CHAPTER – II

REVIEW OF LITERATURE

2.1 Introduction

Social media are used for various purposes including social and political mobilization in modern times. The social media have emerged as useful instruments of social networking and empowerment of marginalized sections of society in the world. The social media have been rightly considered as alternative media for emancipatory and empowerment centered communication and development of the marginalized sections of society. The social media have facilitated more interactive, time efficient and comprehensive learning of the art and crafts of social networking. Empowerment of Dalits has become a challenging task in India in the present times. The mainstream media are interested in the glorification of the issues of Dalits rather than empowerment of Dalits. The present investigation was carried out in Karnataka state to understand the role of social media in the social networking and empowerment of Dalits. The past studies carried out by the researchers in India and abroad have primarily dealt with the relevance and utility of social media and social networking. The past studies carried out by various researchers on social media, social networking, empowerment of Dalits and role of social media in the empowerment of Dalits are briefly presented in this chapter.

2.2 Social Media Studies

DeFilippis (2001:79) analyzed the role of social media in community development with a focus on social capital development. The study revealed that social networks and relationships were win-win endeavors. The scholar reported that low-income people and areas were socially disconnected due to concentration of powers and resources in the urban areas. The scholar suggested that the policy makers should construct social networks for the benefit of disadvantaged sections.

Boyd (2006:45) assessed the role of social media in the lives of youth. The study revealed that social media had attracted the youth and increased their social mobility. The scholar observed that social media had created better awareness about current affairs among youth. The scholar suggested that social media habits of youth
should be monitored by the policy makers and administrators to prevent harmful effects.

Berkman (2007:32) carried out a study on the relationship between social media and youth. The study revealed that social media had attracted the youth in a remarkable way. The study emphasized that social norms and rules only provided the collectively imagined boundaries. The scholar noted that learning through impression management was the key to developing a social identity. The scholar suggested that youth should be enabled to determine where they want to be situated within the social world they see.

Oradini and Saunders (2008:198) conducted a study on the use of social media by the students in higher education. The study revealed that social media were used by the students for multi purposes in modern society. The scholars remarked that social media were not used in a disciplined manner by the students in higher educational institutions. The scholars suggested that social media should be used matriculously for integrating social networking technologies in higher education.

Willard (2009:294) examined the role of social media in sustainable governance and development. The study revealed that social media had become useful tools for sustainable development in the globe. The scholar stated that social media were highly restricted by the government agencies even though they were useful in enabling cross-departmental collaboration. The scholar suggested that internal social networking sites could establish connections in traditionally stove-piped and geographically dispersed organizations.

Al-Rahmi and Othman (2009:12) evaluated the impact of social media on academic performance of university students. The study revealed that social media had gained wider acceptability among the students. The scholars found that social media was the most important communication tools among university students. The scholars suggested that the potentials of social media should be harnessed for the academic progress of students.

Ndaku (2009:190) explored the impact of social media on the academic performance of the students. The study revealed that social media were useful to the students for the expansion of intellectual contacts and mobilization of intellectual
resources. The scholar pointed out that social networking sites were not exclusively for educational purposes as well. The scholar suggested that the stakeholders of social media and education should ensure meaningful social networking habits for academic development of students.

Pasek et. al (2009:201) investigated the impact of Facebook on the academic achievement of students in college and graduate school. The study revealed that Facebook use was more common among individuals with higher grades. The scholars reported that Facebook users were no different from non-users. The scholars suggested that students should be enabled to make use of social media for academic endeavors.

Ingenito (2010:127) studied the role of social media in political sphere in modern America. The study revealed that social media were used predominantly to ensure political connectivity. The scholar observed that social media had become prominent tools of social and political mobilization. The scholar suggested that social media should be used as the prominent tools of political communication and mobilization in modern times.

Behnke (2010:28) analyzed the relationship between social media and politics. The study revealed that social media were commonly used in Asian countries as effective means of political communication. The scholar noted that social media brought about active political mobilization and facilitated election campaign based on participatory communication. The scholar suggested that modern political parties should develop social media application skills of the leaders to manage the elections effectively.

Flannery (2010:93) assessed the use of social media by youth. The study revealed that about 93% of teenagers were active users of the Internet in the study area. The scholar remarked that about 70% of the users had used the Internet resources daily. The scholar suggested that youth should be educated about the positive and negative effects of social media.

Hroub (2010:124) carried out a study on the role of social media in the emergence and organization of the Arab Spring. The study revealed that social media had become the main weapon for the revolutionary youth to be heard and organized.
The scholar stated that social media were able to optimize the capacity of mobilization, challenging state control and societal surveillance.

Choi (2010:67) conducted a study on the influence of social media on youth. The study revealed that social media had caused aggression, egoism, inflated self-assurance and skewed perceptions among the youth. The scholar found that transition from personal use to educational use had unlocked many wonderful prospects for contemporary youth. The scholar suggested that social media should be used as an effective instrument of education and inclusive development in modern times.

Krischner and Karpinski (2010:148) examined the role of Facebook in the academic performance and progress of students. The study revealed that the users had gained certain advantages academically. The scholars pointed out that Facebook had also adversely affected the academic performance of the students. The scholars suggested that students should be motivated by the teachers and parents to use social media judiciously in modern educational institutions.

Silius et.al (2010:249) explored the use of social media in educational institutions. The study revealed that social media had enhanced learning among the students. The scholars reported that social media were used to improve the capacity of students in engineering and mathematics fields. The scholars suggested that application of social media for education should be undertaken on the basis of scientific evaluation of the merits and demerits.

Junco et al. (2010:137) evaluated the effects of twitter on college student engagement and grades. The study revealed that social media exposure had significant impact on the observed group than the control group. The scholars observed that students and faculty were actively engaged in the learning process in ways that transcended traditional classroom activities. The scholars suggested that Twitter can be used as an educational tool to help engage students and facilitate their academic progress.

Blankenship (2010:38) investigated the impact of social media on students of higher education. The study revealed that the explosion of social media had resulted in higher education institutions utilizing this medium to both market and engaged more effectively with students and potential students. The scholar noted that
universities had integrated social media into teaching and learning activities. The scholar suggested that social networking sites should be utilized for integrated educational development.

Asur and Huberman (2010:18) studied the future of social media in modern society. The study revealed that social media had become ubiquitous and important for social networking and content sharing. The scholars remarked that diverse contents generated from various websites had remained largely untapped. The scholars suggested that social media should be systematically utilized to predict real-world outcomes and improve their forecasting power.

Agosto and Abbas (2010:04) analyzed the social media association of high school students. The study revealed that the students were actively involved in the social media consumption activities in modern society. The scholars stated that social media were effective tools of constant communication and facilitated active relationship building and maintenance. The scholars suggested that social media should be prominently used for academic network development by the students.

Mulder (2010:183) assessed the impact of social technology in the development of social competence. The study revealed that most of the adolescent students had spent more time socializing face-to-face rather than using social media. The scholar found that adolescents utilized social media for communication purpose. The scholar suggested that the direct and specific long term effects on individuals should be evaluated by the experts to maximize the effectiveness of social media.

Ahn (2011:05) carried out a study on the effect of social media on adolescents’ social and academic development. The study revealed that youth had spent a considerable portion of their daily life interacting through social media. The scholar pointed out that social media had affected the social capital, privacy, youth safety, psychological well-being and educational achievement of the users. The scholar suggested certain innovative areas for future research.

Ahn (2011:06) conducted a study on the participation of students in social media. The study revealed that social network sites like Myspace and Facebook had become popular online communities with large teenage user populations. The scholar reported that social media facilitated better understanding of the social and cultural
factors related to participation of youth in the mainstream. The scholar suggested that social media effects on youth should be evaluated constantly to reduce the ill effects.

