

## Impact of Social Media on Tribal Youth

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### ABSTRACT

Present paper focuses on Impact of social media on tribal youth through Digital India programme and impact on tribal culture and education with special reference to north east India. India has grown in its size of population, diversity and also positively in the field of information and communication technology. This is significant because information and social awareness have emerged as important factors of human empowerment. Social media has generated new dimension for tribal youth to learn and access to knowledge and skill development is completely new, and in some way tribal youth benefit more than adults because of their familiarity with new media and their openness to applying it as a learning reservoir. Since social media offers lot of interesting ways of learning anything, anywhere, anytime, the tribal youth learners are quite comfortable with the options available to them for learning as compared to the traditional educational transaction. But surprisingly, the reach of telecommunication and level of connectivity across the north east region is limited, especially in comparison to the rest of India. Thus the tribal clusters need dedicated focus on digital skill and literacy. Social media provides open line of communication builds new understandings and collaborations for tribal youth of north east India from very different cultures. Social media has become a huge platform for the tribal youth of north east India to present their talents to the rest of the world.

**Keywords:** Social media, impact on tribal culture, impact on education, impact on services

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The tribal sub-plan under Article 275(1) of our constitution provides special central assistance to invest in development programmes exclusively for tribal. National e-Governance Division have been playing a pivotal role in supporting ministry of electronics and information technology not only for mandate of work assigned but has also added values to e-Governance initiatives undertaken by ministries both at central/state levels. It provides strategic direction to digital India & e-Kranti (NeGP 2.0) including framing policies and implementation strategy in different domains of e-Governance specially to north east India. Digital India programme engage in shared learning, use technology to face unheard challenges and solve unique problems by devising creative solutions to them. Since the rise of the Internet in the early 1990s,

the world's networked population has grown from the millions to the billions. Over the same period, social media have become a fact of life for civil social society worldwide, involving many actors, regular citizens, activists, nongovernmental organization, telecommunication firms, software provider, and government. The digital India benefits the youth in remote villages of northeast with the help of information technology services, therefore firms and their employees should work for the welfare of the tribal areas too. Just like the availability of roads, schools and electricity is important to bring out drastic changes, now the information technology, optical network and broadband facility needs to be added in the list of fundamentals. Information sources can frame survey, online polls, and several other programs to preach its aspects.

They can enhance the reach of government and act as a medium that help in understanding the youth needs, ambition and problems of youth. It is just similar to adding new inspiration and strength.

### **Social media**

The social media is defined as the technological means of sending information, ideas, opinions etc. through the mass communication device to a diverse audience. In one sense, words and pictures are the media by which thought and feelings are communicated but medium need not be restricted to this meaning. Any Website that allows social interaction is considered a social media, including social networking sites such as face book, MySpace, and Twitter, gaming sites and virtual worlds such as club Penguin, second Life, and the Sims; video sites such as YouTube; and blogs.

Such sites offer today's youth a portal for entertainment and communication and have grown exponentially in recent years. Cutting across demographic and socio economic segments, northeastern are increasingly connecting and communicating with each other through social media. Social networking provides academic research to everyone with online access, allowing youth access to previously unavailable resources. Social media sites inform and empower north eastern youth to change themselves and their communities. It is great for tribal youth professionals for marketing, connecting and finding business opportunities, employers find employees and unemployed find work. Social media have created thousands of jobs and new avenues of income. Social media facilitates political changes: Online networks give social movements a quick, cheap method of disseminating information and mobilizing people. One of the biggest changes in recent years is that, increasing, audiences are also users of media; they contribute content to the platforms created by media sources.

These includes a product review on Amazon, a face book update, a video on YouTube, photos via Instagram, music posted on blogs, a tweet, a comment or tag on a news item, a post or a

hobby forum, a mash up audio recording, or one of countless other ways that youth users can now create their own content and make it available to others via the internet.

A study conducted by Robertson (1986) found that upper level undergraduate statistics students taught on teleconference did as well as or better than most campus based students and had a dropout rate of zero .A mechanical device called ABASCUS (2000 B.C.) was used by the merchants to add, subtract, multiply, and divide the numbers. But after a long gap of centuries, mechanically operated devices were developed just to add and subtract the numbers, e.g., Pascal's calculating machine. Later on, another machine was developed which could multiply and divided the numbers too, e.g. Leibriz,s calculator. In 1804, a French weaver Joseph Jacquard devised a loom. He used punched cards to direct the weaving pattern. After some years, Charles Babbage devised an analytical engine which could be programmed by instructions.

