

SOCIOLOGICAL STUDY ON THE INDIGENOUS PEOPLES, SOCIAL MEDIA, AND THE DIGITAL DIVIDE

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ABSTRACT

The extensive use of social media by Indigenous and non-Indigenous individuals presents opportunities to close the social, educational, and health divides between young people of both groups, allowing for identities, power, control, as well as community and family bonds to be shared, enhanced, celebrated, and fortified. Therefore, health professionals must grasp further potential and suitable methods to leverage social media for improving health-related interventions. We must also recognize that social media can function to divide individuals based on social class distinctions. Future studies ought to concentrate on the opportunities of integrating social media into community-oriented Indigenous initiatives to enhance involvement and meaningful interaction, as well as on fostering improved relationships and closing the divides present between Indigenous and non-Indigenous youth..

Keywords: computers, smart phones, tablets and the Internet, Digital Technology, Social Media, community development.

INTRODUCTION

The world is evolving quickly due to emerging digital technologies that have transformed both the scope of networking and the essence of communication. Understanding how various populations utilize digital technologies and social media is crucial for examining their capacity to enhance social and health outcomes. Social media denotes the interaction among individuals where they generate and disseminate information and concepts within virtual communities and networks. Leveraging digital media and online platforms allows “users to engage in sharing information, creating content, collaborating, and interacting with one another, accessible through computer and mobile devices.” A crucial aspect of social media is the audience's role as an active user who interacts with the content instead of merely observing it. The phrase social media encompasses various platforms that share similarities among them, including: Social Networking sites like Facebook and LinkedIn (which facilitate connections with individuals sharing common interests and backgrounds, allow for profile creation, offer various interaction methods with other users, and enable group setups); Media Sharing platforms (such as YouTube and Flickr that permit uploads and sharing of media like images and videos); Microblogging services (like Twitter which delivers brief updates to those subscribed for notifications); and Blogs (which serve as online spaces for conversations where participants exchange messages).

REVIEW OF LITERATURE

- Smithsingh in Adolescent social networking, said that in the past five years social networking has “rocketed from a niche activity into a phenomenon that engages tens of millions of Internet users. The study proposes that online social networking profiles posted by adolescents contain intimate, candid, and observable self-disclosure and peer interaction that can be analyzed creating an overall picture of adolescent

behavior, highlighting specific areas needing additional research, and addressing implications for parental monitoring and intervention.

- Lensen (2013) says that gender appears to influence participation on social network sites. Younger boys are more likely to participate than younger girls (46% vs. 44%) but older girls are far more likely to participate than older boys (70% vs. 57%). Older boys are twice as likely to use the sites to flirt and slightly more likely to use the sites to meet new people than girls of their age. Older girls are far more likely to use these sites to communicate with friends they see in person than younger people or boys of their age.
- Sivasen (2002), based on the empirical data, says that both genders seek the acknowledgement they get from having their looks commented on, but the girls are more preoccupied with what kind of comments they get and whom they come from. In general, it is very important that the comments come from friends and people they know, rather than strangers. This indicates that photo comments are not just about having ones outer looks valued and acknowledged (identity construction), but also about practising and maintaining friendships

OBJECTIVE OF THE STUDY

Identifying and assessing issues regarding youth social networking usage and the resultant impact on their social interactions and social behavior on the whole.

(a). Social Media or Network

The speed of Internet has changed the way people receive the information. It combines the immediacy of broadcast with the in-depth coverage of newspapers making it perfect sources for news and weather information. Even with the multimedia excitement of the web, Electronic mail (email) is the most frequently used application of the Internet. Many people, who have access to the Internet at school, home and at work place use the Internet for no other purpose than to send and to receive the mail.

If indigenously founded Internet resources and technologies are any indication of Indigenous peoples' willingness to embrace the technological era, the answer is that many Indigenous communities see telecommunication and computer technologies as a way to improve, rather than hinder, self-sufficiency, preservation of culture, real sovereignty, and general economic conditions.

Introduction of social online networking sites has facilitated communication. These are web-sites where users can create a profile and connect that profile to others to form an explicit personal network. They are web-based services that allow individuals to

- ❖ Construct a public or semi-public profile within a bounded system
- ❖ Articulate a list of other users with whom they share a connection and
- ❖ View and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

USES OF SOCIAL NETWORK

Through social networking, people can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real-life friendships through similar interests or groups.

- ❖ Besides establishing important social relationships, social networking members can share their interests with other likeminded members by joining groups and forums. Some networking can also help members find a job or establish business contacts.
- ❖ Most social networking websites also offer additional features. In addition to blogs and forums, members can express themselves by designing their profile page to reflect their personality. The most popular extra features include music and video sections. The video section can include everything from member generated videos from hundreds of subjects to TV clips and movie trailers (Youtube).
- ❖ Social networking sites have facilitated communication. Members of such sites can easily form groups (called the communities) and share their opinions among themselves through discussion threads, forums and polls. Though these sites serves good in many ways, it has its negative effects too such as cyber crimes which has become a privacy threat to the people worldwide.
- ❖ Although advantageous in many ways by building new relationship and reconnecting with lost or old contacts, it also brought up some behavioral changes among the youth, not only the behavioral changes but also their social behavior and approaches. It has also ended up as a nightmare for a few people.

