

“Impact of Digital Social Network on Adivasis in Central India”

Dr. Sidam Madhukar¹

Assistant professor, Centre for Economic and Social Studies (CESS), Begumpet, Hyderabad.

Abstract

Since the rise of the internet in the early 1990s, the world's networked population has grown from the millions to the billions. The rise of digital Social Networking sites leads to a number of changes, and also the rapid interact to cross the global. Social media platforms such as Facebook, WhatsApp, LinkedIn, Instagram, Twitter, and Youtube, etc. have brought change in global the scenario. Today, the people are communicating their experiences with different people (such as; friends, family, kin group, working group, etc) through photos, videos, and content. These all information is related to personnel, social, cultural, motivational, and inspirational, etc. However, it is pleasing to see that today many of the Adivasis are connected through social media and to be very active in using it.

Social Networking sites (SNS) are bringing together in a common platform to Adivasis from the cross India states. Today, the Adivasis are communicating through Social Media such as Facebook, WhatsApp, and others. Some of the active Facebook groups and WhatsApp groups mentioned below those are connecting to like-minded people. However, in the 21st century Adivasis are more actively communicating through social media than earlier. Early days there were no communicating facilities among Adivasis from Central India states (Maharashtra, Madhya Pradesh, Chattisgarh, Orissa, Andhra Pradesh, Telangana, and Jharkhand). But now, the scenario was absolutely changed due to the transition of the tribal economy, social media and its tremendous impact on Adivasis communities across India. As well as, discussing different issues, regarding tribal rights and acts as well as its implementation in internal and external the state. Because, governments are diluting the tribal rights, development programmes, and safeguards. Result to, a higher percentage of the Adivasis are under the poverty line in central India states.

Facebook groups used by Adivasis in central India: Adivasi Resurgence, 2. Gondwana Foundation, 3. Gondwana Friends, 4. National Indian Tribal Yuva Shakthi, 5. Adivasi Students Network, 6. Koitur Gondian Friends 7. Adivasi Education Group and 8. Gondi Bhasha Darshan etc. Whatsapp groups used by Adivasis: Adivasi Rachayithala Sangham (Adivasi Writers Association), 2. Adivasi Jana Chithany Yathra (Adivasi Peoples Motivational Yathra), 3. ASU (Adivasi Students Voice), 4. Adivasi Yuva Sena, 5. Adivasi Vidhyarthi Sangham (Adivasi Students Union), 6. Inspire Adivasi, 7. Quit Agency Revaluation, 8. Akhila Bharatheeya Gondwana Maha Sabha etc.

Keywords: *Social Network Sites (SNS), Communication, Movements of Adivasis, Facebook, YouTube*

Introduction:

Since the rise of the internet in the early 1990s, the world's networked population has grown from the millions to the billions. Especially, the impact of social networks highly benefits in remote rural areas in Central India. The rise of digital platforms leads to a number of challenges, communicating to cross the states. Research within the information system (IS) field and beyond are seeking to understand and the universal digital platforms in

Telangana, Email. madhukarsidam@gmail.com phone. 949 111 6297.

This paper has presented in Samvaad: A Tribal Conclave 2018, IIT Bhuwaneshwar, where expert suggestions I modified the paper.

Today's industries (Tiwan, 2014; Parket et al. 2016). It's a type of virtual communication that allows people to connect with each other. Hence, this concept arises from the basic needs of human beings to stay together in groups forming a community (Dr. Biswajit Das etc.).

Social Networking sites (SNS) are bringing together in a common platform to Adivasis from the cross India states. Today, the Adivasis are communicating through Social Media such as Facebook, WhatsApp, and others. Some of the active Facebook groups and WhatsApp groups mentioned below those are connecting to like-minded people. However, in the 21st century Adivasis are more actively communicating through social media than earlier. Early days there were no communicating facilities among Adivasis from Central India states (Such as, Maharashtra, Madhya Pradesh, Chattisgarh, Orissa, Andhra Pradesh, Telangana, and Jharkhand). But now, the scenario was absolutely changed due to the transition of the tribal economy, social media and its tremendous impact on Adivasis communities across India.

In fact, social media such as Facebook and WhatsApp, etc. communicating a lot of information among Adivasis across states in Central India on different Adivasi issues, tribal rights, implementation of Acts, and development issues within internal and external of the state. Because, governments are diluting the tribal rights, development programmes, and safeguards. Result to, a higher percentage of the Adivasis are under the poverty line in central India states. However, in the 21st Century Adivasis are actively connected to social media than earlier. Earlier days there was no communication between other states Adivasis in Adivasis areas in India. Now, the whole scenario has absolutely different though social media.

