

DIGITAL MUSIC'S IMPACT ON YOUTH CULTURE IN CHENNAI

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Abstract

This study looks at how digital music affects the youth culture in Chennai. The main aim is to understand how online music platforms and social media change the way young people listen to music, spend their time, and interact with each other. The objectives are to (i) find out how digital music influences young people's identity and lifestyle, (ii) study their music listening habits, and (iii) see how it affects their social life and behaviour. The research used both surveys and interviews. A total of 300 young people aged 16–25 from colleges and music groups in Chennai were surveyed to know what kind of music they listen to and how they use online music apps. In addition, 20 participants were interviewed to get a deeper understanding of their personal experiences, friendships, and how music affects their daily life. The study also looked at some popular music apps and local online music communities to understand trends like playlist sharing, exploring new music, and creating music online. The findings show that digital music has a strong effect on young people in Chennai. It influences their choices in fashion, language, and hobbies. It also helps them connect with friends, discover new cultures, and express themselves in new ways. Digital music is clearly shaping how young people live and interact today, showing its growing importance in youth culture.

Keywords: *Digitization of music, Listening habits, preferences, community engagements, balanced consumption.*