PRESENT SCENARIO OF SOCIAL MEDIA IN INDIAN CONTEXT

The Indian are increasingly logging into the Social Networking sites, today there are 302 Million internet users in India. By end of 2018 this may go up to 500 million active user. Today, India is top three user of Facebook in the world. Business networking site like LinkedIn also have 33 million users in India. Many companies are also started their YouTube channel for promoting product and services and showcasing new development regarding their brands.

Now a day's corporates are making provision for social media marketing, they spend up to 15% of annual budget exclusively for social media marketing. Companies are heavily investing their time, money and people in social media marketing to create more awareness about the product or to set the product in customer TOMA (Top of Mind Awareness).

(i). Amazon India Aur Dikhao

Based on the insight that the Indian consumer loves to be spoilt for choice and prefers to check out more options before finally making a purchase decision, Amazon India had rolled out Aur Dikhao, a digital campaign powered by a two-minute film and loads of social media conversations asking popular folks to show more from what they'd already had. Leveraging IPL8, the ecommerce brand also launched the aur dikhao contest asking users to tweet what they would like to see more of in this IPL.

(ii). Tata Sky Daily Dillagi

For the promotions of Daily Recharge, a sachet size recharge voucher by Tata Sky where one could avail DTH services for a day, the DTH provider launched 'Daily Dillagi'. Instead of a single TVC, the brand launched a series of episodes where a love story would keep developing in each one, thereby promoting the voucher's daily usage. On social media, the brand built engagement by asking fans questions around the forthcoming episodes.

(iii). Frooti The Frooti Life

After three decades, Frooti, the flagship mango drink brand from Parle Agro chose to rebrand with a new logo and visual language. The story of a mango getting inside a giant Frooti bottle through a 50-second stop motion animation featuring miniature characters. A microsite called ‘The Frooti Life’ provided a taste of the new Frooti Life by featuring the TVC, the Frooti story, summer recipes using Frooti, games, and more. On social media, the brand created customized gifs to cheer up folks having a bad time.

(iv). Mahindra Gusto Go Gusto Rides

Mahindra & Mahindra Two Wheelers’ first automatic scooter developed entirely in-house, the brand launched an innovative campaign involving food lovers in a city. It arranged a food ride #GoGustoRides led by influential food bloggers that saw a group of food enthusiasts explore their city’s most famous food joints riding their Gusto. While the first edition was in Mumbai, the second one was held in Bengaluru.

(b). Innovative Practices

In a 2010 essay entitled, “A Dialogue on ICT, Human Development, Growth, and Poverty Reduction” the authors note that, “Science and technology policy literature, and more recently innovation systems thinking, has long regarded ICT as a platform technology in a country’s innovation system”. In this sense, ICT is regarded as the “Carrier of technological.

When speaking of innovation, however, it is important to recognize different aspects of innovation, particularly in terms of who is doing the innovating. In a timely 2008 article entitled “ICT4D 2.0 – The Next Phase of Applying ICT for International Development,” Richard Heek assesses different innovation perspectives (content, interaction, services and production) into three categories of “Pro, para, and per-poor” efforts.

As indigenous peoples are recognized as among the “poorest of the poor”, as well as some of the most marginalized communities on the planet, Heek’s model can be easily reapplied to assess programs and initiatives in the following format:

- i. Pro-indigenous (for indigenous peoples)
- ii. Para-indigenous (with indigenous peoples)
- iii. Per-indigenous (by indigenous peoples).

Pro-indigenous innovations derive from outside of the targeted communities but are undertaken on behalf of indigenous peoples; para-indigenous initiatives are undertaken alongside indigenous peoples communities; and per-indigenous efforts mark innovations around processes, new products and business models that are devised by indigenous peoples with reference to their own self-defined needs and wants.

Although some critics have broadly defined ICT4D projects in terms of what we can now label as “pro-indigenous,” these projects can actually be viewed as “para-indigenous” or a combination of pro and para-indigenous as UNESCO’s “Guidelines for the Final Formulation of the Projects” emphasized two important issues:

1. The participation of the indigenous community in framing the pilot project and
2. Project sustainability, including:
 - cultural sustainability and
 - economic sustainability.

IMPORTANT LESSONS LEARNED FROM THESE PROJECTS INCLUDE THE FOLLOWING:

1. ICT can be a significant tool to aid cultural preservation and revitalization in indigenous communities and to promote intercultural dialogue.
2. The projects had varying success in terms of sustainability and achieving indigenous self-representation.
3. It is important that indigenous peoples take center stage in all the projects and that “Their eye is behind the camera.”
4. Where applicable, indigenous peoples should receive full training to complete a project from beginning to end.
5. Further investment will be needed to continue these initiatives.

