

A Study on Empowerment of Rural Youth for Social Action in Social Media

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Abstract

Social Media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces the challenges of defining.

The present study of this paper deals with the usages of the social media among the youths, what are the types of social media the youths are interested in and also about what are the networks the youths are using for the study purpose.

INTRODUCTION:

Social Media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces the challenges of defining.

Social Media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces the challenges of defining (Watts, Duncan J. (2003). However, there are some common features. Social media are interactive Web 2.0 Internet-based applications. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media.

1. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups. Social media use web-based technologies, desktop computers and mobile technologies (e.g., smart phones and tablet computers) to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals. Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging field of techno self studies.

In America, a survey reported that 84 percent of adolescents in America have a Facebook account. Over 60% of 13 to 17-year-olds have at least one profile on social media, with many spending more than two hours a day on social networking sites. According to Nielsen, Internet users continue to spend more time on social media sites than on any other type of site. At the same time, the total time spent on social media sites in the U.S. across PCs as well as on mobile devices increased by 99 percent to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011 (Online International Interdisciplinary Research Journal, 2014). This is in contrast to traditional media which operates under a monologic transmission model (one source to many receivers), such as a paper newspaper which is delivered to many subscribers. Some of the most popular social media websites are Facebook (and its associated Face book Messenger), WhatsApp, Tumblr, Instagram, Twitter, Baidu Tieba, Pinterest, LinkedIn, Gab, Google+, YouTube, Viber, Snapchat, Weibo and WeChat. These social media websites have more than 100,000,000 registered users.



History of Social Networks

Social networking isn't just a term for the 21st century. In fact, social networking dates back to 40,000 years ago when cavemen would draw on the walls of caves, depicting animals in order to communicate and 'network' with other cavemen. The Romans also indulged in social networking around approximately 700 B.C.E. Rome was the center of communication and networking for everything that dealt with commerce, religion, politics, and even prostitution, so this makes a lot of sense. Since then, societies in different countries became more modern and pushed for social networks through town criers (in the 15th century), newspapers (in the 17th century), pen pal programs (in 1938), and electronics (in 1979).

Indian Social Media In a study led by the Masdar Institute of Science and Technology in Abu Dhabi, it was discovered that generally an individual is only 12 hours away from an alternative utilizing social system administration destination. Here are some interesting facts about the social media in India: India has over 12.5 crore internet users the average usage of internet is 26 minutes a day currently, 87.1 billion (Is it correct, or is it 'million'?) Users are accessing the internet on their cell phones and strategies are in place to further push the numbers. Top social media system administration destinations are Facebook, Linked in, Twitter, Orkut, Bharatstudent.com, Zedge.net, Ibibo.com, hi5.com, Shtyle.fm, Indyarocks, Fropper.com and Myspace.com (Ahn, J. (2011).

Ron Jones' Social Media Definition:

"Social media essentially is a category of online media where people are talking, participating, sharing, networking, and bookmarking online."

There is a wide variety of social media, ranging from social sharing sites such as YouTube and Flickr through social networks such as LinkedIn and Face book. In my opinion, social media has shot to the forefront of people's attention because it's fun. Thanks to social media, it's easy to share your ideas, photos, videos, likes and dislikes, with the world at large - and find out what they think of them. You can find friends, business contacts and become part of a community or a bunch of different communities. Social media gives you what TV never could - a chance to be engaged and engage others (Kelli S. Burns (2017).

Because of this, social media is of particular interest to businesses. Currently, businesses of all sizes are embracing social media marketing as a low-cost form of business promotion, grappling with the question of how to get in on what appears to be an especially viral way to get their message (and their products) out there.

If you run a small business, How to Create a Social Media Plan explains how you can pick the best kinds of social media to promote your business and how to design and implement a winning social media strategy.

REVIEW OF LIETRATURE:

Junco, Heibergert, and Loken (2010) examined the link between social media use and student engagement. The semester-long study consisted of two groups, experimental and control. With the experimental group, Twitter was used for various types of academic and co-curricular discussions, class and campus event reminders, faculty and student connections, providing academic and personal.