The list of 5 most popular social networking sites based on their Alexa Global traffic rank and traffic rank from Compete and Quantcast is shown in Table 1. Ranking weighted are giving based on the Adivasis using the SNS.

Table 1: Social Networking Statistics in India

Social Media	Active users	Daily Users	India Uses	Top sites used by Adivasis based on Ranking
Facebook	171 billion	113 billion	142 Million	1 st Rank
YouTube	110 billion	100 billion	120 Million	2 nd Rank
Twitter	320 Million	4.5 Million	28.5 Million	3 rd Rank
LinkedIn	450 Million	100 Million	37 Million	4 th Rank
Google+	300 Million	1.6 Million	10 Million	5 th Rank

Sources: Akashdeep Bhardawaj and team, 2017.

According to ComScore, a leader in measuring the digital world, 84 percent of India's total internet visitor is a user of SNS. India is the seventh largest market worldwide for social networking after the U.S and others. According to Statcounter global stats 2018, Facebooks 83.83%, YouTube 7.48%, Instagram 4.11%, Pinterest 2.68%, Twitter 1.44% and Tumblr 0.15% respective.

Today, social networking has been rapidly increasing over the period in society. SNS has a transition from traditional media to modern media and its impact is on spreading of broadband internet facilities every nook and corner of the societies. Moreover, it is also the cheapest fast access to the world, so it's very significant for all age of people. In fact, SNS not only brought advantages similarly an equal number of threats along with

SNS. However, the number of social media users worldwide in 2018 is 3.196 billion, up 113 percent year-on-year. The number of mobile phone users in 2018 is 5.135 billion, up 4 percent year-on-year.

Review Literature:

Dr. Biswajit Da et al. (2014), explain the impact of Social Networking Sites and social life. These social sites influences on personal behavior. It has stated that to affect the daily activities of normal human beings; the popularity of SNS is not going to reduce in near future. It widely benefits of developing social bonds across the geographical borders. The author reported that, on personal privacy, the impact of stranger friends, million profiles hacked in Facebook, biological impact of Social Networking, it leads to health risk, and its effects work productivity people spend hours. And also, Facebook addiction disorders like Facebook addiction. In addition to, it's helping cybercriminals a great advantage to target victims, and SNS have both good advantage and bad disadvantage. It can destroy human relationships in life.

Dr. Suman Kumar Kasturi and Prof. Bobby Vardhan (2014), explaining regards to the "Social Media: Key issues and new challenges". It's transforming the traditional media to modern media Technology over the period. He points out that the significance of social media, its features, key issues and challenges and opinion of the audience of social media on various aspects. It's a set of web-based broadcast technologies that enable the democratization of content giving people the ability to emerge from consumers of content to publishers. Consequently, widely utilize social networks in all fields.

Significance of the Study:

Impact of the Social Net Sites (SNS) on all the societies and tribal societies in the recent past. These social groups are communicating a lot of information among Adivasis across Central India states on different issues such as tribal rights, human rights, implementation of acts, (*Jal, Jangal and Jamin*) and development issues in internal and external states. Because, since independence government has incentive to affirmative development activities for the Adivasis, special inception of Tribal Development Ministries in Central, State levels, ITDA's, Special Sub-plans and other development programs. Unfortunately, development programs and incentives are not progressive in ground level, as well as 5th and 6th schedule areas special rights are not implementing in respective states in central India. In addition, the state government is diluting Adivasis rights it leads to the high percentage of under poverty line, among Adivasis from central India. However, in the 21st century world has depended on technology, the growth of social networking sites shows tremendous changes in the social and personal behavior of internet users. Similarly, Adivasis are more enthusiastically connected to social media then earlier in the recent past as well. It's an essential medium of communication and entertainment among the young tribal youth and society. However, it has an effect on the daily activities of normal human beings and societies. Today, the most used social media is Facebook and WhatsApp that rapidly widen and used by the Adivasis like other people in the world. The impact can be seen through many examples and these examples are not just social media like- Facebook's but with the use of internet NGO's like CGNET Swara. Adivasis Swara (*an Indian voice-based online portal that allows people in the forest area of Central Tribal India to report local*

news by making a phone call) and others. However, social media is a new perspective on development and social responsibility.

In this context to study on the impact of Digital Social Network on Adivasis in Central India states. How, the digital SNS are bringing in a common platform to Adivasis to solve the problems in Central India states.

Objectives of the study:

1. To examine the impact Social Media on Adivasis in Central India tribal areas.
2. To study the issue and challenges in the respective digital platform.

