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Impact of Social Media on Tribal

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ABSTRACT

The media today has well and truly spread its wings. The use of social media has drawn significant role in recent years. An increasing number of practitioners have started using social media in their teaching. From being limited to the whims of a few individuals, it has come a long way to become a means of social participation. While the fourth estate has been in order for a long while, it seems to have realized its true potential and purpose in the new millennium only in the true spirit of democracy as envisaged by Abraham Lincoln's of being an institution 'of the people, by the people and for the people'. This has been facilitated by the advent of the social media. Social media, with its immediate and amplified reach, has transformed the way people interact with each other. This is significant because information and social awareness have emerged as important factors of human empowerment. The focus of this paper is to delineate the relationship between social media and Tribal India.

Keywords: Tribal education, communication

Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating, texting, images sharing , audio and video sharing, fast publishing, linking with all over world, direct connecting. It is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country specially on youth this study also focused the influences of social media on tribal youth and their life style, trends, educational and political awareness, physical activities, social life, their learning and so on. Andres Kaplan (2010) described in his study that social media is a set of internet based application that constructs on the ideological and technological foundation of wed and that permit the design and exchange of user generated content (Chukwuebuka, 2013). Merriam Webster encyclopedia Britannica Company defines: youth is the time of life when someone is young. Youth is the time when a young person has not yet become an adult. Youth is very important for future of any nation and country's progress and development. Now a day Social media is essential for youth in the field of education to learn new trends in education, to improve writing and communicating skills, cultural promoting, religious and political information gathering and sharing links, better living style, growth and development of society (Merriam Encyclopedia, 2001). The internet

and American life project: social media internet has different impact in various aspects on American's life. And this project covers the different areas of life in which some areas are here demographics, government official and on line elections and policies, education, family, friends and community, health, news and events, internet evaluation, online activities and searches, Public policy, technology, media and use of media (Turow, 2011). Social media such as Facebook, Whats App, Skype, Twitter, YouTube and MySpace may have been freshly marketed as great leveler as gathering in which divides of races, classes, and ethnicity. Shrestha lucky (2013) described that social media is means of connections among people in which they create, share, and exchange information and ideas in virtual communities and networks (Shrestha lucky, 2013). Alison Doyle an American Psychologist: She define Social media as, it is various online technology tools that enable people to communicate easily and people use social media to share information , text, audio, video, images, podcasts, and other multimedia communication. Whereas Anthony J. Bradley (2009) he defines Social media is an inevitable for the vast majority of organizations worldwide. He says this predictability is not assurance of success. He says many organizations fail in social-media efforts because they do not deliver their products on the six core principles that set social media apart and bring about its unique value. And these Six Core Principles of our social media collaboration. Social media network site define social media as: it is an online location where people can interact with others about information, entertainment, news and which will be on their own choice and creation (Turow, 2011).

Impact of Social Media

The Indian society is an elaborate society with multi cultures, multi tribes and castes, multi lingual and the disparities between the urban and rural people. Since the birth of independent India, there is no denying the fact that India has grown as a nation and as economy rapidly with major growths from infrastructure to public health care, from communication sector to IT field and much

more. But development is not a linear process but a multifaceted system with a complex idea. Even the rural India defies any definition of development. The Indian government has started many initiatives which have tried to encompass the large Indian crowd and while also many UN programs have been put to use in Indian villages. Besides that, many private social networks have taken the initiative like various NGOs, news channels, various web sites etc. But unlike Europe's systematic Industrial growth, Asia and Africa still remain largely unaffected by the model due to the large size of many nations with no connectivity. India goes through a similar problem. That's the reason when rural areas of India still face issues like sanitation, public health care etc., social media finds a relevant place. Diverse social and infrastructural needs must be addressed more or less simultaneously to ensure a nation's future growth and prosperity. Social media has affected all spheres of rural people's lives: right from their livelihood to their healthcare, from traditions to social campaigns etc. Time and time again SNS have found a way and have realized their potential to become pioneers in rural development. Many Indian social media networks have committed themselves to provide information to the farmers regarding cultivation as well as animal husbandry especially All India Radio (AIR) which has been committed to rural audience for more than 50 years now.

Among the several mass media, newspaper and farm magazine are commonly used. They have a vital role to play in the communication of agricultural information among the literate farmers. Increasing rate of literacy in the country offers new promises and prospects for utilizing print medium as a means of mass communication. Agriculture journalism is a new field in India and is growing rapidly as the food giver of India is becoming literate now (Rai & Shahila, 2013). Through online public grievance system, development in these parts take place smoothly as the villagers can lodge their complaints on this forum. This initiative has aided rural people a lot. Though it is naive to think that electricity, telephony and connectivity in rural areas will spread if the demand does not grow of these resources.

In addition, information networks can become conduits that allow money to flow into the village through new kinds of non-discriminatory and clean industries. Information and communications technologies can also compensate for other kinds of infrastructure limitations. For example, if online work, trade, or payment were to become available for members of a village community, the poor quality of roads to and from that village becomes less of an obstacle to earnings and employment. Finally, and most importantly, if capital were to become more readily available within a village community through such networked systems, it would then be in a better position to finance the basic infrastructure that it needs, including roads, dispensaries, and water and sanitation systems. (Rai & Shahila, 2013) But there has been a critical problem, the problem has been of digital divide. The global digital divide describes the unequal distribution of information and communication technology across nations, commonly described as the "gap between the information haves and have-nots." The contours of the global digital divide are complex and, although the "digital divide" has become a common political catchphrase, popular discourse has, for the most part, failed to capture all of the dimensions of the divide. (Ali, 2011) The Internet has transfigured the way most people in the West live. It has become an important part of our economic, political, and social lives, changing the way we purchase commodities, the way we bank, and the way we share exchanges with one another.

