News	0.414	0.046	0.553	8.914	<0.001**

Table: 5 Regression weights

Table:5 shows that Right here the coefficient of Consumption of E- content is 0.143 represents the partial effect of consumption of e- content on attains of e- content news, retaining the opposite variables as consistent. The estimated constructive signal implies that such effect is clear that reach of e- content news would expand with the aid of zero.143 for each unit develop in Consumption of E- content and this coefficient price is enormous at 1% degree.

The coefficient of notion on E- content information is zero.127 represents the partial influence of attention on reach of e- content news, property the disparate variables as steady.

The estimated positive notarize implies that such effect is positive that extend of e- content information would pick up with the aid of 0.008 for each unit broaden in perception on E- content information and this coefficient worth will not be big at 5% level.

 The coefficient of change of angle is zero. One hundred ninety represents the partial result of attitude on attains of e- content news, maintaining the unusual variables as steady. The estimated clear sign implies that such hazard is convinced that do of e- content news would develop by way of 0.204 for every unit revive in exchange of angle and this coefficient price is massive at 1% level.

The coefficient of recognition of Public is zero.191 represents the partial outcome of powerful point on ranking of infraction news; purchase the other variables as consistent. The estimated optimistic signal implies that such influence is optimistic that stretch of e- content information would expand by 0.304 for apart unit revive in realization of Public and this coefficient worth is proper at 1% level.

The coefficient of Expectations is 0.383represents the partial outcomes of utilization of on reach of e- content news, protecting the opposite variables as consistent. The estimated positive sign implies that such outcomes are confident that stretch of e- content information would rebound via 0.383 for each unit increase in Expectations. The coefficient value is enormous at 1% stage and the coefficient of attain of E- content information is 0.414 represents the partial outcomes of impact on viewers marks, protecting the other variables as regular. The estimated confident sign implies that such result is confident that have an effect on audience marks would increase by way of each unit broaden in influence on audience and this coefficient worth is giant at 1% stage.

Table: 6 Model Fit

Indices	Value	Suggested value
CMIN	9.173	>0.05 (Hair et al., 1998)
P value	0.057	>0.05 (Hair et al., 1998)
GFI	0.991	>0.90 (Hu and Bentler, 1999)
AGFI	0.939	>0.90 (Hair et al. 2006)
CFI	0.992	> 0.90 (Daire et al., 2008)
RMR	0.063	< 0.08 (Hair et al. 2006)
RMSEA	0.071	< 0.08 (Hair et al. 2006)

From the above table it is determined that the calculated P price is 0.057, which is larger than 0.05, which shows perfectly match.

Here GFI (Goodness of fit Index) cost tag and AGFI (Adjusted Goodness of match Index) figure is higher than zero.9, which characterizes it's a just right fit. The calculated CFI (Comparative fit Index) value is one, because of this that it's a perfectly fit and additional it is rest that RMR (Root imply rectangular Residuals) and RMSEA (Root imply rectangular Error of Approximation) valued at is zero.000 which is under 0.10 which confirmed it is proper fit.

DISCUSSION

The e- content serves as the primary public supply of e- content expertise, when ingesting the e- content information by means of the viewers strongly creates. The E- content gives you the correct information always, E- content consumption on fear of e- content, punitive attitudes and perceived police effectiveness, bad or confident attitudes closer to the drive may just have an impact on swat staff policymaking and strategy and the-content material of lapse information entice. The audience to watch it thoughts and emotions with the aid of the obstacle centered e- content news, exotic e- content footages and bites and Sensational e- content reporting is guaranteed to lift scores, and is more and more profits and e- content sells.

E- Contents in relation to government officers, E- contents in relation to Politicians, E- contents concerning Celebrities, E- contents when it comes to Communal events, E- contents when it comes to scholars. E- Contents when it comes to fashioned folks, in depth insurance policy of e- content news with sufficient bites from the supply visual, which are used for e- content information is crucial and compatible. The Sources of information which might be used is reliable data, which can be used is modern day and imperative to the e- content information, the answer is given at all times to the news, regular follow-up of the e- content information is telecasted, information framing has been given in chronological order, using of moneymaking portraits and animation appropriately, suitable history musical tunes and results, The voice modulation gives the more influence and the wording and extra know-how on the e- content news are motive of reaching e- content news.