Cisco (2011) reported that 95 percent of the college students admitted the internet was as important in their lives as food, water, shelter and air. Approximately, 64 percent of the students accepted to choose an internet connection over a car. The study also concluded that four out of five college students interviewed assumed that the internet was significant and essential part of their lives. The report also found that the use of paper had been gone down in the youth, as 40 percent students had not bought a book from a market in the last two-year.

Gunamala Suri and Sneha Sharma (2012) study show that there is a significant impact of internet use on respondent whereas the attitude towards e- learning has no significant effect of internet use. A majority of respondents are interested to learn the computer and they have positive attitude towards e-learning also.

Vain Madhavi, Kommula A, and Kusneniwar B (2013) found that most of the students were using the internet service in the institute. But these students were using it for entertainment and time pass and not for academic purposes and a majority of the students had not knowledge about any medical websites. Only a few students used internet for online exams.

Sharma, A., Sahu, R., Kasar, P. K. & Sharma, R. (2014) conducted a survey on 391 and found that males students were more addicted to the internet use than female. Both boys and

girls spent 1.29 hours per day on internet. There was only 0.3% students' addict of internet, remaining had normal, mild, and moderate systems. The study also concluded that Internet addiction was mounting problems in students particularly of professional courses. Therefore, policies and strategies for prevention of internet addiction as well as therapeutic interventions should be monitor that would promote healthy and safe use of the Internet.

RESEARCH METHODOLOGY:

Research methodology is a catalogue of the various phase facts relating to the formulation of a research effort. It is the arrangement of conditions for collection and analysis of data in manner that aims to combine relevance to the research purpose.

Title of the study

The title of the present study is “A Study on **ROLE OF SOCIAL MEIA IN THE EMPOWERMENT OF RURAL YOUTH** Dindigul District - with Special Reference to Author Block.

Statement of the Problems

In recent days Mobile phones, Internets and social media are used by most of the people in the society. Especially most of the youth groups in the age between 18 to 30 are using social media than any other age group. It was expected that youngsters using social media for entertainment and other fun/s. But, information shared through social media influence much in health awareness, social development and governance. It leads many activities through youth for social action in Tamil Nadu. So, this is the time of the hour to study the impact of social media in the empowerment of rural youth and its intensity.

Objectives of the Study

- To find out the usage of social media among rural youths.
- To find out the interests of rural youth through social media.
- To study the outcome of social media in the empowerment of rural youth.

Sample

The sample was undertaken in Author Block in Dindigul District.

Sources of Data

The proposed study is mainly based on both primary sources of information data.

(a) Primary data:

Primary data are first hand information collected from the respondents through various methods such as interview, observation, etc. the researcher directly collects the data from the respondent.

Primary data will be collected from the respondents who have access to social media by using interview schedule methods.

Tools for data collection

To collect the required information from the respondents, interview schedule was administrated to the respondent through informal interviews and discussions to elicit information relating the youth using on social media in the Author Block in Dindigul District. The tool used for the data collection for this study is interview schedule

DATA ANALYSIS AND INTERPERTATION

TABLE: 1

Distribution of respondents based upon what kind of social issues you are interested

S.NO.	Kind of social issues you are interested	No. of Respondents	Percentage (In %)
1	Education	8	26.66
2	Environment	4	13.33
3	Health	12	40.00
4	Politics	6	20.00
	Total	30	100

The above table shows that, 40% of respondents are interested in social issue of Health, 26.66% of respondent are concentrated in the Education related issues, 13.33% of respondents interested on environment issues, 20% of respondent interested on politics related issues. Majority of 40% of the respondent are interested in health oriented issues.