Bhuiyan (2011:37) examined the role of social media in political and social revolution in Egypt. The study revealed that social media had enhanced and ignited people’s desire for democracy. The scholar observed that social media had also emerged as powerful channels that allowed people in Egypt to bypass government censorship and liberate the political sphere from the vested interests.

Chebib and Sohall (2011:63) explored the contributions of social media to Egyptian Revolution. The study revealed that Face book and Twitter prominently contributed for the democratic revolution carried out by the youth in Egypt. The scholars noted that social media were highly accessible to the youth and the general publics in modern times. The scholars suggested that social media should be used for social and political modernization in a deliberate way.

Dubai School of Government (2011:88) evaluated the role of social media in civil movement in the Arab world. The study revealed that the growth of social media in the Arab region had played a critical role in mobilization, empowerment, shaping opinions, and influencing change. The study emphasized that most Arab governments had enjoyed full control on information flows in societies before the advent of social media and civil movement. The study recommended that social media should be used systematically for effective political, societal and economic developments in the Arab region.

Komito (2011:145) investigated the relationship between social media and migration in Ireland. The study revealed that migrants’ social media usage in Ireland had enabled the users to gain awareness and acquaintance for better emergence of transnational communities. The scholar remarked that social media practices had enabled a shared experience with friends and relations living outside Ireland. The scholar suggested that social media should be properly utilized for better integration and participation of migrants in host societies.

Moran et. al. (2011:181) studied the use of social media in modern universities in South Africa. The study revealed that social media were integrated into their teaching and learning toolkits. The scholars stated that the use of social media among
faculty and students showed similar perceptions. The scholars suggested that the stakeholders of higher education should update their social media application for academic endeavors.

O’Keeffe and Clarke-Pearson (2011:196) analyzed the impact of social media on society. The study revealed that social media like Facebook, MySpace, and Twitter, Club Penguin, Second Life, YouTube and blogs were actively used by the youth in large number. The scholars found that parents were not fully aware of the nature of social media sites and lost control over their children’s social media habits. The scholars suggested that the stakeholders of higher education should facilitate better social media application for the progress of students.

Ottaway and Hamzawy (2011:199) assessed the role of social media in the process of political change in the Arab world. The study revealed that social media had reached out to labor groups, youth organizations, bloggers, political parties, and Islamist movements. The scholars pointed out that social media had contributed significantly for the political uprising in Arab countries. The scholars suggested that social media should be consistently used for the multi faceted development of the nation.

Sheedy (2011:242) carried out a study on the role of social media in social change with reference to Egyptian revolution. The study revealed that social media had changed the way people communicate for social change. The scholar reported that social media had facilitated active social mobilization of people and contributed immensely for social and political revolution. The scholar suggested that social media should be used properly by the people to prevent harmful effects on the national security and sovereignty.

Haider (2011:116) conducted a study on the role of social media in social movements and coalitions. The study revealed that social media had a positive impact on government transparency, responsiveness and accountability and empower citizens by increasing flows of information between governments and citizens. The scholar observed that social media interventions had brought about better government-citizen communication. The scholar suggested that comprehensive research on the impact of social media on youth should be conducted by the researchers.
Wang and Liang (2011:290) examined the effects of social media on college students. The study revealed that social media were extensively used by the students. The scholars noted that social media were used by the students for more than three hours per day for academic and personal purposes. The scholars suggested that students should be guided about the negative effects of social media on their academic progress and personal health.

Lachapelle (2011:157) explored the role of social media in community development. The study revealed that social media had become a significant force in political organizing, social interaction, and economic development. The scholar remarked that social media had considerably improved the socio-economic development of the people at the grassroots level. The scholar suggested that the use of social media should be constantly evaluated to ensure optimum use of social media for better communication and development.

Storck (2011:261) evaluated the role of social media in social and political mobilization in Egypt. The study revealed that social media networks such as Facebook, Twitter, YouTube and weblogs were effective tools for organizing and generating awareness of political mobilization. The scholar primarily focused on the uprisings in Egypt which had earned global attention. The scholar suggested that social media should be utilized deliberately for the development of the nation.

Yamamichi (2011:303) investigated the role of social media in the process of social development. The study revealed that social media had enabled the people to secure their freedom of expression and social mobilization. The scholar stated that social media had enabled various organizations to establish and maintain good relationship in modern times. The scholar suggested that social and cultural characteristics should be taken into careful consideration for achieving sustainability and scalability.

Stieglitz and Dang-Xuan (2012:260) studied the role of social media in political communication. The study revealed that social media were actively used for political activities. The scholars found that social networking sites such as micro blogging services (Twitter and Facebook) had the potential for increasing political awareness and participation. The scholars suggested that the social media contents
should be monitored and evaluated for effective control of pernicious political propaganda.

Taylor (2012:265) analyzed the role of social media in social change in modern times. The study revealed that social media campaign had increased awareness and created a community around certain issues and challenges. The scholar pointed out that social media had offered a range of new possibilities for individuals and organizations working for social good. The scholar suggested that civil society organizations should invest in social media training for better social networking, social mobilization and social capital development.

Cook (2012:73) assessed the application of social media by women in higher education. The study revealed that women had reached out to various sections of society through the social media. The scholar reported that women had realized the importance of social media which provided the benefit of access to intellectual resources and social networks. The scholar suggested that the technological devices should be plugged into one outlet to facilitate optimum utilization of social media for the educational empowerment of women.

Chen and Vromen (2012:65) evaluated the impact of social media on youth. The study revealed that social media had motivated the youth for active political mobilization and participation. The scholars observed that social media were highly influential media of political mobilization and participation in modern times. The scholars suggested that social media should be used as means of political education, organization and empowerment of the people.

Rainie et. al (2012:213) analyzed the relationship between social media and political engagement. The study revealed that social media had become effective means of political and civic engagement of Americans. The scholars noted that social media users had talked about politics on a regular basis about civic or political purposes. The scholars suggested that social media usage of youth should be conditioned for better social media application in political sector.

Rhanem (2012:219) carried out a study on the relationship between social media and youth participation. The study revealed that social media had provided a place to connect with friends and acquaintances and promoted certain causes and
campaigns. The scholar remarked that social networking sites also contained useful information about participatory governance and development processes. The scholar suggested that youth should be enabled to overcome the harmful effects of social media.

Grube (2012:103) conducted a study on the impact of social media on youth. The study revealed that social media did not make teens deny or ignore values and information which they had absorbed from families, schools, religious teachings and other respected adults. The scholar stated that the importance of parental involvement in adolescents' use of the media was not realized. The scholar suggested that parental monitoring of social media access and impact should be promoted.

Chen and Bryer (2012:64) examined the instructional strategies for using social media in formal and informal learning. The study revealed that the university students had utilized social media to further their personal and academic interest. The scholars found that the use of social media in faculty teaching and student learning was considered to be potentially more engaging and effective to reach many students. The scholars suggested that social media should be used effectively for the promotion of collaborative learning in educational institutions.

Sponcil and Gitimu (2012:255) explored the use of social media by college students. The study revealed that social media had affected the college students' self-concept. The scholars pointed out that college students had used at least one form of social networking website. The scholars suggested certain measures for future research on social media application for educational progress.

Selwyn (2012:237) evaluated the role of social media in higher education in Europe. The study revealed that the increased use of social media among students had led to universities integrating social media into their academic toolkits. The scholar reported that social media had played a significant role in promoting the academic status of teachers and students. The scholar suggested that students should be encouraged to cultivate useful techniques of social media application for academic progress.
Braskov (2012:48) investigated the role of social media in development cooperation process. The study revealed that social media had facilitated greater social mobilization for various developmental endeavors in Africa. The scholar observed that social media applications were ground breaking innovations for meaningful development cooperation. The scholar suggested that digital divide should be overcome to achieve integrated development through social media intervention.