In mid 1940, Neumann suggested that the data being manipulated and instructions could store internally. Radio is the mass communication medium aimed at the sense of sound. Radio offers entertainments, news and opinions, discussions and advertising messages and can bring direct coverage of public events into the tribal's home. The press associations collect and distribute news to the newspaper; television channels, radio stations and newsmagazines. The syndicates offer background news and pictures, commentary and entertainments features to newspapers, television and radio and magazines. The advertising agencies, serve their business clients on the one hand and the social media on other.

The advertising departments of companies and institutions play merchandising roles and the public relations departments serve in disseminating image building information. The public relations counseling firms and publicity organizations offer information on behalf of their clients. Research individual and groups help gauge the impact of the message and guide social media for more effective ways.

## Impact on Tribal culture

Digitization enables the development of widely dispersed, interactive youth for cultural movements, and therefore the emergence of highly fragmented and highly specific niche society for any conceivable form of cultural development. Beyond the physical requirements of food and shelter, man has now another fundamental need: that is the need to communicate. The urge for communication is a primal one and in our contemporary civilization, it has become a necessity for survival. On striking effect of the transformation of cultural values from an analog to a digital entity has been a shift in power from the large and established social institutions to digital community networks.

These new virtual communities of individual technology users, both as artists and as consumers, have evolved as dynamic and self organizing entities based on patterns of electronic information interchange. The effects of this redistribution of power are manifesting themselves as shifts in cultural values in behavioral changes, attitudinal changes, and even fundamental shifts in ethical judgments. The spread of Hindi language in the length and breadth of the north eastern states is mainly due to Hindi cinema, particularly the songs associated with them which are regularly broadcast in the radio in certain specialized programmes like Vividh Bharati. A visual medium like television is considered to be a more useful means of learning and communicating cultural ideas than the spoken or a written word. The work and beliefs of religious and cultural groups and a hundred others pertaining to the way human being behave are constantly reported and discussed in the press, in books and on television and radio programmes.

It is now time to telecast Indian cultural values through cartoons channels. Epics like Ramayana, Mahabharata, Bhagvat Geeta and stories of Panchtantra should come up in cartoon channels. Stories with strong historical background like that of Bhagat Singh, Shivajee, Jhansi ki rani Laxmibai should reach children through entertainment channels. Television is becoming increasingly important as an institution for socializing the

youth of North eastern society. Today, we see that, even in our day to day activities, certain words of our mother tongue have been replaced by certain linguistic expressions of the television like “Break ke baad” (after the break).

## Impact on Education

Students have easy, free access to resources online to help them learn, improve their grades and reduces absenteeism. Report shows 59% of student uses social networking to discuss educational topics and 50% uses the sites to talk about school assignment. The learning of academic material and self responsible behavior is assured because teachers utilize method based upon cooperative learning a social development research through social media. The youth learner, teachers and administrators in a tribal school or districts also work together in supportive groups. They too enjoy participatory democratic process and creative collegiality under digital environment.

In the present technological and psychological age, the application of scientific and technological knowledge is much essential for the curriculum transactions. The new interactions in educational technology can be used successfully in teachers’ training and it is actually being done, such as micro-teaching, simulated teaching system approach, classroom interaction and teaching models. Cybernetic psychology emphasizes the fact that all the methods of feedback bring about the desired changes by controlling the behavior of the learners considering the dynamic feedback and self-regulation as its goal. Thus cybernetic occupies an important place in the progress, growth and development of the learning youth.

In India, teletext (a system related to video tex) services was inaugurated by the Doordarshan, Delhi on November 14, 1985. It is known as INTEXT i.e., Indian Teletext. It used the medium of television for transmitting information. In this; the data are organized into pages, which contain text and graphic symbols. Various centres are related to the teletext information centre and the different information goes on gathering. These centre are

Meteorological Department, the Northern Railway central enquiry, the Indian Airlines enquiry etc. Television programmes are most informative and educative if we watch programmes like UGC programmes, quiz programmes and also group discussions.

Thus, we can say that digitization a medium for acquiring information, knowledge and understanding. Many of the recent advances made in educational measurement and evaluation could be attributed to computers. There is a continuous update in both hardware and software and hence there is an emergence of many newer applications. Northeastern Youth have realized that application of these technologies can enhance the quality of learning experience. However, one must admit that the use of computers in testing is much less than its use in instructional activities. The use of computers in evaluation has probably risen due to the enhanced time, money and effort spent. Technology can be used for assessment purposes at multistage, from the management of the assessment information to a fully automated assessment system.