TABLE: 2

Distribution of respondents based upon personal profile in popular social network site

S.No	Personal profile	NO. of Respondents	Percentage
1	All	1	3.3
2	face book	13	33.33
3	Hike	2	6.67
4	Twitter	2	6.67
5	Whatsapp	12	40.00
	Total	30	100

The above table shows that 3.33% of the respondents are having the personal profile an all social net work sites, 33.33% of the respondents are having the personal profile an face book, 6.67% of respondents are having the personal profile hike, and again 6.67% of the respondents are having the personal profile twitter, 40% of respondents are having the personal profile on Whatsapp

TABLE: 3

Distribution of respondents based upon Access on social media social network site

S.NO	How to access your social network account	No. Respondents	Percentage (In %)

1	I pad	1	3.33
2	lap top	4	12.67
4	laptop,smartphone	3	10.00
5	Smart phone	17	56.67
6	smart phone, laptop	4	12.67
9	smart phone, some time laptop and pc	1	3.33
	Total	30	100

Majority 17(56.67%) of the respondents are accessing on social media for (smart phone), 12.67% and respondents are accessing on using on laptop, 10% of respondents accessing on (laptop and smart phone), 12.67% of respondents accessing (smart phone and laptop), and 3.33% of respondents accessing (smart phone, some time laptop and pc). less than 1(3.33%) of respondents to accessing on social media for smart phone and pc.

TABLE: 4

Distribution of respondents based upon period of using social media

S.No	Period of using social networking site	Usages of respondents	Percentage (In %)
1	1-6 month	3	13.33
2	7 month to a year	9	26.67
3	less than a month	1	3.33
4	more than a year	17	56.67
	Total	30	100

The above table shows that the 56.67% of a respondents are using at least one social networking site more than one year, and 26.67% of respondents are using social networking

sites more than 7 month to one year, and 13.33% of respondents are using social networking sites on (1-6 month), and remaining 3.33% of respondents to using on social networking sites on (less than a month).

TABLE: 5

Distributions of respondents based upon time spend on social media

S.No	spend on a social media	Respondents	Percentage (In %)
1	1 to 12 hrs per day	11	36.67
2	13 to 24 hours	1	3.33
3	Less than one hour	18	60
	Grand Total	30	100

The above table indicates 60% of respondents using social media less than 1 hour, and 36.67% of respondents to daily spending 1-12 hours per day social networking sites, and 3.33% of respondents on average spending 13-24 hrs per day for using social media.

TABLE: 6

Distribution of respondents based upon no of contacts and friend in social media

S.NO	How many contacts'	Respondents	Percentage (In %)
2	51-100	6	20
3	Fewer than 10	2	6.67
4	more than 100	22	73.33
	Grand Total	30	100

The above table shows that majority of the respondents 73.33% having a contact on friends circle for (more than 100), and 20% of respondents having contact a friends circle on (51-100), and 6.67% of respondents contact for friends circle on (lesser than 10).

TABLE: 7

Distribution of respondents based upon important of Social Media network

S.No	Social networking is important	No. Respondents	Percent (In %)
1	Agree	10	34.48
2	Disagree	1	3.45
3	Fair	1	3.45
4	Strongly agree	17	58.62
	Total	29	100

The above table indicates the majority of respondents 58.62% do think strongly agree that the social media is important, and 34.48% of respondents do think agree that social media is important, among the 3.45% of respondents assumes that social media is not important disagree, 3.45% of respondents do think social media is fair not important.

TABLE: 8

Distribution of respondents based upon reliability of information through the social media

S.NO	Reliable of information	No. OF Respondents	Percentage (In %)
1	20% to 50%	9	30
2	50% to 80%	9	30
3	80% to 100	1	3.33
4	Less than 20%	11	36.67
	Total	30	100

Majority (36.67)% of respondents having reliable of sharing the information through social media is (less than 20%) ,and 30% of respondents having to sharing the information through social media for reliable on (20% to 50%), again the 30% of respondents says that to sharing the information through social media is reliable of information is the (50% to 80%).

TABLE: 9

Distribution of respondents based upon reliability of information through the social media

S.No	If yes	No. Of Respondents	Percentage (In %)
1	Yes	10	30
2	No	20	
	Total	30	100

The above table indicates % of respondents think handy to access the information on traditional media than social media is easy, and % of respondents are says that to handling on traditional media is better.

TABLE: 10

Distribution of respondents based upon support for social action group through social media

S.NO	Do you support any social action group	No .of .Respondents	Percentage (In %)
1	No	14	46.67
2	Yes	16	53.33
	Total	30	100

Majority of the respondents 53.33% having a supported social action group through social media, and 46.67% of the respondents having not never been supported any social action group to support through online community through social media.