Jallov (2012:132) studied the contributions of social media for community education and development in North Africa and the Middle East. The study revealed that social media like YouTube, Face book and Twitter were used for the purpose of enlisting active participation of people in the process of development. The scholar noted that social media had facilitated interaction with ‘distant’ community elements and ensured community action for grassroots development. The scholar suggested that social media should be used for greater social mobilization and development.

Obregon (2012:194) analyzed the role of social media in communication for development. The study revealed that social media had unlocked unprecedented opportunities for engagement and participation in modern society. The scholar remarked that social media were not properly used for inclusive and participatory development approaches. The scholar suggested that social media should be used by the stakeholders of governance and development effectively.

Salanova (2012:227) assessed the role of social media in political change. The study revealed that social media were used as effective tools of information and coordination of social movements. The scholar stated that online activism through blogs, Facebook, Twitter and other forms of social media had allowed citizens to be part of a social networking exercise in public sphere. The scholar suggested that social media should be utilized properly for accelerating the revolutionary processes in the Arab world.

Vittadini and Pasquali (2013:288) carried out a study on the challenges of networked communication to social research. The study revealed that Italian adolescents had used social media for network sociability in modern times. The scholars found that the social media had enhanced the online social relations and identity on account of their unique characteristics and capabilities. The scholars
suggested that social media orientation should be given to the adolescents and youth to prevent abuse of social media and ill effects of social media.

Liou (2013:166) conducted a study on the use of social media for the prevention of violence against women. The study revealed that social media supported a more traditional campaign pinned to traditional media and on-the-ground events. The scholar pointed out that when social media work is connected to other interventions, it can be a very powerful tool to foster change. The scholar suggested that social media should provide a space for dialogue and facilitate meaningful solutions for the protection of the rights of women.

Guru et. al. (2013:106) examined the role of social media for sustainable development in the world. The study revealed that a new age of social networking had begun with the commendable technological advancements and applications. The scholars reported that social media were used extensively by social movements to unite the progressive progress for social network development and decentralized development. The scholars suggested that social media should be systematically utilized to ensure a paradigm shift in modern times.

Guru et. al. (2013:107) explored the role of social media in social work and rural development processes in India. The study revealed that increased participation of people in the rural development process, decentralization of planning, better enforcement of land reforms and greater access to credit and inputs had brought about economic development in rural India. The scholars observed that reaching out to the beneficiaries of various rural development programmes had become a challenging task for the stakeholders of development. The scholars suggested that innovative social media application would boost social work and rural development in India.

Guru et. al. (2013:108) evaluated the role of social media in tribal development in India. The study revealed that the national leaders and constitution makers had provided specific safeguards in the Constitution for the empowerment of tribes of India. The scholars noted that social networks were powerful mechanisms for rapidly shifting and transforming social norms throughout the network. The scholars suggested that social media should be used as channels of interactive and participatory communication in India.
Devadoss and Anand (2013:81) investigated the impact of social media on youth activism and nation building. The study revealed that social media had brought about remarkable awareness among the youth about the social and developmental issues. The scholars remarked that social media had also facilitated commendable social mobilization in the country. The scholars suggested that social media should be actively utilized by the youth for better social mobilization and activism.

Adaja and Ayodele (2013:02) studied the role of social media in the lives of Nigerian students. The study revealed that social media were seamless and boundless in terms of interactions, interrelationships, information sharing and exchange of ideas. The scholars stated that students had used popular social media platform like face book for academic purposes. The scholars suggested that the youths should be encouraged to harness the potentials of social media for scholarship development.

Bassem and Maamari (2013:24) analyzed the impact of social media on the political interests of youth in Lebanon. The study revealed that the youth had embraced the concepts of freedom of speech, right to opinion, and modern information technology on the basis of active social media exposure. The scholars found that the youth of Lebanon were adept users of web-based communication tools but they were unable to connect with their political leaders. The scholars suggested that youth should be trained in the optimum utilization of electronic-based communication in modern times.

Balousha (2013:21) assessed the impact of social media on Palestine Youth. The study revealed that the presence of leaders and officials on social media fora had positive aspects. The scholar pointed out that people had gained more opportunities to express their opinion directly, without depending on other media outlets to convey their views. The scholar suggested that social media habits of youth should be improved on the basis of systematic monitoring and evaluation.

Elahee bocus (2013:90) carried out a study on the impact of online social networking on youth in Mauritius. The study revealed that online social websites had become prominent means of social mobilization. The scholar reported that Online Social Networks had great impact on the lives of young people. The scholar suggested that young people should be guided properly on social media association and impact by the stakeholders of youth welfare.
Fields (2013:92) conducted a study on the impact of social media on youth in America. The study revealed that social media had great impact on modern youth. The scholar observed that social media had become an integral part of their life and changed the way of interaction with peers, parents and fellow citizens. The scholar suggested that social media use patterns of youth should be evaluated for cultivation of healthy habits and life styles.

Langmead (2013:158) examined the role of social media in higher education. The study revealed that an increased use of social media among students had led to universities integrating social media into their teaching and learning toolkits. The scholar noted that universities in the United States had intensely integrated social media with academic life. The scholar suggested that social media should be utilized by the educational institutions properly to engage more effectively with students community.

Megan and Priscilla (2013:176) explored the use of social media by college students. The study revealed that social media had affected the students in a positive way. The scholars remarked that college students had used social networking websites regularly and engaged in communication with family and friends. The scholars suggested that the popularity and credibility of social media should be examined by the future researchers.

Rey (2013:218) evaluated the role of social media in higher education in India. The study revealed that teachers, researchers and students had used social media for various purposes. The scholar stated that the social media had facilitated active participation of the knowledge seekers in the process of learning through various sources. The scholar suggested that social media should be used judiciously for educational advancement.

Rithika and Selvaraj (2013:221) investigated the impact of social media on the academic performance of students in India. The study revealed that social networking sites like Face book, Twitter etc had diverted students from their studies. The scholars found that students had spent more time on social media use than on academic activities. The scholars suggested that students should be guided adequately about their social media habits and use patterns.
Tess (2013:269) studied the role of social media in higher education on the basis of an extensive review of literature. The study revealed that the social networking sites had already permeated students’ lives outside the realm of their studies. The scholar pointed out that social networking sites had been incorporated into both formal and informal learning activities. The scholar suggested that higher educational institutions should develop infrastructural facilities for the promotion of digital literacy and social media application for educational progress.

Akashraj and Pushpa (2014:09) analyzed the role of social media in development process. The study revealed that social media were actively used for the purpose of conveying messages on developmental issues and concerns. The scholars reported that social media had served multi-purposes in modern times. The scholars suggested that social media should be used for nation building activities in modern times.

Caroline (2014:52) assessed the social media and youth civic engagement in Canada. The study revealed that social media had fostered youth civic engagement. The scholar observed that online youth media production could function as a connective thread for youth welfare. The scholar suggested that appropriate measures should be developed to protect the interest of youth in the age of social media revolution.

Department for Work and Pensions (2014:80) carried out a study on the role of social media in research sector. The study revealed that social media data could be useful for social research purposes. The study emphasized that social media had provided indications of information seeking behavior and public opinion of specific policies. The study recommended that social media data be benchmarked against other data sources.

Gustafson and Woodworth (2014:113) conducted a study on the methodological and ethical issues in social media research. The study revealed that most researchers had not sufficiently engaged virtual users in the research process. The scholars noted that most studies did not seek ethical approval from an institutional research board or permission from web service providers. The scholars suggested that adoption of self-conscious and ethical research practices would safeguard the interest of students and other users.
Indriani (2014:126) examined the impact of social media on young voters in the 2014 Indonesia General Election. The study revealed that social media had affected the political activities, political efficacy, political participation and political knowledge of the voters. The scholar remarked that the frequency of social media use had influenced social media application for political activities. The scholar suggested that social media should be systematically used for greater political efficacy, political participation and political modernization purposes.