First, the Internet reduces traditional blockages to trade and industry, allowing small businesses in developing nations to market their products directly to the United States and other developed countries. Second, the informational capacity of the Internet enabled developing countries to move ahead in improving fundamental services. It can allow, with its use, people all across to access information from any part of the world. The only way in India to reduce this divide is by providing the rural people with adequate information on the internet and its uses explained. But there would be people on the internet looking to cash in for the naïve nature of new internet users. But amongst many limitations,

digital divide is said to be only temporary as technology would become redundant in developed nations and the third world countries would be able to produce this technology for cheaper rates, they would also be able to improve their existing technology. These gaps in connectivity is due to the economic disparity of different nations, whereas some nations have tried to improve this connectivity but there are many pressing issues in third world countries, for instance, irregular electricity supply. The problem then lies with the fact that rural India needs platforms where they could express their grievances, like, online public grievance. Social media can provide this platform where their voices and their culture is protected, looked after.

In today's global economy, where computers and the Internet are so fundamental to production and participation, it is clear that if the right to development is to be taken seriously, that right must encompass the development of information connectivity technology infrastructure and skills. It is also very important to look at the various platforms which have helped rural India, where there was definite impact made on the lives of the people. These are just examples to clarify the impact.

Madurai

The efforts of a tribal member have given 13 tribal families in a remote part of the district roofs over their heads. These families in Alagammalpuram Colony near Elumalai had been spending their nights under the open sky as the houses constructed for them by the government had become dilapidated. Now, 10 new houses built under the Indira Awaas Yojana await formal inauguration by the collector. Members of the Paliyar tribal community had been struggling for long to bring the attention of the authorities to their plight, but it was due to the efforts of V Thangaraj, the first person to pass Class 10 from the colony, that things started happening. Thangaraj became familiar with Facebook and raised the issue of his people through the social networking site and took help from tribal activists. Anshul Mishra, the then district collector, took note of the issue and assured immediate action."We were disappointed as the district collector who assured

us action was transferred. The former collector U Sagayam also knew our plight. During his visit to the colony, he assured us that houses will be built. Unfortunately, he too got transfer orders before he could take action," Thangaraj said. "It is a new lease of life for us. While we are happy about the housing facility, it has given us double delight that half a dozen youngsters from the community have been appointed as forest watchers," Thangaraj added. S Vellaichamy, an elderly member of the community, is delighted at the new development. On a rainy night in 2012, Vellaichamy had had a narrow escape after he saw the ceiling of his house cave in. He had alerted his family just in time and had sustained head injuries himself while he was trying to save his granddaughter. Paliyars have traditionally occupied the forest, and are considered shy and cannot be spotted easily. They mostly used to rely on roots and honey for food. But their lives underwent a drastic change when they were forcibly brought to the plains. They are fish out of the water now and are being exploited by the dominant communities, said Thanaraj, a tribal activist who played a major role in bringing up the issue of poor housing. Thanaraj hailed the district administration for helping the community get proper houses. He appealed to the authorities to protect the right of the tribal people over forest produces, guaranteed to them under the Forest Act, 2006. Their right to enter forests and collect produces such as medicinal plants, honey and roots should not be taken away, he said.

Budaun Rape Case

Take for instance the recent rape of two minor girls from a backward caste close to the north Indian town of Budaun. The cops didn't register a complaint. However the news spread like wildfire and was soon on social media. It went viral. Soon enough, every media house was there presenting live reports. The government had to sit up and take notice. The cops were suspended. CBI (Central Bureau of Investigation), India's highest investigating police agency, was asked to investigate. The Allahabad High Court decided to monitor the probe. Since then, there has been so much pressure on the state government that there is

even talk that it might be dismissed by the President of India. Social media has played a key role in this incident. Since the Budaun rape case, reports have been coming out of atrocities on people from lower castes from across the country. It's now clear that these incidents have been happening for years. This has shocked many urban Indians. Now rural news is being reported on Twitter, and retweeted around the country. The number of Face book shares and likes has gone up remarkably. Social media is doing its bit to spread news quickly and build public opinion. This is putting real pressure on local administration and government to stop these appalling incidents.

Conclusion

Without a doubt changed the lives of tribal people. As far as agriculture is thought of, these have given many opportunities to the farmers and made the process of selling the crop easy through online programs which have resulted in the removal of middlemen. There are many success stories in field of health care as well. Rural politics is the area where social media network's hasn't reached to the required potential. But there still remains a lot of room for improvement for social networking services as with better technology, the connectivity of these places should improve and provide the economic opportunity to take benefits from the system. Social Media can help provide that, media which cares for a well-integrated society and believes in having social responsibility. Services like Face book, twitter provide a mass reach, but of a population which can afford to have the required technology to avail the service but can help connect the large population. The requirement is of the necessary technology from which these platforms can be accessed. Once accessed, it is important that social media doesn't influence the people in a way that alienates them from the real potential of these platforms. The impact can be seen through many examples and these examples are of not just Social media like – Face book but with the use of internet NGO's like Gramvaani have flourished, defining social media in a new perspective which is of development and of a social responsibility.

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