Methodology and data:

For the purpose of the study, discusses the voice of digital Social Networking Site (SNS) and its impact on Adivasis in throughout Central India. We are selected few leading SNS sites to analysis secondary data. i.e., Facebook, WhatsApp, YouTube, and other networks. We have conducted a survey on the phone in an interview those are more active in these groups. For the study, each state from a few members has taken for a sample from central India.

This paper is classified as, section I deals with introduction, the importance of the study, objective and methodology. The impact of the SNS in central India explained in the second section. And, the conclusion of the chapter.

Section –I: Impact of Social Networking Site (SNS) to Adivasis in Central India:

Social Activities: In the 21st century rapidly spreading social media from urban to rural areas. Though, WhatsApp, Facebook, and other social networks influence to all society, as well as Adivasi societies too. While its influence of digital social networks leads to social activities. Similarly, Adivasis young people are communicating to cross Central India states about issues and challenges. Akhila Bharatiya Gondwana Maha Sabha (280 Members) is a platform to interact Adivasis different central India states'. This Maha Sabha was inception before Independent, the aim of the movement is, to protect the Adivasis Rights, and protect the Adivasi traditional culture entire the Gondwana. In addition, Dharam Column of Adivasis group members are mobilizing and awareness campaign the all Tribal societies about recognize the Religion Code in India Constitution. In this process, Adivasis are more energetic in social media technology. However, social movements have an easy fast method of mobilizing people and communicate the information.

Adivasis Movements: Recent past days Adivasis movements are highly proactive through WhatsApp, Facebook and another network. A group of tribal youth from Madhya Pradesh has created and made a new platform called Facebook Panchayat to address age-old problems of the Adivasis of state. Here more than 200 tribal youth have organised the movements to tackle tribal concerns.

Figure 1: Top users SNS by the Tribals in Central India

S. No.	Sites	Social Activities	student Movements	Adivasi Movements	Education & Carrier	Traditional Video songs	Others
1		✓	✓	✓	✓	✓	✓
2		✓	✓	✓	✓	-	✓
3		✓	✓	✓	✓	✓	✓
4		✓	✓	✓	✓	-	✓
5		✓	✓	✓	✓	-	✓

Source: by the Author.

The owner of the organiser is Dr. Hira Alwa, similarly, Adivasis Student Union organises interaction session in Hyderabad different state of the Adivasis youth. Currently, it's more powerful Political party in the M.P, M.H, C.G and T.S. However, SNS are helped find and keep in touch with friends who are geographically far off. However, discuss their ideas, thoughts, and entrepreneurship, empowerment of the society, and other Adivasis issues, solutions.

Education and carrier: number of tribal education groups was created regions wise. But, Adivasis Student Network is a more actively create educational awareness, career guidance, posting the job notifications, other activities spreading to other the groups. To give the indirect guide the rural youth through social media. In addition, Adivasi resurgences groups are to publish papers from different Adivasis research scholars. For instance; Adivasis Research Scholar Groups. However, these groups are helping in better collaboration and communication between cross the states.

Student movements: Impact of social media the number groups was emerged by students unions. Also, these groups are leading the movements of Adivasi issues. They have been actively participating in student elections to get political power and rule and develop themselves. For instance, Gondwana Student Union (GSU), in Madhya Pradesh, Adivasi Student Union in Telangana and Andhra Pradesh are contesting in the elections. Of course, numbers of student unions have emerged in all regions but few of the groups only actively working for the Adivasis.

Table 2: Actively User of SNS site by the Tribal in Central India

Uses of WhatsApp Groups	Number of user	Uses of Facebook groups	Number of user
Adivasi Rachayithala Sangham (Adivasi Writers Asociation)	235	Adivasi resurgence	123
Adivasi Research Scholar	214	Gondwana Foundation,	250
ASU Gonthuka (Adivasi Students Voice)	235	Gondwana Friends,	21248
Dharam Colum of Adivasis	227	National Indian Tribal Yuva Shakthi	230
Adivasi Vidhyarthi Sangham (Adivasi Students Union),	173	Adivasi Students Network,	3522
Career Guidance	178	Adivasi Vivah group	751
Akhand Gondwana News	195	Adivasi News	1168
Akhila Bharatheeya Gondwana Maha Sabha	280	Gondi Bhasha Darphan	1603
9 August Indigenous Day 1	188	Adivasi Yuva Shakti	27295

Source: by the author

However, these groups are conducting meetings and awareness campaigns in Adivasi areas.

