

STUDY ON THE ENVIRONMENT ACTIVISM ON SOCIAL MEDIA AMONG THE R.T.M. NAGPUR UNIVERCITY EDUCATIONAL CAMPUS.

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Abstract:

Youth of modern era aware about environment they spread awareness with the help of social media. Social media is serving as powerful media tool to spread awareness regarding environmental issue among user. Authenticate information may motivate user to change their attitude towards environment and sustainability issue. The main aim of this research paper is to study the role of social media for environmental protection and sustainability awareness. This paper examines the environment activism on social media across gender and Educational Status. This is a quantitative research study carried out by following the techniques of descriptive and inferential statistics. It has been found that there is no association between environment activism on social media across gender and Educational Status.

Keyword: Environment Activism, Social Media, Sustainability, Awareness

Introduction:

Online media has gone beyond personal use and opened up opportunities for different groups and organizations to provide information, to attract like-minded people and supporters for civic engagement. Some author argue that “the Web can allow more than the simple argumentation of protest: innovative uses of the web can transform protest”. They also point out two fundamental “affordance” relevant to activism: first is the idea of cost reduction for organising or participating in a protest. Second, it alters the idea of space and time; activists do not need to be physically together to be able to act together. Thus it becomes important to analyse the impact of internet technologies on various methods of activism. It has brought in a new wave of activism which is starting to gain more power over the years.

The rise in popularity of social media presents new sources of scientific data and new ways to enhance communication and citizen engagement within the field of environmental health. Social media is defined as “a group of Internet-based online and mobile application that allow the creation and exchange of user-generated content and data”. Common categories of social media applications include: forums, message boards, social networking sites (e.g. Facebook), blogs, microblogs (e.g. Twitter) and media sharing sites (e.g. YouTube) .

As social media has become such a prominent communication tool within popular culture, businesses, researchers, and experts from a variety of diverse disciplines have been investigating ways to leverage social media for communication, marketing, public relations and research activities.

A snapshot of the related research studies carried out in different parts of the world has been presented below. According to Jonathan Sullivan and Lei Xie (2009) the internet and social networks have both had a significant influence on the evolution of environmental activism in China. Nisha Rani (2018), The Internet has certainly revolutionized the way people protest or voice their opinions. Major political and social changes have come as a result of online activism, A. Fulya Sen & Y. Furkan Sen (2016), web based activism and discuss the impact of online activism within civil society.

Objectives of the study:

To study the role of social media for environmental protection and sustainability awareness.

Hypothesis:-

Ho- There is no association between environment activism on social media across gender and Educational Status .

Research Methodology:-

The present study is a descriptive analytical study where a survey was undertaken to collect the essential data of social media and environment awareness along with number of students.

Sample Selection:-

The research methodology used in this paper is mostly analytical and descriptive. The methodology that have been used in the study was purposive sampling, which is a non-probability sampling method. The structure of the study was made as semi structure close-ended questionnaires’. 200 sample ware collect Google form method. It was conducted from 10/02/2020 to 15/02/2020. The sample groups of the study were chosen of the undergraduate, Post graduate, PhD scholar and other educational students of Various department of R.T.M. Nagpur University Educational Campus Nagpur. 200 sample were collect in which 120 male and 80 female participate. Secondary data is from different secondary sources like Journals, books, research articles, and government data.

Statistical Technique:-

In pursuance of the hypothesis using Non parametric ‘Chi-square’ technique was used to find the association environment awareness on social media across gender and educational status. In this study using Non parametric Chi square test. Further, the obtained p values were tested for significance using ‘chi square’ test.

