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Fourth, we consider studies of mass media content that touch upon changing social norms and upon the public presentation of social roles. Finally, we review recent research on mass communication effects, especially studies attempting to determine the media's effects on public beliefs, knowledge, and concepts of social reality, but also those considering the media's roles in socialization and social change. This journal article is available at ScholarlyCommons: http://repository.upenn.edu/asc_papers/94. Redgram Processing Units: A Case Study of Gulbarga District, Karnataka. C S Avinash and B S Reddy. Department of Agricultural Economics. The study was conducted in Jodhpur District of Rajasthan state. In total, 12 processing units were selected randomly and interviewed for the study. The findings indicated that the cost of processing per quintal of chilli was Rs. Through social media, people can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real life friendships through similar interests or groups. Technology brought about social media which is a valuable tool but is somewhat misused by today’s youth. The two main forms that the youth use to access social media are cell phones and the Internet which have brought about major changes in their lifestyle. With the current exposure and easy access that the youth are able to get out of these mediums, this study will establish the impacts it has have on the youth.