

Impact of Mass Media and Social Media on Tribal Youth Life: A Sociological study (With Reference to Kaprada Taluka of Valsad District)

Dr Manoj Sharma ^{1*}

ABSTRACT

Mass media are of three types. Printed media, multi media and electronic media. Through various types of mass media, youth not only get convenience and entertainment information, but also some effects of such communication media and social media on tribal youth are seen, which can be positive or negative aspects. Such effects are seen not only at the individual level but also at the holistic level. The way in which youth use mass media is seen to have effects on their family life, personal life, social relationships, socialization and education. There are two types of mass media. Printed media and electronic media. Through many types of mass media, youth not only get convenience and entertainment information, but also some effects of such communication media on tribal youth are seen, which can be positive or negative. Such effects are seen not only at the individual level but also at the collective level. The way youth use mass media has an impact on their family life, personal life, social relations, socialization and education. Youth using smartphones are seen giving more importance to the relationships formed through media than their family relationships. The kind of videos and action movies that youth watch through mass media have an impact on their mental life. Also, the scenes shown in the film create a desire for a levis, happily life, which is seen to have an most effect on the personal life cultural and social life of the tribal youth.

Keywords: Youth, educationally, Backward, Scheduled, Government, communication, information, convenience, research work

India is a vast country. Which shows unity in diversity. Here people of different religions, languages, regions and cultures live together. Among the various groups found in the Indian population, a large group is tribal. In the Indian social system, those who are considered socially, economically, politically and educationally backward include the tribal caste.

The word “Tribe” is used in English for tribal group. Some call it Aadim Jati in Gujarati. The Gujarat University published a glossary of terms – Sociology (1958:28) which translates the word “Tribe” as a primitive caste. The Government of India Act of 1935. uses the term backward castes. The Indian Constitution of 1950 continues a minor change in the 1935 Act. It gives the President the power to designate a Scheduled Tribe instead of Backward. The Scheduled Tribes are defined in Article 366(25) of the Constitution. Different thinkers have defined the tribal caste in different ways. Dr.

¹Assistant Professor, Dept. Of Sociology, Veer Narmad South Gujarat University, Surat

*Corresponding Author

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Impact of Mass Media and Social Media on Tribal Youth Life: A Sociological study (With Reference to Kaprada Taluka of Valsad District)

Verrier Elvin has defined the people of the tribal caste as “original natives”. Dr. Ghurye calls them Backward Hindus. Kakasaheb Kalekar has given them the term Girijan. Others call them Vanvasi, Bhumijans, Adivasi. Initially, these people were called Kaliparaj.

The present era is known as the era of knowledge and information. Mass media has had such an impact on the people of every society that it is difficult to imagine what the situation of the public would be like in its absence. Mass media like newspapers, magazines, newspapers, magazines, radio, books, films, television, smartphones and the Internet etc. have had a profound impact on today's human life. Modern mass media has reached a wider audience than traditional media. Through mass media, a person gets so much information that as a result, it is no exaggeration to call the present era the era of knowledge. In the present-day mass media, mainly electronic (electronic) media has become a part of the entire social system, and through the process of mass media, the concepts of scientism have started entering the Indian society at a rapid pace. Mass media is no longer a means of personal communication like telephone, telegram, post, but a medium that affects the mind of the group. The process of delivering a specific message to a large and diverse audience living in different places at the same time is called mass communication and its tool is mass media.

Smartphones have produced revolutionary effects in Indian society. In the present day, its currency and influence are increasing day by day, especially in the youth. Today's youth have become accustomed to technology. They are constantly connected to electronic media to complete their work quickly. Tribal youth use social media to exchange their messages, to get any information and to save time. In addition, tribal youth use social media not only to get information, but also for their entertainment and time pass. Mass media is known as Mass Media in English. ‘Mass’ is a word used for more than one person, which is known as the words of sociology, group, crowd, gathering, etc. While the word Media is considered as a tool that acts as a bridge between two individuals, groups or groups. Which is known as the words of sociology, mediator, mediator, mediator, etc.

Mass media are of two types. Printed media and electronic media. Through various types of mass media, youth not only get convenience and entertainment information, but also some effects of such communication media on tribal youth are seen, which can be positive or negative. Such effects are seen not only at the individual level but also at the collective level. The way in which youth use mass media is seen to have effects on their family life, personal life, social relationships, socialization and education.