In recent times, education world has seen emergence of several areas in computer based learning and assessment. There has been a growing interest and increasing practical experiences in the use of computer to deliver objective tests. Objective testing is often taken to imply the use of multiple choice questions. Many packages are available which are designed for the electronic delivery of objective tests, all of which support the delivery of a variety of question types. There are immense benefits of using online and web based evaluation. The first and foremost benefits are in the increased frequency of evaluation that performs both formative and summative functions. Putting quizzes and assignments on web and enabling the student to do a sort of self assessment can perform the formative function. The teacher can monitor this self assessment and feedback can be offered to a single or a group of students as the requirement is. It can also aid in summative function as it can considerably reduce time spent in marking, which in turn can be utilized for other meaningful activities.

The teacher can declare the results with a click of a button, which will eventually aid the students in their planning of further studies. Distance education can be imparted wonderfully by making it collaborative and networked. It is here that the direct presentation tools come into picture.

Along with the growing use of computers in institutions, it is not very difficult for the students to generate their work on a word processor or as a presentation in power point. After completing the work a student can put it on the web or the local area network so that peers see it and add a comment to it. The teachers as a moderator can see all this work and offer comments on it. Common Space is good software for this activity. It can be used by a group of youth who offer comments on an individual work. These comments can be integrated to revise the work and hence improve the quality. We are still in the infancy stage when we talk of online/web based student learning and assessment. The progress in imparting on line learning is phenomenal, but on the online learning and assessment front a lot is still to be done.

But the good thing is that tools are available and are in abundance. The need is the change in the attitude. Although it is said again and again that an educational institution's reputation is built by the element of sanctity in its evaluation producers, there has been a slow progress in adopting web based learning and assessment techniques, which can assure this. In this system on one hand enhances the learning opportunity for the northeastern youth and on the other hand provides tools for the teacher to do much more rather than wasting time on redundant assessments. Commuters have received their due importance in instructional activities, but there is a lot of scope for developing its role in assessment and feedback.

### **Impact on Services**

National Informatics Centre (NIC), along with ministry of rural development (MoRD) and other stakeholders, conceptualized web enabled Management Information System (MIS), NREGASoft, to address the planning and monitoring needs of the

scheme. NREGASoft is a local language enabled, workflow based transaction level system designed for all activities of all stakeholders across the country. NREGASoft is accessible by all stakeholders providing them a single window interface for all MGNREGA related activities. The government is coming up with an Aadhar Payment App that could silence digital payment critics. The new app would do away with plastic cards and the point of sale machines once believed to be essential for a less cash society. How often we use cash when purchasing air ticket, paying restaurant bills or hospital bills. We can literally use our credit cards for almost every kind of purchase from motor car and down payment for our house.

Every time we use these credit cards or debit cards the cashier of the shop uses a terminal that connects to other computers via a network. Our identification details such as name, credit card number, and issuing bank are automatically transferred and verification obtained from us. Currently the card facilitates the renewal of driving license and serves as a travel documents. The cards potential uses include serving as an electronic wallet, touch and go for toll roads, digital certificate as well as an ATM card. Many tribal homes in northeastern states have one or more appliances that are driven by advanced electronics. The most pervasive is ASTRO, the cable TV provider. Increasingly, however, some of them are also installing a variety of systems like lighting, security, air conditioning and others that are intellectually connected to master controls linked to computers and cell phones etc. The smart home that integrates all of these is fast making its appearance in individual homes and pricey Condominiums.

What this means to the youth is a facility which he/she can access even when away from home to turn on the lights or the air conditioners or even warm the food. Amazon.com with its kindle and apple with its iPad are gradually changing how youth buy books. Similarly, new types of business have been created, such as online auctions like eBay. Digital cameras, printers and scanners have enabled

more youth to experiment with image production. Computer gaming has been an important influence in the developments of graphical interfaces. Technology has been at the forefront of changes in the production and distribution of music, as well as in the ways in which youth can access and listen to music. Digitization in everyday life will enable them to gain understanding of the information and communication technologies that drive their networked world.

## CONCLUSION

Today's northeastern youth must recognize the enormous potential of the digital world, address the issues involved in its creation, and take a leadership role for their diverse applications. We live in global village where distance is no longer barrier to commercial or social contact. There are several of issues, which still needs to be addressed for complete revolution of northeast India into a connected information economy. But one thing is sure that stronger is the government collaboration with the Information technology sources, greater results can be expected for the future generation. National and local media play significant roles in the development of cultural unity. Modern youth have built multi faceted mechanism for delivering their messages.

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