E- content channels to keep comply with-America for every e- content information has telecasted, TV channels to telecast recent news from the spot of e- content and TV channels to provide the specific reality about the e-content every time are reaching e- content information.

Taking any precaution measures to your house has to inform police, while, you relocating out of dwelling for a period of time studying any martial arts to trustworthy preserve yourself from victimized from e- content. The news is given in government sake only, impact the general public, Makes to repeat is the same e- content news for a quantity of times. Creates the final recognition among the community on the e- content incidents, satisfy the public demand on the e- content story, To telecasted for personal function of their competitors in information, extra dramatized than actual incidents of E- content, individual Competence and sensibility and Citizen attitudes towards the police could impact selections to file e- content.

E- content information telecasted creates law attention on the public this aid the police in preclude the e- content to occur do you suppose literally nontoxic in a society which you live now it reflects within the government equipment. E- content information telecasted tries to stimulate new e- contents legislation is enforced within the city at all levels and the information developing best sensation among the many public.

E- Content insurance policy has played a most important function in reshaping public opinion, and finally, criminal justice coverage. Formulating new laws in opposition to e- contents are strengthening the existing legislation and order, implementing legislation towards the accused on full drive. Growing cognizance in regards to the government moves against the e- contents, developing bridge between the federal government and society, Society Cooperating with Govt. E- contents will have to be pronounced to police right away and actions taken via the police must no longer be plagued by political Influences

E- content-show viewing is causing fear of e- content, if the TV application generates terrible mood experiences (e.g. Anxiousness, expectation of worst, overwhelms disgust). Then these experiences will influence how you work it to be hobbies for your own existence, E- content insurance plan on e- content can contribute to lapse prevention tactics, E- content sources vary in type and content material and may for this reason, have differential affects on how citizens view lapse and criminals. Each worry of e- content and punitive attitudes may just influence coverage making and law making through government organizations, as public support or opposition could determine policy. But this study of Structural Equation Model Analyzed on Cyber E- content and E-content Awareness in India has been proved social e- content create more awareness of cyber e- content prevention with highly statistical model.

CONCLUSION

The aim of this study was once to carry out an empirical evaluation of the factors opting for the e- content information notion (SERVPERF) in regards to the eleven factors. Consumption of E- content, perception of E-content news, delight of insurance plan, interesting for Viewers, Expectation of E- content information, change of

angle, cognizance of Public, trade of sample in information, attain the E- content news, influence on audience and demands of Public. Pertaining to E- CONTENTSERV mannequin is utilizing a structural equation modeling. This study affirms and develops an instrument of carrier fine within the context of e- content industry, and examines the connection among e- content news satisfying. Consumption of E- content, perception of E- content information, delight of coverage, intriguing for Viewers, Expectation of E- content news, trade of attitude, awareness of Public, alternate of pattern in information, attain the E- content information, affect on audience and demands of Public. The proposed mannequin (E- CONTENTSERV scale was adopted with some modifications) is then calibrated using the information amassed from audience in Chennai metropolis, India. Eleven massive determinants of e- content information quality recognized are: Consumption of E- content, notion of E- content news, delight of insurance policy and exciting for Viewers, Expectation of E- content information, trade of attitude, attention of Public, trade of pattern in news, reach the E- content information, affect on viewers and demands of Public

The findings show that Cronbach's alpha for all dimensions except for e- content consciousness are above 0.70, which shows a excessive stage of inner steadiness for the E- CONTENTPERF scale (E- CONTENTSERV mannequin with performance handiest measure). Moreover, over all Cronbach's alpha price for the E- CONTENTSERV dimension is 0.904 which is above the reduce off value of 0.007. Centered on the confirmatory coal and ice analysis, it gave a red slip be concluded that, the dimensions (E- CONTENTSERV mannequin with performance most effective measure) used on this be trained correctly match into the gathered data.

