CHAPTER V
FINDINGS AND LIMITATIONS AND FUTURE USE

5.1 FINDINGS

1. The youth is using internet as a source of information. There is no digital divide in the state of Rajasthan for the urban youth. However, a point to be noted is that the internet has not grown at the cost of traditional media, which is still more in usage as than the internet.

2. The youth in Jaipur who use internet and browse different sites to seek information spend most of their time on social media sites. The results suggest that social media sites are more popular than shopping and self-help sites, which is a good sign for encouragement of social activism in urban youth.

3. The socially active youth of Jaipur is aware about the term Virtual Social Activism and also spends time on social activism. However, only 60 per cent of the socially active youth uses internet as a tool of social activism. With the emerging trend of social media usage by the youth, they are seen socialising and chatting more with friends as compared to activism related activities. In fact, people spend more time in socialising than activities related to their work.

4. Among the youth who use social media as a tool of activism, only 50 per cent raise any issue while almost 100 per cent follow an issue. Interestingly, 50 per cent of those who use social media as a tool of activism follow and raise issues.

5. Both traditional and social media sites are used by the youth to gain information and know more about the issues they raise which they later follow. Interestingly, at least 50 per cent of those who raise issues on social media become aware of it through social media sites only. After social media sites, the traditional media is also used as the platform of getting informed. For raising issues, however, personal resource is used the least by the youth. Interestingly, youth also surfs news sites as a source of information which suggests that the youth who raise issues on social media are also using news websites.
6. Still, the present-day youth is reluctant to be in touch with strangers for the noble cause of activism. Maybe, they harbor anxieties and fears about strangers who connect with them for a cause.

In the survey, hardly 50 per cent of the socially active youth showed willingness to connect with strangers for betterment of society. Maybe, these negative sentiments can be a stumbling block for the social activism movement. The results suggest that in this era when social media has become an unavoidable part in our lives, we still prefer to stay away from connecting to a stranger.

In the social media also people who do virtual activism prefer to connect with their friends or to the known ones only.

7. As English is the most used language for social activism, there are chances that social activism has acquired an elite image leaving common masses alone who, therefore, still prefer the traditional media to express their views rather than the internet platform.

But the survey shows that Hindi usage is beginning to gather momentum amongst the Jaipur youth. They use Hindi while writing their blogs or on the micro blogging site twitter, face-book etc.

Rajasthan where Hindi dominates the print and television media presents a totally different scenario on the social media with youth interacting and expressing mostly in the English language only.

8. Personal issues dominate the blogs at present. The survey suggests that youth is sharing personal experiences and photos. Those who are into blogging are writing less about social and political issues as compared to personal matters. Entertainment related topics are also written about in the blogs, while satire and education related issues are finding least space.

9. Only a few virtual social activists have signed online petitions in Jaipur. Despite there being a smaller number of those who signed petitions they seem well aware of the process of putting up an online petition as well as the process of signing and its online distribution. Which means that during the last four years since the online petitions became a rage on social media, there has certainly been a divide because only a few have signed and prepared petitions in Jaipur.
At least 50 per cent of the youth who are virtual activists do not have affiliations with any religious or social group. They perhaps enjoy social activism because they feel it is their moral responsibility. It shows that apart from spending time on socialising and other searches, they also get to spend time doing social activism.

But the survey broadly suggests that the other 50 per cent were affiliated to diverse political, religious and self-help groups. In this group, 25 per cent had affiliations with different political parties and the rest of 25 per cent of youth had stakes in self-help and religious groups.

5.2 LIMITATIONS

1. Due to limitation of time and resources, the study was designed to be exploratory in nature which has its own inherent shortcomings such as lack of conclusive results for research objectives.

2. The major instrument for data collection was questionnaire in which the response rate is an issue of concern. Initially, it was decided that the number of respondents would be 500, but due to lack of response only 300 filled questionnaires could be gathered.

3. Another shortcoming of the questionnaire is the quality of response. Since the respondent fills a questionnaire when the interviewer is not present there is a high probability that answers may not be well thought of.

4. Although sampling was done on a random basis, it got infringed due to non-response of interviewees with whom the questionnaire was left.

5. There has been lack of secondary data on the internet habits of youth in Rajasthan. Hence, the study first explored the internet usage and then the internet habits.

6. Sampling may not be the representative of the Universe because at the time of survey it was not checked whether the respondent is a migrant or native to Jaipur. However, care was taken when the respondent was asked to mention his/her present and permanent address.

7. The findings of the research are time bound. It means findings may change during the future. Since social media is an emerging phenomenon its penetration might increase.

8. The major limitation of the study is that its scope did not cover the rural
Findings and Limitations and Future Use

penetration of internet habits. The major digital divide is a big factor in rural areas, which was not considered here. However, the study is not explaining reasons for non-use of internet for social activism. It is just concentrating on the presence of virtual social activism among the urban youth of Rajasthan.

5.3 SUGGESTIONS AND FUTURE USE OF THE STUDY

1. Virtual Social Activism is actually taking over political movements and agitations to the digital world. Social media is enabling youth to think innovatively about the process of raising issues relevant for society.

2. Internet makes it possible to launch a powerful socio-political movement through laptops and smartphones. But in the coming days the future seems to be more hybrid- a fine blend of offline and online initiatives and tactics. Therefore, the future research should pay more attention towards the fusion of traditional and virtual social activism for the benefit of society.

   In fact, pure digital activism cannot survive without a proper ground support. Similarly, the traditional ground based social activism cannot receive mass momentum from digitally conscious youth without having its heavy online presence.

3. As social media is becoming a part of our everyday life, either through media or other forms, the subject should be incorporated in the curriculum of mass media and journalism students in colleges and university. In the higher classes also students could be taught the effects and uses of social activism.

4. Social media could be used in promoting the government schemes across the country. The Prime Minister of India, Narendra Modi, after taking charge ordered that government employees and officials of all ministries, departments, corporations and banks, who have opened official accounts on Twitter, Facebook, Google, YouTube or blogs, should use Hindi, or both Hindi and English, but give priority to Hindi. Soon after that, Information and Broadcasting Minister Prakash Javdekar wrote to all ministries to make use of "social media communication hub" for effective messaging.

   The research could be helpful to all those future research scholars who intend to know more about the role of virtual social activism and social media habits of the Indian youth. Since the research is original and new, it will certainly help those who want to pursue their research in the related topic.