Preserved culture: YouTube is a powerful instrument for protecting traditionally cultural videos and songs. From the different part of states, we can see and download the local songs, short films, and other videos of Adivasis and their traditional songs are exchanging overall central India states through YouTube. Impact on tribal culture, digitization enable the development of widely dispersed, interactive youth for cultural movements, and therefore the emergence of highly fragmented and highly specific niches society for any conceivable form of cultural development. In this process, SNS are connecting to Adivasis societies in a common platform. Of course, in all states more active in cultural point of view. Consequently, 21st century Adivasis are actively preserved tradition, values, and culture.

Section-II: Issue and challenges:

Social Network Site plays a vital role such as communication, collaboration, education, and all fields similarly it poses few major challenges too. The following are the major prominent challenges posed by social media.

A. Primary: The primary issue posed by social media is privacy. Many people restrain themselves from taking part in a dialogue with a fear of losing their privacy. Simultaneously, some part of the tribal areas no network connectivity and also deliberately cut-off network in tribal areas.

B. Access for those with disabilities: section site 508 of the Rehabilitation Act of the US provides guidelines for making federal websites accessible to people with disabilities, including the visually and hearing impaired. There is a need for the formulation and implementation of such guidelines to remove the barriers for differently abled people.

C. Commercial advertising on social media: Advertising on social media should follow the formalities of censor, and porn content in advertisements should be avoided on the websites, intended for the very purpose of

social networking. If such restrictions are not imposing strictly, it may widely effect to the tribal youth. It turns to increase crime rates. This is one of the vital challenges posed by social media in the contemporary web world.

D. Terms of agreements: Most of the social media site allows the audience to create an account, after accepting terms of the agreement, which are often vague. The term of the agreement can be interpreted in multiple ways. However, most of the SNS get an agreement by the users that their information can be used by the owners of social media. This may be effective on users, and this challenge is one of the crucial posed by social media.

E. Security concerns: Social media sites pose an equal threat to the security of a person's information and other concerned data. Hacking of the websites is the most common feature; with hacking there is an imminent threat to the audience of social media. This result to be another key challenge posed by social media.

F. Deception: The identity of the individual who joins the social networking sites may either original or fake. The veracity of his/her identity is not known to the fellow user. In the recent past, many cases of deception around the world have been registered. Social media turns out to be an easy way of deceiving people using technology. In this way, illiteracy Adivasi youth has lost their amount from the bank.

Conclusion:

In the 21st century, witnessed a rapid transformation of SNS that includes computerized digital and networked information and communication technologies. These are a palpable shift from conventional media to new media. Due to the networking, largely consistent with those recorded impervious research studies with respect to the impact of popular social media site on Indian culture and the extern of the use purposes, mode of access when using these sites. In addition, the impact of on culture development, building self-identity, developing relationships and acquisition of social. Impact of information technology through social network highly utilizing by the central India Adivasis. Especially, in Central India tribal are more active by SNS, in term of their, Adivasis rights, social movements, traditional cultural, Educational perspective human rights, and other things. Unfortunately, still, a number of issues in the social network to access media in Central India. One word I can say, SNS has been connected to Adivasis and sharing a common platform to fight the tribal rights in Central India. Thus, SNS is significantly useful to spread the ideas, issues and other matter in the social media in Adivasis youth in rural area Central India. Despite, from one end, the respondents are of the opinion that they cannot even imagine a world without new media; and from the other end, there are many challenges posed by the new media.

References:

1. Abu Sayeed Maih (2017). “Impact of Social Media on Tribal”, “International Journal of Peace, Education and Development, 5-9, June.
2. Akashdeep Bhardawaj and team (2017). “Impact of Social Networking on India Youth – A Survey”, *IJ electronics and Information Engineering*, Vol.7. PP. 41-51.
3. CGNet Swara. Site
4. Biswajit Das and Jyothi Shankar Sahoo (2014). “Social Networking Sites- a Critical analysis of its Impact on Personal and Social Life”, *International Journal of Business on Social Science*, vol. 2. No. 14. Wwww. Ijbssnet.com.
5. Dr. Suman Kumar Kasturi and Prof. P. Bobby Vardhan (2014). “Social Media: Key issues and New Challenges- A study on Nalgonda district”, *Global Media Journal India Edition*, ISSN 2249-5835, vol. 5/No. 1.
6. Guido Ghedian (2013). “Social media in Rural India; Birding the Digital Divide”. <http://www.digitalintheround.com/>
7. Gupta Anmol Rai and Zafar Shahila (2013). “Rural India: The Nest frontier for Social Media Networks”, *International Journal of Engineering Research and Technology*, 2(1).
8. Shesh Kumar Ramchandra Sharam (2016). “Impact of Social Media on Tribal Youth”, *International Journal of Peace, Education, and Development*, 5-63, December 2016.