Kamuh (2014:140) explored the impact of social media on the academic performance of students. The study revealed that social media had affected time spending and social lifestyle of students. The scholar stated that social media addiction had reduced the time for academic endeavors. The scholar suggested that students should be guided by the parents and teachers to maintain equilibrium between personal interest and academic interest.

Karascakova (2014:142) evaluated the social media intervention for political communication. The study revealed that social media facilitated decentralized, networked mode of communication based on personal connections. The scholar found that social media were known for digital cleverness and dexterity as powerful means of political communication. The scholar suggested that social media should be used by the political parties and progressive persons as complementary tools of political communication.

Lehtonen (2014:161) investigated the effects of social media on the participation of women in the Arab Spring revolution in Egypt. The study revealed that women were vigorously active during the revolt in Tahrir Square, Cairo. The scholar pointed out that social media’s role in the uprisings varied as a tool of participating, information, mobilizing and organizing the events. The scholar suggested that social media should work as an effective tool of political participation and empowerment of women.

Lupton (2014:167) studied the role of social media in higher education sector. The study revealed that social media had benefitted the academicians by connecting and establishing networks constantly. The scholar reported that social media had promoted research activities of higher educational institutions. The scholar suggested
that social media should be used by the students on the basis of proper guidance and counseling.

Mahat and Mundhe (2014:169) analyzed the impact of social media on youth in India. The study revealed that social media had enabled the youth to gain awareness about the current issues and concerns. The scholars observed that social media had provided a platform for active debates and discussion among youth. The scholars suggested that youth should be protected against the unhealthy contents and effects of social media.

Matyasik (2014:174) assessed the impact of social media on political and social sectors. The study revealed that social media were used to trigger revolutions in modern times. The scholar noted that social media had created new consciousness and participation among the people in Lebanon, Kuwait, Kenya, Iran, Egypt, Tunisia, Nigeria and other countries. The scholar suggested that the stakeholders of development should make use of social media for effective national developmental endeavors.

Shabir et.al (2014:238) carried out a study on the impact of social media on youth in Pakistan. The study revealed that social media had notable influence on the youth. The scholars remarked that social media were beneficial for youth. The scholars suggested that social media should not disseminate unethical pictures, video clips and images. The scholars suggested that social media should be used judiciously and responsibly to promote international relations.

Strickland (2014:262) conducted a study on the effects of social media use on the mental health of young adults. The study revealed that the most active social media users had a predominantly high risk for developing mental health issues. The scholar stated that the ill-effects of social media should be minimized on the basis of scientific evaluation and suitable counseling and consultation services.

Roy (2015:223) examined the opportunities of social media for development communication in North East India. The study revealed that social media had transformed the lives of the people with their immediate and amplified reach and access. The scholar found that the use of social media in the Northeast had come into prominence in less than ideal circumstances. The scholar suggested that social media
should be effectively used to counter negative propaganda in social and political spheres.

Dunu and Elizabeth (2015:89) explore the role of social media in the process of social mobilization in Nigeria. The study revealed that social media technologies were deployed for transformational mobilization and development. The scholars pointed out that social media had promoted active social mobilization and sustainable development in Nigeria. The scholars suggested that emergence of the theoretical framework for the application of the new media tools would enhance the utility of social media.

Sheopuri and Sheopuri (2015:243) evaluated the impact of social networking sites on students. The study revealed that social networking sites such as Facebook, Twitter, Orkut, etc. had affected the lives of students in modern times. The scholars reported that social networking sites had enabled the students to connect with friends and people with common interest sans boundaries and age factors. The scholars suggested that students should be guided properly by the teachers and other resource persons to enhance their academic performance and enrich their behavior.

Priya and Sakthi (2015:211) investigated the role of social media in the economic empowerment of women. The study revealed that social media had evolved with technological solutions for entrepreneurial ventures for women. The scholars observed that social media had effectively functioned as a tool of economic empowerment of women. The scholars suggested that social media should be deliberately used for the empowerment of women.

Winkelman et. al. (2015:296) studied the cyber harassment of women through social media abuse. The study revealed that social networking had become a fundamental part of the online global experience. The scholars noted that digital media increased their spheres of influence, access to information, promotion of creativity and confidence building in modern times. The scholars suggested that health educators, counselors, social workers and other practitioners should advocate for legislation for the prevention of cyber crimes and harassment of women.
Haddon (2015:114) analyzed the impact of social media on youth. The study revealed that social media had achieved far greater popularity among youth than earlier home pages. The scholar remarked that social media had changed the behavioral patterns of youth in modern times. The scholar suggested that social media habits and use patterns of youth should be disciplined by the counselors, teachers and parents.

Aduago et. al (2015:03) assessed the influence of the social media on the Nigeria Youths. The study revealed that female youths' pregnancies had occurred due to exposure to social media pornography. The scholars stated that Nigerian youth spent more time on social media network than other sites. The scholars suggested that social media contents should not disseminate unhealthy contents and tendencies.

Kabbur and Savitri (2015:138) carried out a study on the impact of social media on students. The study revealed that social media had enabled the people to communicate and establish rapport with like minded persons. The scholars found that social media had caused distraction from academic participation adversely affected the students. The scholars suggested that the impact of social media on students should be examined by the stakeholders of students welfare and progress to mitigate the ill effects of social media in modern society.

Rashid (2015:217) conducted a study on the social media and identity issue with reference to students of universities in Assam. The study revealed that the users were glued to the social networking website because it allowed them an opportunity to create an identity for themselves. The scholar pointed out that social media had become increasingly visual in nature and the photograph was the center of a large proportion of social media engagement.

Nicholsona et. al. (2016:191) examined the role of social media in development with special reference to Brazil. The study revealed that social media had widened the social and political space of the citizens in Brazil. The scholars reported that the use of social media had brought about a new level in terms of both the magnitude of the movement and its socio-political impact. The scholars suggested that social media should be used judiciously and strategically to prevent the ill effects in modern times.
Donelan (2016:87) explored the social media intervention for professional development and networking opportunities in academia. The study revealed that social media had changed the landscape of higher education and supported academic betterment. The scholar observed out that increasing participation of youth in academic affairs, sharing of good practice and adoption of social media technologies had strengthened the foundations of higher education.

Fardoulya et. al. (2017:91) evaluated the impact of appearance comparisons made through social media, traditional media, and in person in women’s everyday lives. The study revealed that social media had a decisive impact on users’ body image concerns, mood, and diet and exercise behavior. The scholars noted that social media intervention programs highlighted the idealized nature of the images. The study emphasized that the contents uploaded to social media had encouraged the students to deconstruct these idealized self-presentations to reduce the negative impact of comparisons.

Stanley (2017:258) investigated the social media use among youth during the 2016 election in America. The study revealed that the social media had increased political efficacy and political participation among youth. The scholar remarked statistically significant association between social media use and political participation and social media use and political efficacy among youth respectively. The scholar suggested that social media should be consciously used by the political parties to safeguard the credibility and public interest.

Krasodomski-Jones et. al. (2017:147) studied the role of social media in human development in United Kingdom. The study revealed that social media had played an important role in the development of the personality of young people. The scholars stated that social media had taken a lead role in making the social and economic case for developing students’ characters and personality. The scholars suggested that social media should be managed on the basis of ethical and political considerations and approaches to protect the interest of users.

