

41 per cent of Coimbatore students seek TV for information: survey

Special Correspondent

COIMBATORE: Television is the preferred source of information for 41 per cent of the students in Coimbatore. This is higher than the national, mini-metro and metro average, says a TCS Generation Web 2.0 survey.

According to a TCS release, the survey is among the largest youth surveys in India and was conducted across 14,000 high school children in the 12-18 age groups in 12 cities across India during 2008-09.

With particular reference

to Coimbatore, the survey has also revealed that engineering and medicine are the top career choices for two thirds of the students.

Amongst those who prefer IT as a career, software is the most preferred and hardware is ranked second highest (17 per cent). This is higher than the national, mini-metro and metro average.

The primary source for accessing internet is cybercafe with almost 85 per cent spending under an hour a day on the net. Displaying affinity to geographical proximity, one in five prefers Singapore

as the top overseas education destination, more than any other city.

According to Ravi Viswanathan, VP and Head, Chennai Operations, TCS, the survey confirms that today's students are learning new skills to get interesting workplace and salary. This career kid is also starting to branch out of the traditional career choices and go in for some new options like gaming and animation. The nation-builder is optimistic about Indian companies and favours them over the most popular international MNCs.

Besides, the social networker is likely to have as many online friends as real ones and these friendships go beyond the traditional boundaries of gender, caste and geographies. The social youth communicates with anyone and everyone as long as they have the same interests. This could mark the start of a new democracy where he or she reaches out to more through social networks and is likely to be more socially active, willing to gather other like-minded youths or even form social network parties.