Result And Discussion :-**Table 1: Socio- Demographic Characteristic of study**

Socio- Demographic Characteristic of study		
Socio-demographic Characteristics	Frequency (n)	Percentage (%)
1. Gender:		
Male	120	60 %
Female	80	40 %
2. Age :		
Young Adult (18–35)	154	77 %
Middle Aged Adult (36–55)	40	20 %
Older than 55 year	6	3 %
3. Education:		
Under Graduate	46	23 %
Post Graduate	96	48 %
Ph.D	38	19 %
Other	20	10 %

In this Study a total of 200 participants were selected Various department of R.T.M. Nagpur University Educational Campus Nagpur. The study participants consisted of 120 (60.00%) males and 80 (40.00%) females. For the study purpose, participants were categorized by age into young adults (18–35 years) 77 percent, middle-aged adults (36–55 years) 20 percent and older adults (older than 55 years) 3 percent. Study shows that the percentage of U.G. students participant is 23%, P.G. students 48%, Ph.D level student is 19% and other educational students is 15 present, it mean most of participant is post graduate level . Table 1 provides detailed socio-demographic characteristics of the study participants.

In this study we also asked question which platform of social media mostly using, it shows that the 34.0% of students uses WhatsApp, 14% uses Facebook, 8% and 7% students wear use instgram and twitter respectively and rest of the students (37%) are use all devise of social media.

Other Responses about Environmental Awareness and Social Media across gender and educational status given below.

Table 2: Environment activism on social media in Male and Female participants

Sr. No.	Question	Male		Female	
		Yes	No	Yes	No
1	Exchange environmental awareness with friends	106	14	67	13
2	motivation of social media and its environmental issues	104	16	65	15
3	Manifestation of the different environmental issues on social media	102	18	65	15
4	Attention environment post in the social media	104	16	71	9
5	Post or publish the environment awareness in the social media as individual	106	14	70	10

Table 3: Environment activism on social media in educational status

Sr. No	Question	U.G.		P.G.		Ph.D.		Other	
		Yes.	No.	Yes	No	Yes	No	Yes	No.
1	Exchange environmental awareness with friends	28	18	63	33	27	11	14	6
2	motivation of social media and its environmental issues	35	11	71	25	27	11	13	7
3	Manifestation of the different environmental issues on social media	32	14	69	27	29	9	15	5
4	Attention environment post in the social media	38	8	79	17	26	12	16	4
5	Post or publish the environment awareness in the social media as individual	39	7	81	15	30	8	12	8

Computation of Chi square test Statistics:

In testing of the hypothesis using 'Chi-square' technique was used to find the association between Using social media and environment awareness.

Table 4: Association between environment activism on social media across gender and Educational Status

association between environment activism on social media across gender and Educational Status .										
Variable	Exchange environmental awareness with friends		motivation of social media and its environmental issues		Manifestation of the different environmental issues on social media		Attention environment post in the social media		Post or publish the environment awareness in the social media as individual	
	χ^2	p	χ^2	p	χ^2	p	χ^2	p	χ^2	p
1) Gender Male (120) Female (80)	0.86	0.35	1.07	0.29	0.48	0.48	0.19	0.66	0.03	0.85
2) Educational Status U. G. (46) P. G. (96) Ph.D (38) Other (20)	1.12	0.77	0.98	0.80	0.55	0.90	3.59	0.30	6.97	0.07

The above table reveals that the obtained p-value > alpha (0.05), therefore the null hypothesis is accepted. Therefore it is concluded that there is no association between environment activism on social media across gender and educational status.

Conclusion:-

Research finding of the present study support the hypothesis that there is no association between environment activism on social media across gender and educational status. Study First examine the responses social media user level and descriptive analysis explain that, mostly students uses social media most of time. Whats App has number one, Facebook number two, Instagram number three, and Twitter number four consecutively as level of priority of environmental interest to students. The majority of students are reveal that the social media the reason to increase the environment awareness. Most of the students are exchange environment awareness with our friends. In addition, the majorities of them have more manifest environmental issues on social media but the some of them have no manifest the environmental issues on social media. The majority of students are intention most of time to environmental awareness post on social media. In addition, also the majority of them have tried to care social media in order to get environmental awareness, and in part, they have tried to post or publish the environmental awareness posts on social media as individual activity.

Youth of modern era aware about environment they spread awareness with the help of social media. Social media is serving as powerful media tool to spread awareness regarding environmental issue among user. Authenticate information may motivate user to change their attitude towards environment and sustainability issue.

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