Smith and Anderson (2018:252) carried out a study on the social media use among the U.S. adults. The study revealed that Facebook and YouTube had dominated the social media landscape in America. The scholars noted that roughly
three-quarters of those users accessed Facebook on a daily basis. The study emphasized that the people had cultivated conflicting attitudes toward social media. The scholars suggested that the adults should be sensitized about the use of social media platforms in order to prevent the negative effects of social media.

Tucker et. al. (2018:283) conducted a study on the relationship among the social media, political polarization and political disinformation in modern times. The study revealed that social media had encompassed a wide range of types of information about politics. The scholars noted that past studies had identified the key gaps in understanding of these phenomena and addressed these issues. The scholars suggested that the philanthropic organizations should consider the possibility of providing support for a managed data repository that would make social media data available for open scientific analysis in order to safeguard public interest.

2.3 Social Networking Studies

Montgomery (1991:180) analyzed the role of social networks in the labor – market outcomes. The study revealed that the well connected workers had fared well economically and professionally as compared to their poorly connected counterparts. The scholar found positive association between social network and professional development. The scholar suggested that changes in social structure parameters would alter the distribution of income and enhance greater developmental opportunities for the deprived sections of society.

Shideler and Kraybill (2003:246) assessed the inter-relationships between social networks, social capital and community economic growth in America. The study revealed that network centrality measures were adequate proxies for social capital formation and development. The scholars pointed out that social networks were not developed on the basis of scientific application of social media. The scholars suggested that social media should be systematically used for social network development and community development purposes.

Haythornthwaite (2005:121) carried out a study on the impact of communication media and the Internet on social connectivity among the people. The study revealed that social network studies of media had supported the social networks
of different sections of society. The scholar reported that social networking had become an important component of social development in the world. The scholar suggested that social media should be used systematically to develop social networks for integrated development of society.

Beisel (2006:30) conducted a study on the vertical social networks in modern times. The study revealed that the vertical social network sites had become a driving force and enhanced the popularity of specific social networking sites. The scholar observed that the social network sites such as MySpace, Facebook, Cyworld and Bebo had attracted hundreds of millions of users in the globe. The scholar suggested that social media should be actively utilized for the purpose of developing social networks in all spheres of human life.

Lenhart and Madden (2007:162) examined the online identities and personal information in the age of MySpace with special reference to teens. The study revealed that the teens had managed their own online profiles to develop social network of their choice. The scholars noted that the teens had not posted their information on public profiles. The scholars also pointed out that the teens had posted the fake information to protect themselves and also to be playful or silly.

Larsen (2007:159) explored the social networking of young people in modern times. The study revealed that young people had maintained friendships and thereby continuously constructed their online identity. The scholar remarked that social networking sites were seen as an extension of young people’s everyday lives. The scholar suggested that virtual ethnography and participant observation methods should be used for understanding online social networking of youngsters.

Christakis (2008:70) evaluated the relevance and utility of social networks in modern times. The study revealed that social networks had become a great necessity and enabled the users to overcome the problem of loneliness through a network. The scholar stated that social networks had become socially and professionally useful means of social integration for development. The scholar emphasized that social networks had become alternative sources of communication and development to the people.
Caldwell (2008:49) investigated the need and importance of social networks in political sector. The study revealed that social networks had impinged the political autonomy. The scholar found that social networks had the capacity to create a new political order on the basis of sharing of ideas and experiences. The study envisaged that a new political order could also be camouflaged as a broadening of options.

Gladwell (2008:99) studied the relationship between the social network explosion and sustainable development. The study revealed that social networking had enabled the participants to play an important role in the sustainable development. The scholar pointed out that people had given importance to social network development since it had offered several platforms and benefits to them. The scholar emphasized that the ideas, products, messages and behaviors had spread through social networking.

Gartner (2008:97) analyzed the citizen social networks in modern times. The study revealed that citizen social networks had enabled the participants to play an important role in democracy. The scholar reported that government-initiated networks and citizen social networks had facilitated the exchange of information and novel collaboration patterns. The scholar suggested that social networks would create online communities and individuals to improve the status of community development.

Singh (2008:250) assessed the relationship between social networking and social dynamics of participatory development. The study revealed that social networking had become inevitable in the age of globalization. The scholar observed that social networking had facilitated better social coordination and alternative forms of cooperation. The scholar further observed that social networking had supplied a coherent set of terms and concepts—applicable to individuals, businesses and countries in modern times.

Ofcom (2008:195) carried out a study on the role of social media in social networking with reference to MySpace, Facebook and Bebo in the United Kingdom. The study revealed that social media had offered people new and varied ways to communicate via the Internet. The study emphasized that social media were used by the adult social networkers prominently in modern times. The study concluded that
Facebook had enabled the adults to develop a social networking profile irrespective of their demographic features.

Pempek et. al (2009:203) conducted a study on the use of social media by the college students. The study revealed that social networking site like Face book was used by the students as part of their daily routine. The scholars noted that Face book was used most often for social interaction, primarily with friends with whom the students had a pre-established relationship offline. The scholars suggested that the impact of social networking site on the students should be examined thoroughly for the protection of personal and academic interest.

Prell and Reed (2009:210) examined the stakeholder analysis and social network analysis in natural resource management. The study revealed that social network of various stakeholders had influenced environmental decision making. The scholars remarked that stakeholder analysis was useful in the prevention of inflaming conflicts and protection of the rights of the marginalized sections of society. The scholars suggested that combining social network analysis with stakeholder analysis would enhance the capacity of delivery system.

Bodin and Crona (2009:39) explored the role of social networks in natural resource governance. The study revealed the existence of social networks as a common and important denominator in cases where different stakeholders had come together to effectively deal with natural resource problems and dilemmas. The scholars stated that social networks had become useful sources for effective enforcement and compliance with environmental regulations. The scholars suggested that the structural pattern of relations should be examined since it has implications for actors’ abilities to manage environmental challenges.

Bodin and Prell (2011:40) evaluated the relationship between social networks and natural resource management. The study revealed that social networks had improved the fisheries management and conservation in modern times. The scholars found that social networks had ensured better social learning, adaptive co-management and social movements. The scholars suggested that social networks should be developed to facilitate natural resource management, environmental biology, sustainability science and sociology.
Larsen and Ryberg (2011:160) investigated the relationship between the youth and online social networking in Denmark. The study revealed that the youth had experienced both good and bad things through social networks. The scholars pointed out that social networks had enabled the youth to develop responsible citizenry in modern times. The scholars suggested that youth should be encouraged to develop social networks on the basis of authentic ideas and guidelines.

Cohen et. al. (2012:72) studied the role of social networks supporting governance of coastal ecosystems in Solomon Islands. The study revealed that social networks had brought about better understanding about natural resources, biodiversity loss and livelihood opportunities among the people. The scholars reported that governance network of non-governmental organizations, government agencies and local communities had benefited better management of coastal eco-system. The scholars suggested that the stakeholders should understand the potential of the social network to facilitate coordination and learning among management actors.

Rico García-Amado et. al. (2012:220) analyzed the role of social capital network in the development of environment in Mexico. The study revealed that social network analysis had enabled the users to assess social capital, decision-making, and collective action in a forest-based common pool resource management. The scholars observed that the richer landholders had tended to occupy core positions and poorer landless peasants had occupied peripheral ones. The scholars suggested that social networks should be developed to improve the conservation attitude and facilitate collective action for sustainable development.

Beilin et. al. (2013:29) assessed the role of social networks in the community based natural resource management. The study revealed that social networks had contributed significantly towards natural resource management in Australia. The scholars noted that the socio-grams were useful to the groups associated with social networks. The scholars suggested that social networks should be developed to increase the multi-scalar social and ecological resilience in the landscapes.

