“USE OF SOCIAL MEDIA AND SOCIAL ACTIVISM:- A STUDY OF YOUTH IN JAIPUR”

PREFACE

In a world which is moving towards digitalization of even the most insignificant thing, and where internet defines the way we form relationships, at personal and professional levels, with our parents, peers, spouse and the society at large; information is the weapon that can make or break structures.

The structure can at times be as big as a regime running a country. While traditional modes of information are fighting a pitched battle with new age sources of information, for a person trying to make his or her voice heard, these are exciting times.

If an edit page of a newspaper cannot accommodate a reader’s view on a certain subject, the reader now has the option of reaching out to the world through the internet, and specifically through the social networking sites. Sometimes, a few words of information or opinion on a social site have more power to shake a system than possibly a 1000-word news report.

Social media can be explained as an interaction between people or communities where information can be shared and exchanged through a virtual network. Experts have defined social media as “a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content”. In the past three-four years, social media has grown out from being restricted to tweets on fashion trends or commenting on a celebrity’s relationship status to commenting on events of national and global importance.

So, when protesters take to streets in Cairo, some of the most telling stories and pictures emerge on the social media sites such as Facebook and Twitter. The change is profound and therefore, has forced even critics of such sites to sit and take notice of the virtual world where significant information is seamlessly shared and re-shared to millions of people through a tap of a finger.
In a way, it has become one of the most important sources of information for a large number of people, who now don’t always depend on the newspaper or the TV to flash the day’s most happening event. In fact, breaking stories are no longer the fodder of just journalists with informed citizens taking it upon themselves to play the role of alert watchmen-cum-critics of political and social functioning, and who now have a platform to share their side of the story with the world.

This research will discuss the role of social media in the context of some major social, economic, political events in the contemporary society and how it has helped in making youths more informed about their surroundings. This has, in turn, changed the landscape of democracies like India, where the growing unrest among youths has found a channel to vent its ire at the system which till now was taking them lightly. The research has been conducted in Jaipur.

**Content of the Study:**

1. **Conceptual Framework**

   Chapter one of the research includes the proper Introduction to the Social Media as well as its types. It also contains the history and the role of social media in different set ups. It also throws the light on the social media set up in India as well as its inception and future. Apart from the regular introduction it also contains Research Methodology adopted to conduct this research and Review of Literature of the books and articles used in the research.

2. **Classification of the Social Media and Definition of Social Activism**

   This chapter throws light on different types of social media existing in the present times and their uses and background. It also explains different types of social activism in India and abroad. The chapter has a part which speaks about the profiles of famous social activists of India. The chapter contains the information of different online petition types which exist.

3. **Data Analysis**

   The chapter analyzes the data which was collected by the primary research instrument questionnaire. Data Analysis chapter separately analyzes all four parts of the questionnaire as well as the hypothetical part which includes the testing of
hypothesis using the Test of Attributes. This chapter also discusses the different demo graphical tables and their uses if applied on the universe.

4. **Evaluative Case Studies**

   The chapter contains the gist of all main events which happened in the India and different parts of the world. Their importance was decided as per the use of social media in these events. It majorly speaks about the role of social media in different events which were of great importance. In most of the cases it showed an upward trend was one could easily call it a future media. The different nature of case studies discusses its different roles and its impact. Nirbhaya movement, Kashmir Catastrophe, Sunanda Pushkar's death, Cancellation of Honey Singh's concert and others.

5. **Limitation and Future Use**

   This Chapter concludes the study as expected it contains the limitations which were experienced while conducting the research. Since the research is new and not much has been done before hence it leaves space for further investigation to be carried out. It discusses its different usage in form of a research document or a book which could be useful in future for Mass Com Students.