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Youth using smartphones are seen giving more importance to the relationships formed through media than their family relationships. The kind of videos and action movies that youth watch through mass media have an impact on their psyche. Also, the scenes shown in the film create a desire for a luxurious, happy life, which is seen to have an adverse effect on the personal life and social life of the youth. Social media not only has negative effects but also positive effects. People are connected to each other through social media. Anyone can get information about the happenings in the world by sitting at their home and using the internet at their fingertips. In ancient times, telegrams and mail were used to exchange messages. Which was a very slow process, while now it has become easy and fast to send or receive messages through e-mail. Today's youth are associated with media like Facebook, WhatsApp etc. Young people can easily get new contacts. They can also send pictures, videos, messages. Now even political parties have started using social media for propaganda. The talk about the impact of mass media on the youth and the changes in the tribal does not stop here. As social media develops day by day, its effects and influence also increase. Most of the work required by the youth is completed through social media. Tribal youth use such media as per their expectations.

Impact of Mass Media and Social Media on Tribal Youth Life: A Sociological study (With Reference to Kaprada Taluka of Valsad District)

It is important to know how youth and mass media interact with each other. Social media has created a new media culture. It has created a new youth world that uses those media. Along with this, new effects have also been born which need to be examined from a sociological perspective.

RESEARCH QUESTION:

“Impacts of Mass Media on Tribal Youth” - A Sociological Study (With Reference to **Kaprada** Taluka of valsad District)

OBJECTIVES OF THE STUDY:

To complete any work systematically, it is necessary to first plan the objectives. Here, the objectives have been set according to the subject of the study.

- Among the effects of mass media on different aspects of tribal society, the main objective of the present study is to see how its effects and changes are coming on tribal youth.
- The objective is to see how tribal youth and mass media are related to each other.
- The objective is to see to what extent the present study can prove useful from a sociological perspective.
- The aim is to examine to what extent youth are effective or useful in giving impetus to the innovations made in mass media.
- The purpose of the present study is to show a sociological perspective on how and to what extent the role of mass media in the life structure or lifestyle of the youth.

HYPOTHESIS:

It can be known which media of mass media tribal youth used in the past and which media they use in the present time, information can be obtained about which media is bringing about more change in tribal society.

Information can be obtained about why the use of smartphones has increased for tribal educated youth.

FIELD OF STUDY:

To conduct any social research work, it is essential to determine the field of study according to your subject. Only by choosing a specific field of study can social research be carried out easily and accurately. In the context of the present study “Effects of mass media on tribal youth”, educated youth will be considered. Youth study in different educational fields. Here, the aim of this study is to obtain reliable and easy-to-understand information about the study, “Impact of Mass Media on Tribal Youth life” (with reference to **Kaprada** Taluka of valsad District)

RESEARCH METHODOLOGY:

Social research is research based on a specific methodology. Some methods and techniques are used in research for data collection and analysis. The researcher has to collect the necessary information according to the research topic. Primary information has been obtained in it. Here, research techniques have been used to obtain information.

In the present study, information has been collected from the respondents through a random sampling method in the villages of Kadana taluka of Mahisagar district through a visit schedule. Mota

Impact of Mass Media and Social Media on Tribal Youth Life: A Sociological study (With Reference to Kaprada Taluka of Valsad District)

Padadara, Jambunada, Nindaka, Rakakot, Pacher, Ditwas, Bachkaria, Dedawada, Agarwada and Bhagaliya villages have been included. 80 respondents have been selected from these villages.

VISIT SCHEDULE:

A visit schedule has been used to obtain primary, family, social, economic information of the respondents. To obtain information from the respondents according to the subject, a visit schedule has been prepared by conducting fieldwork. Through this method, the research is to observe the research topic, take note of the information coming from the research through observation. In which the information about the entire lifestyle, as well as daily events, is obtained by observing it closely and purposefully.

IMPORTANCE OF THE STUDY:

There are some specific purposes behind the topic chosen for each research. The importance of the study is determined based on these purposes. The research is theoretical or practical. Therefore, it has theoretical or practical importance. The present study also has special importance. Which is shown as follows.

- Since the present study is of the tribals of Gujarat, the study can get an idea of the challenges faced by the educated tribal youth of rural areas.
- The present study can be useful in formulating policies on tribal education. By knowing the economic and educational situation of tribals, an estimate of their economic and educational development can be obtained.
- This study can also be useful for a comparative study of tribals and non-tribals. It can be useful to know what kind of mass media are used by tribal and non-tribal youth as well as youth from rural and urban areas and what kind of change has come about in them.
- This study can be useful to see to what extent youth can prove useful in giving impetus to the innovations made in mass media.
- It can be known how and to what extent the role of mass media is in shaping the lives of youth and in their lifestyle.

LIMITATIONS OF THE STUDY:

Since youth give more priority to mass media, especially smartphones or the internet, it will take more time to get the answer. What views and attitudes modern youth have regarding mass media and apart from this, what changes have taken place in other societies due to the limited area is a limitation.