Borgatti and Johnson (2013:42) carried out a study on the salient features and significance of social networks. The study revealed that social networks were developed on the basis of systematic use of the software tools UCINET and
Netdraw. The scholars remarked that the fundamental concepts of network analyses, including centrality, subgroups, equivalence and network structure should be grasped for effective use of social media for social network development in modern times.

Scott (2013:234) conducted a study on the theoretical basis and techniques of social network development. The study revealed that social networks were formed in the world to facilitate better coordination and cooperation among the various stakeholders of development. The scholar stated that social networks had strengthened the civil society and government for better governance and development purposes. The scholar suggested that the users should be trained on the relevant approaches to network visualization and development.

Shapiro and Ossorio (2013:240) examined the need for regulation of online social network studies. The study revealed that social networking sites had offered scientists the opportunity to understand human social behavior and increase civic participation in developmental activities. The scholars found that the ethical and regulatory challenges to social networking were seriously examined by the researchers and policy makers. The scholars suggested that social media should be utilized for the social network development activities on the basis of certain reasonable restrictions.

Calvet-Mir et. al. (2015:50) explored the role of social networks in the management of natural resources in Spain. The study revealed that social network analysis was a useful tool for analysis of stakeholders’ relationships, interactions, and influences through communication networks. The scholars pointed out that social network had facilitated opportunities for active participation of stakeholders in the process of natural resources management. The scholars suggested that social network analysis should be adopted as an effective tool to support the creation of a broad representation of stakeholders in participatory processes.

Poudel et. al. (2015:205) evaluated the role of social network development with reference to farmers in the maintenance of crop genetic diversity on farm. The study revealed that social network was essential for increasing production and productivity of the farming community in Nepal. The scholars reported that social network of farmers had greater influence on the community. The scholars suggested
that agricultural sector should be modernized on the basis of systematic social network development of farmers.

Hauck and Werner (2016:120) investigated the role of social networks in agricultural biodiversity governance and related land-use decisions at regional and local levels in Europe. The study revealed that the social networks had played an important role in the development of green infrastructure strategy. The scholars observed that social networks were developed on the basis of a mix of qualitative and quantitative social network analysis methods. The scholars suggested that the institutional backgrounds and governance settings for green infrastructure and agricultural policy should be properly understood by the implementers of development programmes.

Salpeteur et. al. (2017:228) studied the social network analysis in environmental management and local ecological knowledge studies. The study revealed that the social network analysis had enabled the users to identify the social groups which affected the transmission of local environmental knowledge related to pastoralist activities in Western India. The scholars noted that the friendship relations had not affected the knowledge exchanges and the migration partnership was a strong driver of intra-cultural knowledge transmission. The study emphasized that the social networking analysis had provided a different and useful perspective on complex social dynamics in relation to environmental management.

Aiello (2017:08) analyzed the need for policing through social networking in modern times. The study revealed that police force had developed social networking in the US to ensure community-oriented policing services. The scholar remarked that the quality of policing had improved in America through active social networking and people’s participation in the policing activities. The scholar suggested that police force should be given adequate orientation on the art of social networking and people – police public relations.

Tindall and Robinson (2017:281) assessed the need for collective action to save the ancient temperate rainforest on the basis of social network and environmental activism. The study revealed that social network development had strengthened the environmental movement in modern times. The scholars stated that social networks
and new campaigns had enriched the process of environment protection. The scholars suggested that social media should become significant nodes in social network development for environment protection.

Warner and Chen (2017:291) carried out a study on the elements of translilingual SNS-mediated conversations in social networks. The study revealed that the realities of contemporary communication were reflected in the contents of social networks. The scholar found that the Facebook had facilitated better language learning and increased the agility in a complex, multilingual ecology. The scholars emphasized that modern technologies had enabled social networks to function as the alternative classroom sessions.

Chaffey (2018:55) conducted a study on the social media access and impact across the globe in the present times. The study revealed that most popular social media sites varied a lot by level of usage in different countries and demographics. The scholar noted that some social networks had grown more rapidly than others. The study emphasized the great visualization of the popularity of social networks which have higher levels of use in Asia and African countries than the US, UK and European countries. The scholar suggested that young generation of users should be trained in the judicious and constructive use of social media for their personality development and active participation in the developmental activities.

Gray (2018:102) investigated the social media habits and objectives of young people in England. The study revealed that social media use had become one of the most common activities undertaken by young people. The scholar noted that contemporary research was built around the views and interests of young people and their problems and prospects. The study emphasized that young people were closely associated with their offline lives. The scholar suggested a new area of focus in order to effectively support young people online.

Yadav (2018:302) studied the role of social media in the social networking and demonstration of Dalits opposing Supreme Court ruling on the Scheduled Caste/Scheduled Tribe Act. The study revealed that social media had disseminated messages and provided platforms for the discussion of the dilution of SC/ST act consequent on Supreme Court ruling recently. The scholar noted that social media had
become an alternative and effective means of participatory communication for the marginalized sections of society in modern times. The scholar suggested that social media should be actively utilized by the stakeholders of Dalit empowerment for social networking and social mobilization for justice and empowerment.

2.4 Dalit Empowerment Studies

Becker (1957:26) conducted a study on the economics of discrimination in the market place because of race, religion, sex, color, social class, personality, or other non-pecuniary considerations. The study revealed that discrimination in the market place by any group reduced their own real incomes as well as those of the minority. The work is filled with ingenious theorizing but the implications of the theory are boldly confronted with facts. The scholar pointed out that the policy makers, administrators and other stakeholders of development should implement certain programmes to facilitate inclusive development of the weaker sections of society.

Akerlof (1976:10) examined the economics of caste, the rat race and other woeful tales in Indian context. The study revealed that as long as activities are pursued up to the point where marginal costs equal marginal benefits, there will be rewards to breaking social customs since they impede economic efficiency. The scholar reported that in a segregationist society, caste code is the root cause of discrimination and backwardness. The scholar suggested that social customs and economic reasons should be subjected to scientific research in India to achieve the goal of inclusive development.

Scoville (1991:236) explored the caste system which has impeded the economic progress of weaker sections of India since they were deprived of social and economic equality and justice by the dominant powers. The study revealed that social and economic inequality was perpetuated by the dominant powers in India. The study emphasized the need for inclusive development of the disadvantaged sections of Indian society. The scholar suggested that the stakeholders of development should identify the social and economic factors associated with the marginalization of weaker sections of India.
Zelliot (1992:305) evaluated the role of Ambedkar in the welfare and progress of Dalits in India. The scholar noted that Ambedkar had struggled for social justice and economic equity in India. The study revealed that Ambedkar had led a movement for social transformation in India. The work is indeed a welcome addition to the body of literature on emancipatory politics.

Baxi (1994:25) investigated the plight of Dalits in India in the post-Ambedkar era. The study revealed that humanizing the issue of human rights of Dalits assumed great significance in modern India. The scholar observed that educational, social, economic and political situations were responsible for the violation of human rights of Dalits in India. The scholar suggested that the varieties of post-modernisms should be the basis for the accomplishment of the goals of social justice and human rights protection of Dalits in India.

Kumar (2001:153) studied the issues and concerns of the empowerment of Dalits in India. The study revealed that Dalits had become the most marginalized section of Indian society due to lack of adequate pro-social behaviors and adoption of welfarist approaches in the age of globalization. The scholar noted that Dalits had remained backward economically and professionally in the absence of resources, skills and capacity development opportunities. The scholar suggested that public-private partnership should be ensured for the integrated development of Dalits in India.

Thorat (2002:272) analyzed the discrimination, deprivation and oppression of Dalits in India. The study revealed that progressive legislation and constitutional safeguards had not ensured better social and economic order in India. The scholar remarked that in the economic, educational and political spheres, adequate provisions were not made through reservation and representation to improve the standard of living of Dalits. The scholar suggested that the stakeholders of empowerment of Dalits should reverse the paradigm of development for the creation of an egalitarian society.