Innovation in the ICT and indigenous peoples area is not limited to programs initiated by the United Nations system. There are many examples around the world that showcase per-indigenous efforts

(c). Technology on Indigenous

Indigenous peoples themselves recognized the importance of ICT in their 2003 Geneva Declaration of the Global Forum of Indigenous Peoples and the Information Society, stating: “Information and communications technology (ICT) should be used to support and encourage cultural diversity and to preserve and promote the language, distinct identities and traditional knowledge of indigenous peoples, nations and tribes in a manner which they determine best advances these goals. The evolution of the information and communications society must be founded on the respect and promotion of the rights of indigenous peoples, nations and tribes and our distinctive and diverse cultures, as outlined in international.

TECHNOLOGY FOR INDIGENOUS SECTORS

In the development sector, technology accelerates change that would otherwise occur at a slow pace. The lack of information is often crippling farmers who do not have access to weather reports or information on new varieties of seeds. Real-time updates on weather, soil conditions, plant pests, crops availability and best practices, not to mention market prices, is crucial content that is currently in very short supply.

Technology along with a local connect can play a critical role in addressing these challenges and keep the farmers prepared to handle any vagaries promptly. This connect will pave a future of scalable progress for a vast number of communities, and offer platforms for the exchange of knowledge and practices to best develop farming.

USING TECHNOLOGY TO SPEED UP COMMUNITY DEVELOPMENT

The role of technology in community development is to give power and a voice to people within the larger ecosystem. It enables citizens to create a better future for themselves. Though the widespread use of technology has transformed almost every part of our lives, there are still huge gaps to be filled. For instance, the state of digital literacy among women is dismal. Of India’s 350 million Internet users, only 10 million are women. Moreover, 100 million of the total users live in rural areas. However, digital literacy programmes show promise towards overcoming these hurdles.

Simple solutions, such as providing information to the community through Internet-enabled devices, highlight the role technology plays in accelerating development. Replicating these ideas with due involvement of community members will multiply the reach. This, coupled with developmental interventions, also improves the quality of their life. Therefore, it is imperative that philanthropic organizations, government and civic bodies embed technology as a critical intervention into their developmental programmes.

THE INFORMATION SOCIETY: CHALLENGES AND OPPORTUNITIES

Information and communications technology (ICT) is transformative economically, socially, and politically. Evidence of this transformation can be seen in the dramatic spread of ICT globally and near universal usage in both developing and developed countries. Indeed, ICT is everywhere, with its widest manifestations including computer, multimedia, and Internet technologies as well as audiovisual technologies such as television, film and video, radio and sound recording.

ICT is also recognized as a key dimension of globalization and as such its role is fraught with challenges and opportunities. While the “digital divide” is a reality and the “poorest of the poor” remain “unconnected,” research shows that they – like others – value communication highly for its social, economic and other benefits conventions. We have fundamental and collective rights to protect, preserve and strengthen our own languages, cultures and identities.”

FUTURE PROSPECTS FOR INNOVATION AND TECHNOLOGY FOR INDIGENOUS PEOPLES

Future engagement with indigenous peoples by governments, the United Nations system, and even the private sector should support and promote para- and per- indigenous approaches. In this context, indigenous peoples should be viewed as active producers and innovators.

- ❖ Of particular note, the United Nations Declaration on the Rights of Indigenous Peoples was adopted by the United Nations General Assembly in September 2007. The Declaration emphasizes indigenous peoples’ right to self-determination.
- ❖ In Article 3, the Declaration notes specifically that “Indigenous peoples have the right to self-determination. By virtue of that right, they freely determine their political status and freely pursue their economic, social and cultural development.”
- ❖ In relation to ICT in particular, UN agencies and specialized programs, etc., are beginning to incorporate para- and per-indigenous approaches as part of their policymaking processes and operational activities.
- ❖ The ITU provides an example with the signing of a Memorandum of Understanding (MoU) with the indigenous Navajo Nation (USA) and Observatory for Cultural and Audiovisual Communication (OCCAM). The MoU seeks to “Achieve the goal of digital inclusion, enabling universal, sustainable, ubiquitous and affordable access to ICT for all, including disadvantaged, marginalized and vulnerable groups, as well as indigenous people.”
- ❖ It is no coincidence that the shift from pro-indigenous to para- and per-indigenous approaches is developing as human rights-based approaches are further mainstreamed throughout the United Nations system.
- ❖ Success into the future will rely on the realization that para- and per-indigenous approaches are human rights-based approaches. The adaptation of these approaches

by governments and the United Nations system will strengthen the capacity for national impacts while assuring that international developments with regard to ICT and indigenous peoples are “Not out of touch with local and regional realities.

CONCLUSION

The high level of uptake and involvement by Indigenous young people in digital technology and social media suggests that social media may be useful in a research setting, including for recruitment, intervention, program implementation, monitoring and evaluations. Social media could potentially help increase the involvement of Indigenous young people in research which has often been difficult to achieve and enable a more comprehensive investigation of aspects of the thinking of Indigenous youth, particularly in identifying solutions to address problems that they face in their lives. More information is needed about the associations and determinants of use and ways to maximize the positive potential of social media in the lives of Indigenous young people while limiting the negative impacts.

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