TABLE: 11

Distribution of respondents based upon role of social media and to keep in touch in communication with friends and, collage-colleagues

S.No	Keep in touch with friend	No .of .Respondents	Percentage (In %)
1	Agree	7	23.33
2	strongly agree	23	76.67
	Grand Total	30	100

The above table indicates majority 76.67% of respondents says strongly agree that social media to keep in touch with working groups/collage community, and less than 23.33% of respondents only said that agreed to keep in touch working groups, and collages for social media. The social media helps them to have easy communication with friends and colleagues.

TABLE: 12

Distribution of respondents based upon information Access and social media

S.NO	Whether Social Media improve your information Access in various matter	No. Of Respondents	Percentage (In %)
1	No	3	10.00
2	Yes	27	90.00
	Total	30	100

The above table indicates majority 90% of respondents using on social media to improve and accessing various information, and less than 10% of respondents not improved and accessing various much information through social media.

TABLE: 13

Distribution of respondents based upon social media and kind of information

S.NO	What kind of information access much through social media	No. of Respondents	Percentage (In %)
1	Business	3	10
2	Education	10	36.67
3	Politics	6	20
4	social development	11	36.67
	Total	30	100

The above table indicates 36.67% of respondents mostly accessing education related information's much through social media on(Education), and 36.67% of respondents much mostly through accessing social development related information on through social media, and less than 10% of respondents accessing business related information's through social media on(Business),remaining 20% of respondents accessing much mostly politics related information's through social media on (Politics)

TABLE: 14

Distribution of respondents based upon educational commitment and social media

S.NO	Improves your commitment with group related to Education	No. Of Respondents	Percentage (In %)
1	Agree	14	46.67
2	Fair	6	20
3	Strongly agree	10	33.33
	Total	30	100

Majority 46.67% of respondents are agree with related to group on social media, and 33.33% of respondents strongly agree and less than 20% of respondents said for educational commitment of the students improved through the usage of social media.

TABLE: 15

Distribution of respondents based upon social media and motivation

S.NO	Social media motives to act well in everyday life	No. OF Respondents	Percentage (In %)
1	Agree	15	50
2	Fair	3	10
3	strongly agree	11	36.67
4	strongly disagree	1	3.33
	Total	30	100

The above table shows that, 50% of the respondents are agreed that the social media is helps to motivate of every life. 36.67% of the respondents are strongly agreed, because the social media is main motivating factor in the social network. 10% of the respondents are said that the social media is very fair in the motivation factor and remaining 3.33% them are strongly disagree to the social media is helps to motivate to all in the social network.

TABLE: 16**Distribution of respondents based upon social media and social engagement**

S.NO	politics & current events through social media	Respondents	Percentage (In %)
1	Agree	13	43.33
2	Disagree	1	3.33
3	Fair	4	13.33
4	strongly agree	12	40.00
	Total	30	100

The table shows that the 43.33% of respondents are agreed that the social media is gives social engagement, Even though the youth are committed in the political issues as well as affairs in current events. 40 % of the respondents are strongly agreed that social media gives social commitment and political involvements.13.33% of the respondents are said that, the social medias function is very fair in the current event as well as focusing of political issues. And remaining 3.33% of the respondents are strongly disagreed that the social media is not focusing the current issues and political issues.

TABLE: 17**Distribution of respondents based upon profession oriented knowledge and social media**

S.No	profession oriented knowledge	No. of Respondents	Percentage (In %)
1	Agree	17	56.67
2	Disagree	1	3.33
3	strongly agree	12	40.00
	Total	30	100

The above table shows that distribution of respondents by their profession oriented knowledge. 56.67% of respondents are agree to accessing on social media and improving their professional oriented knowledge, 3.33% of respondents are disagree, and 40% of respondents are strongly agree to improving the professional oriented knowledge.

TABLE: 18

Distributions of respondents based upon social media and new skill

S.No	learn new skill	NO. Of Respondents	Percentage
1	No	18	60.00
2	Yes	12	40.00
4	Total	30	100

Majority 60% of respondents not learn any skill through social media, and only 40% of respondents to learning on new skill through social media.