It might be very well concluded that the hypothesized three-aspect model matches the sample information. Founded on the viability and statistical significance of essential parameter estimates are the significantly excellent fit of the model (CFI, GFI, AGFI, NFI, IFI, TLI, and RMSEA). The study has to be concluded that the three-aspect mannequin proven in figure 1 represents an sufficient description of E- CONTENTPERF particular plan for the e- content news realization goodness of match indices support the model fit and these emphasized indices spell out the acceptability of this structural model.

Definitely, this is taught that it will probably be valuable for the misdemeanor e-news to establish the value given by using the sounding board for the various desirable causes pertaining to infraction information first-rate. In the present aggressive environment has to bear in mind the prevailing viewers and to elicit their opinion pertaining to various explanations main to e- content news awareness and satisfaction.

REFERENCES

Allison Manning, (2012), the Columbus Dispatch. (2017). Police cameras help reduce crime, stats suggest. http://www.dispatch.com/content/stories/local/2012/08/27/ Arda Bilgen, (2012), Terrorism and the Media: A Dangerous Symbiosis.

Brendan O'Neill, (2014)-Free speech is so last century. Today's students want the 'right to be (2017). http://www.spectator.co.uk/2014/11/free-speech-is-so-last-century-todays-students-want-the-right-to-be-comfortable/.

Colleen Jones, (2013)-How Surveys Can Help You Create More Effective Content Marketing. (2017). Retrieved on February 20, 2017, from http://contentmarketinginstitute.com/2013/12/surveys-help-create-effective-content-marketing/.

Development communication, (2017). Retrieved on February 20, 2017, from https://en.wikipedia.org/wiki/Development_communication

Douglas Holt, (2016)- Branding in the Age of Social Media. https://hbr.org/2016/03/branding-in-the-age-of-social-media.

Gortmaker SL, et al... (1990)- Chronic conditions, socioeconomic risks, and behavioral problems, https://www.ncbi.nlm.nih.gov/pubmed/2304779 Pediatrics. 1990 Mar; 85(3):267-76.

Influence of mass media, (2017). Retrieved on February 20, 2017, from https://en.wikipedia.org/wiki/Influence_of_mass_media.

Jeff Sonderman, (2012) Study: Tablet users more likely to buy magazines, e-books than news, newspapershttp://www.poynter.org/2012/study-tablet-users-more-likely-to-buy-magazines-e-books-than-news-newspapers/177591/.

Natalie Fenton, (2009). Has the Internet changed how NGOs work with, http://www.niemanlab.org/2009/11/natalie-fenton-has-the-internet-changed-how-ngos-work-with-established-media-not-enough/.

Newhagen, J. E. and Reeves, B. (1992), the Evening's Bad News: Effects of Compelling Negative Television News Images on Memory. Journal of Communication, 42: 25–41. doi:10.1111/j.1460-2466.1992.tb00776.x.

Photojournalism, (2017). Retrieved on February 20, 2017, from https://en.wikipedia.org/wiki/Photojournalism.

Patrick J McGrath, (2015) - Effects of Socio-Economic Status on Behavioral Problems https://www.researchgate.net/publication/274511283_

Singh GK and Ghandour RM. (2012). Impact of neighborhood social conditions and household socioeconomic status on behavioral problems among US children in Matern Child Health J. 2012 Apr;16 Suppl 1:S158-69. doi: 10.1007/s10995-012-1005-z.from https://www.ncbi.nlm.nih.gov/pubmed/22481571.

Wiley: Reducing Crime: The Effectiveness of Criminal Justice.... (2017). Retrieved on February 20, 2017, from http://www.wiley.com/WileyCDA/WileyTitle/productCd-0470023732.html..

Wikipedia-(2017) Correlation does not imply causation. (2017). Retrieved on February 20, 2017, from https://en.wikipedia.org/wiki/Correlation_does_not_imply_causation.

WHO | Alcohol. (2015). http://www.who.int/mediacentre/factsheets/fs349/en/. 17140 http://www.e-ir.info/2012/07/22/terrorism-and-the-media-a-dangerous-symbiosis/.