Thorat and Louis (2003:278) assessed the social exclusion and economic poverty of Dalits, minorities and other backward communities in India. The study revealed that social exclusion had denied opportunities for healthcare, education,
housing; the denial of the right to participation in social, economic, political and cultural life; the denial of human rights and human dignity. The scholars suggested that the marginalized sections should be enabled to articulate their exclusion and demand their constitutional and human rights.

Kumar (2004:154) carried out a study on the Dalit Diasporas in India. The study revealed that Dalit assertion had transcended the national boundary and reached international levels. The scholar stated that Dalit Diasporas had remained invisible all these years and emphasized that the presence of Dalits in different parts of the world. The scholar suggested that Dalits should develop social and political alliance with other backward communities and capture political power for their uplift.

Thorat, Aryama and Negi (2005:279) conducted a study on the issue of reservation for Dalits and OBCs in private sector. The study revealed that implementation of reservation policy in private sector was a means of inclusive development of marginalized sections in India. The scholars cited certain progressive measures adopted in Europe and America for the inclusive development of disadvantaged sections of society on the basis of corporate social responsibility. The scholars suggested that public-private partnership should be fostered in India to develop the backward sections of society.

Prahalad (2005:206) examined the need for poverty alleviation and judicious development in India. The study revealed that 04 billion poor could be the engine of the next round of global trade and prosperity. The scholar found that the immediate benefit of treating the poor as consumers and partners in the process of development was inevitable in India. The scholar suggested that the private-sector should play a crucial role in the distributive justice and inclusive development of weaker sections of Indian society.

Thorat and Mahamallick (2006:276) explored the caste, labour and occupation based discrimination in rural India. The study revealed that untouchables were not entitled to decent jobs in the rural areas because of the unscientific social order and inadequate resources allocation and poor entrepreneurship development opportunities. The scholars suggested that skill development; capacity development and entrepreneurship development programmes should be organized for the downtrodden communities in India.
Teltumbde (2007:267) evaluated the factors like state, market and development of Dalits in India. The study revealed that the development of Dalits had taken place in India due to constitutional reservation and mediation of the State. The scholar pointed out that the issue of the economic development of Dalits was largely subsumed in the peasant and workers struggles in the country led by the communists. The scholar suggested that Dalits and other weaker sections should follow the emancipatory struggle launched by Dr. B.R. Ambedkar to achieve the goal of inclusive development.

Jogdand (2007:135) investigated the process of development of Dalits in modern India. The study revealed that constitutional safeguards, provisions for political representation, economic betterment programmes, educational opportunities and employment status had benefitted Dalits considerably. The study emphasized that recent trends of privatization of education and economic sectors had an adverse effect on the lives of the marginalized sections. The scholar suggested that holistic approach to the integrated development of Dalits should be adopted in India.

Kropac (2007:149) studied the relationship between vocational education and Dalit empowerment in India. The study revealed that public and private educational institutions had not contributed adequately for the skill and capacity development of young generation of Dalits in India. The study emphasized that most of the Dalits were employed in the unorganized sector due to lack of professional and marketable skills. The scholar suggested that educational institutions, corporate houses and other service providers should enhance their employability in modern times.

Thorat and Narender (2008:273) analyzed the Ambedkar’s perspective on social exclusion and inclusive policy. The study revealed that Ambedkar had vehemently fought against inequalities in all walks of life. The scholars reported that Ambedkar had created significant awareness about political, economic and social problems of the untouchable community through his writings, speeches and struggles. The scholars suggested that Ambedkar’s Antyodaya model of development should be adopted in India for the emancipation and empowerment of the downtrodden communities.
Jadhav (2008:131) assessed the empowerment of Dalits and Adivasis in the emerging economy. The study revealed that Dalits had constituted a very small in number in the field of higher education in abroad. The scholar observed that Government of India had not initiated pro-active and pro-social measures for the educational and professional empowerment of Dalits in India.

Thorat and Newmen (2009:275) carried out a study on the economic discrimination and social exclusion of Dalits in India. The study revealed that discrimination against Dalits in non-market transactions like access to education, primary healthcare services, and fair price shops had impeded the uplift of Dalits. The scholars suggested that pro-social and pro-active measures should be implemented by the state for the empowerment of Dalits in India.

Thorat and Sadana (2009:277) conducted a study on the caste and social ownership of private enterprises in India. The study revealed that the creamy layer of Indian society enjoyed the privilege of ownership of private enterprises on the basis of caste power and money power. The scholars noted that Dalits, tribals and minorities had not gained the privilege of ownership of private enterprises due to the politics of oppression practiced by the dominant powers in India.

Joseph (2010:136) examined the role of Dalit movement in Kerala in the empowerment of Dalits. The study revealed that Dalits were not given due recognition in the leadership and decision making process of parties due to upper castes domination in India. The scholar remarked that the organizational disunity and dilution of representative Dalit leadership were primarily responsible for the marginalization of Dalits in Indian society. The scholar suggested that the social integration and leadership development of Dalits would facilitate the empowerment of Dalits in India.

George (2011:98) explored the impact of industrial land acquisition and free market economy on Dalits in India. The study revealed that capitalists, fascists and other anti social justice forces had denied the fundamental rights and developmental opportunities to Dalits in India. The scholar stated that Hindutva fascism had brought about the downfall of marginalized sections of Indian society. The scholar suggested
that the Ambedkar’s dream of a ‘welfare state’ should be actualized through proper alliance development and joint struggle by the oppressed Indians.

Balasubramaniam (2011:20) evaluated the issue of Dalits’ inclusion in the media industry in India. The study revealed that under-representation of Dalits in Indian media had led to inadequate space and time for the serious discussion of the issues and concerns of Dalits. The scholar found that the opinion of the media had tended to become partial and biased in the absence of adequate representation to Dalits in Indian media. The scholar suggested that the stakeholders of media management in India should adopt the policy of inclusion to make the media contents more diversified, socially relevant and justice oriented.

Shaikh (2012:239) investigated the recent contributions to the study of Dalits in Uttar Pradesh. The study revealed that the marginalized groups had constructed identities under the guidance and leadership of Ambedkar, Kanshiram and Mayavati. The scholar pointed out that Dalit Studies had challenged the entrenched shibboleths of historical change in South Asia. The scholar suggested that vulnerable sections of Indian society should develop social networking and political alliance for their emancipation and empowerment in India.

Anand (2012:13) studied the invaluable contributions of Ambedkar for the education, organization, liberation and development of Dalits in India. The study revealed that Ambedkar had emerged as the greatest Indian in the national survey conducted by the media in 2011. The study emphasized that the emergence of Ambedkar in the poll offered India an opportunity to come to terms with the legacy of Ambedkar. The scholar suggested that the time has come to jettison Ramayana and embrace Bhimayana and usher in a new Bhim Raj which facilitates the inclusive development of oppressed Indians.

Sardar (2012:231) analyzed the economic, social and cultural rights of Dalits in India. The study revealed that Dalits were deprived of basic human rights, and treated as social inferiors in India. The scholar reported that the attitude of the upper caste had perpetuated discrimination and denial of human rights of Dalits in India. The scholar suggested that the vision of Ambedkar should be incorporated in the nation building process to enable Dalits to live well on par with others.
Bandyopadhyay (2012:22) assessed the empowerment of the Dalits in West Bengal. The study revealed that caste based prejudice and discrimination had impeded the progress of Dalits in India. The scholar observed that campaign against caste prejudice in the socio-cultural sphere was not adequate in India. The scholar suggested that pro-social behaviors and effective implementation of development programmes would benefit Dalits in India.