TABLE: 19

Distribution of respondents based upon social media E-skills

S.NO	E-skills of youths	No. of Respondents	Percentage (In %)
1	Agree	17	56.67
2	Fair	2	6.67
3	Strongly agree	11	36.67
	Total	30	100

The above table shows that improve on e-skill of the youth .Majority 56.67 of respondents say to agree, and 6.67% of respondents say to fair, and 36.67% of respondents say that strongly agreed that social media to improving e-skill on youth.

TABLE: 20

Distribution of respondents based upon social media and entertainment

S.NO	social media is good for entertainment	No. of Respondents	Percentage (In %)
1	Agree	4	13.33
2	Disagree	3	10.00
3	Fair	1	3.33
4	strongly agree	21	70.00
5	Strongly disagree	1	3.33
	Total	30	100

The above table shows that distribution of respondents by their using on social media for entertainment. 4 (13.33%) of respondents are agree, 3 (10%) of respondents are disagree. The majority of 21 (70%) of respondents are strongly agree. less than 1(33%) of respondents are strongly disagree social media is not for entertainment.

FINDINGS:

1. Majority of respondents 76.67% are in the age group of (18to 24) are using on social media.
2. Majority of 60% of respondents are male, and less than 40% of respondents are female.
3. Majority 36.67% respondents are in the PG level.
4. Majority 80% of respondents are unemployed.
5. Majority of 40% of the respondent are interested in health oriented issues.

6. Majority of the respondents 80% are being a member any of the social networking site in a various group.
7. Majority 6% of respondents says that they are not using any social networking site.
8. Majority (40%) of the respondents are being in less than 10 groups (1 to 10).
9. Majority 40% of respondents are having the personal profile on Whatsapp.
10. Majority 17(56.67%) of the respondents are accessing on social media for (smart phone).
11. Less than 3.33% of respondents to using on social networking sites on (less than a month).
12. Less than 3.33% of respondents on average spending 13-24 hrs per day for using social media.
13. Majority of the respondents 73.33%having a contact on friends circle for (more than 100).
14. Majority of respondents 58.62% do think strongly agree that the social media is important.
15. Majority (36.67) % of respondents having reliable of sharing the information through social media is (less than 20%).
16. Majority of the respondents 53.33% having a supported social action group through social media.
17. Majority 76.67% of respondents says strongly agree that social media to keep in touch with working groups/collage community.
18. Less than 10% of respondents not improved and accessing various much information through social media.
19. Less than 20% of respondents accessing much mostly politics related information through social media on (Politics).
20. Majority 46.67% of respondents are agree with related to group on social media.
21. Majority 46.67% of respondent are agree that the social media is to engagement leads to improve their business activities.
22. Less than 3.33% them are strongly disagree to the social media is helps to motivate to all in the social network.

23. Half 40 % of the respondents are strongly agreed that social media gives social commitment and political involvements.
24. Majority 60% of respondents are agreed to connect with group on social media helps to find a job.
25. Majority 63.33% of the respondents say that agree to use on social media improving their language.
26. Half of respondents 40% are strongly agree to improve the professional oriented knowledge.
27. Majority 60% of respondents not learn any skill through social media.
28. Less than half of the respondents 36.67% say that strongly agreed that social media to improving e-skill on youth.
29. Less than 1(33%) of respondents are strongly disagree social media is not for entertainment.
30. Majority of 40% of respondents says that agree social media is improved the information channels on job opportunities.

Conclusion

The present study investigated that Empowering and Engaging Youth for social Action through Social Media. The study focused on the rural youth how to use social media for all purpose like education, business, keeping touch with friends, and entertainment, etc. Most of the rural youth are aware about using social media for the development of society and rural youths believe that social Medias are the fourth pillar of the government as well as governance. They trust social media is channel to mobilize mass of people together to fight against the social issues and social evils. Many movements in the present have lead to changes and it brings development of the society. Finally, this study reveals that social media played a very vital role to engage the rural as well as urban youths together bring wisdom. The usage of social media positively impact towards the social, political and economic empowerment of the rural youth in the studied area.

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