Since the area of the present study is a tribal area, it is remote and therefore there are limitations in terms of time, money and transportation etc.

Looking at the above table number 1, it is seen that the proportion of male respondents is particularly visible. Which is 55 (68.75%). While the proportion of female respondents is 25 (31.75%). Examining the age group of respondents, it is seen that 30 (37.50%) of the highest number of respondents are from the age group of 18 to 25 years. While the respondents in the age group of 26 to 30 years are 26 (32.50%). While 24 (30.00%) respondents are included in the age group of 31 to 30 years. Examining the study of the respondents, it is seen that the number of respondents who have received primary education is 06 (07.50%). The respondents who have received secondary education are 10 (12.50%). While the respondents who have received higher secondary education are 14 (17.50%) percent. While the number of graduates is 15 (18.75%) while the lowest level of education is technical which is 6 (07.50%) percent. The number of respondents with professional education i.e. B.Ed is 9 (11.25%).

Considering the marital status of the respondents, the highest proportion of unmarried respondents is 42 (52.50%) percent. While the number of married respondents is 34 (42.50%). While the proportion of widowed/widowered respondents is only 4 (05.00%), there is no single respondent. When examining the family type of the respondents, the family type of 42 i.e. (52.50%) percent of the respondents has a joint family. While the number of divided families is 38 (47.50%) of the respondents has a divided family.

FINDINGS OF THE STUDY:

When examining the gender of the respondents in the present study, it is seen that the proportion of male respondents is particularly seen. Which is 55 (68.75%). While the proportion of female respondents is less. Which is 25 (31.75%) male person naturally plays the role of head of the family.

- Examining the age group of respondents, it is seen that 30 (37.50%) most of the respondents are from the age group of 18 to 25 years. A young man or a young man means a person who is constantly eager to do something, always looking towards innovation. While the respondents in the age group of 26 to 30 years are 26 (32.5%). While 24 (30%) respondents are included in the age group of 31 to 30 years.
- Examining the study of respondents, it is seen that the number of respondents who have received primary education is 06 (07.50%). The respondents who have received secondary education are 10 (12.50%). While the respondents who have completed higher secondary education are 14 (17.50%) percent, while the respondents who have completed graduation are 15 (18.75%) percent, while the lowest level of education is technical which is 6 (07.50%). The number of respondents who have completed professional education i.e. B.Ed is 9 (11.25%)
- In the present study, the highest proportion of unmarried respondents is 42 (52.5%) percent when checking the marital status of the respondents. While the married respondents are 34 (42.5%). While the proportion of widowed/widowered respondents is only 4 (05.00%), while there is no single respondent who is absent.
- In the present study, the family type of the respondents is joint family which is 42 i.e. (52.5%) percent. Because the proportion of joint family is still higher in rural areas. While 38 (47.5%) respondents have a nuclear family.

Positive and negative effects of mass media:

Mass media includes various types of media. Which have been created to reach a large audience (audience-listener). The physical forms of mass media, use of technology and how messages are exchanged etc. have been examined.

It is also important to know what is the role of mass media in tribal society and especially among tribal youth. It provides news, information, opinions and tries to connect the youth with various subjects. Through communication media, youth get information about the activities of the country and abroad. And express their thoughts. This increases awareness in the society and among the youth and also develops the thinking of the youth. Through news, magazines, TV, radio, Internet, social media etc., youth connect with each other. And provide foresight. Therefore, mass media plays an important role in the development of the youth. In the chapter presented here, the researcher has tried to find out what kind of tools the youth use and what kind of knowledge the youth have about mass media. And what kind of positive and negative impact it has on them.

Looking at the above table no. 2, it is seen that what type of media do the respondents use while using mass media. More than one answer was received from the respondents for this question. 74 (32.17%) respondents who use mass media are found to use mobile with internet the most. While 72 (31.30%) respondents are also found to use TV. According to the information available, 9 (4%) respondents are

Impact of Mass Media and Social Media on Tribal Youth Life: A Sociological study (With Reference to Kaprada Taluka of Valsad District)

found to use computers and laptops. While 62 (27.00%) respondents are newspapers and magazines. Radio is found to be in the possession of 8 (03.47%) respondents. 24 (30.00%) percent of the respondents are associated with these media only when it is convenient for work. While 46 (57.50%) respondents are associated with mass media when they are free. Only a very small number, i.e. 10 (12.50%) respondents, stay connected with mass media for hours. The highest number of respondents, 44 (55.00%) use mass media for entertainment, while 36 (45.00%) percent of respondents use mass media to get information. 35 (43.75%) respondents have a positive impact on mass media. While 45 (56.25%) respondents have a negative impact on mass media.

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Conflict of Interest

The author(s) declared no conflict of interest.

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