Majid (2012:170) carried out a study on the status, problems and future of untouchables in India. The study revealed that a majority of Dalits had remained educationally poor, socially backward and economically deprived in India. The scholar noted that Dalits were forced to perform menial and degrade jobs due to existing social and economic orders. The scholar suggested that the policy makers should strictly implement the constitutional provisions and development programmes to establish a true welfare state in India.

Salam (2013:226) conducted a study on the developmental issues and challenges of Dalits in India. The study revealed that a microscopic minority of Dalits had gained educational and economic benefits in the post-independence era. The scholar remarked that Dalits had remained excluded from the mainstream of higher education due to ineffective implementation of progressive educational schemes. The scholar suggested that the policy makers and educational administrators should identify progressive measures and implement them for the inclusive development of Dalits in India.

Roche and Ramanathan (2013:222) examined the social and economic problems and challenges of Dalits in Tamil Nadu. The study revealed that political decentralization and implementation of various development programmes had not resulted in the development of deprived Scheduled Castes and Scheduled Tribes. The scholars stated that inadequate social mobilization and political network development of Dalits had resulted in their oppression and backwardness. The scholars suggested that central and state government schemes should be implemented for the empowerment of Dalits in Tamil Nadu.
Teltumbde (2014:268) explored the new programme of cleanse India launched by the National Democratic Alliance Government headed by Narendra Modi. The study revealed that India stood in the world as a uniquely unclean country. The scholar found that poverty and unemployment were the factors associated with hunger, malnutrition and unclean environment in India. The scholar called upon the rulers to annihilate the caste system and usher in a new age of inclusive development of Dalits and other marginalized sections of Indian society.

Kadun and Gadkar (2014:139) evaluated the impact of social exclusion on Dalits in India. The study revealed that adequate theoretical and empirical studies were not conducted on the concept of social exclusion based on caste, religion, ethnicity and exclusion had created the impediments to development of the weaker sections. The scholars pointed out that social exclusion had blocked the development of the marginalized communities including Dalits in India. The scholars suggested that the constitutional provisions formulated by Dr.B.R.Ambedkar should be implemented for the inclusive development of Dalits and weaker sections in India.

Mandal (2014:172) investigated the impact of globalization on Dalits in India. The study revealed that globalization had impeded the progress of Dalits despite certain affirmative measures in the Indian Constitution and implementation of several welfare schemes. The scholar reported that the processes of social justice and economic empowerment of Dalits and other marginalized sections were eclipsed due to liberalization, privatization and globalization processes. The scholar suggested that implementation of reservation policy in the private sector and public – private partnership would bring about the empowerment of Dalits.

Sharma (2015:241) studied the struggle of Ambedkar for the empowerment of Dalits in India. The study revealed that Ambedkar emphasized education as a key instrument of liberation from oppression from Hindu caste-patriarchy structures. The scholar observed that Ambedkar had made monumental contributions for the protection of human rights of the untouchables in India. The scholar suggested that Dalit intellectuals, activists and organizers should sustain the social movement of Ambedkar for the annihilation of caste system, reconstruction of caste-less Indian society and empowerment of Dalits in India.
Mir (2015:179) analyzed the contributions of Dr.B.R.Ambedkar for the empowerment of Dalits in India. The study revealed that Varna system had legitimized notions of purity and impurity and divided people in the name of castes. The scholar noted that caste system had made the lives of Dalits worse than the slaves. The scholar suggested that Ambedkar’s emancipatory politics and inclusive development model should be emulated by the state and civil society in India.

Guru et. al. (2015:111) assessed the role of media in the empowerment of tribal women in Karnataka State. The study revealed that most of the stakeholders of tribal women empowerment and tribal women beneficiaries were not satisfied with the role of media in the empowerment of tribal women. The scholars remarked that media had not given judicious space and time for the issues and concerns of tribal women due to non-accountability. The scholars suggested that the tribal development project authorities should identify the worthy tribal women beneficiaries and extend financial benefits to them.

Guru et. al. (2015:110) carried out a study on the various factors associated with the empowerment of Dalits in India. The study revealed that the reservation policy and developmental measures had not practically brought about the inclusive development of Dalits in India. The scholars stated that the state had failed to protect the interest of Dalits due to lack of pro-active governance and development processes. The scholars suggested that the stakeholders of empowerment of Dalits should effectively implement the constitutional provisions and inclusive development model in India.

Guru et. al. (2015:112) conducted a study on the Ambedkar’s perspective on media intervention for the empowerment of Dalits in India. The study revealed that Ambedkar had struggled through out his life for the emancipation and empowerment of weaker sections of Indian society. The study emphasized that social justice, economic uplift and political democracy were the principal approaches to empowerment of Dalits in India. The scholars suggested that Ambedkar’s vision should be incorporated by the media owners and professionals to empower Dalits.
Bakka (2015:19) examined the nuances of Dalit emancipation and empowerment in India. The study revealed that Dalits were not liberated from various discriminatory and exploitative forces and tendencies in the post-independence era. The scholar found that constitutional provisions and protections were not strictly implemented by the rulers in India due to lack of social commitment and political patronage. The scholar suggested that Dalits should be empowered in social, economical, political and other sectors in India.

Hans (2016:117) explored the status and problems of Dalits in India in the context of the threshold of a Dalit Revolution. The study revealed that Dalits had remained oppressed and marginalized sections of Indian society despite constitutional provisions and welfare measures for their empowerment. The scholar pointed out that revival of Ambedkarism in India had become inevitable for the inclusive development in India.

Chaturvedi (2016:61) evaluated the empowerment of marginalized sections of Indian society. The study revealed that micro-management and good governance are the primary aims of the Indian Constitution. The scholar reported that Panchayat Raj system was developed in India to facilitate political decentralization and empowerment of marginalized sections at the grassroots level. The scholar suggested that the constitutional provisions and development programmes should be implemented in the country for better governance and development of weaker sections.

Satish and Humayun (2016:232) investigated the empowerment of Dalits in Panchayati Raj institutions in India. The study revealed that the government had not taken pro-active measures for Dalits in India. The scholars observed that Dalits were excluded from the political and economic mainstreams due to several factors. The scholars suggested that Dalit representatives should be granted more decisive power for effective implementation of grassroots development programmes.

Devi (2017:82) studied the relationship between entrepreneurship development and economic empowerment of Dalit Women in Tamil Nadu. The study revealed that the entrepreneurship of Dalit women was not adequately developed due to lack of resources and opportunities in the state. The scholar noted that
entrepreneurship development among Dalit women was not considered as a possible approach to economic empowerment of women. The scholar suggested that skill development and entrepreneurship development of Dalit women would bring about their economic empowerment.

Kedia (2017:144) analyzed the rise of Dalit identity in Independent India. The study revealed that the constitutional provisions were not fully translated into realities for the empowerment of Dalits in India. The scholar remarked that the violence was more subtle in modern times with the disadvantaged community on a defensive mode. The scholar suggested that government, civil society and other stakeholders of empowerment of Dalits should implement the constitutional provisions and government schemes strictly in India.

Choudhary (2018:69) assessed the subalternity, development initiatives and empowerment of Dalit women in Bihar. The study revealed that Dalit women had faced multiple subalternity and experienced systematic oppression, social exclusion, direct and structural violence within their own community as well as from ‘upper’ castes. The scholar noted that the reservation of Dalits in panchayat three-tier systems in the state had made a significant dent in the power relations in which one finds convenient route to empower Dalit women. The scholar suggested that proper implementation of need based development initiatives by the Bihar government would empower Dalit women.

Haokip and Umarani (2018:118) conducted a study on the political empowerment of Dalits through Panchayat Raj Institutions in India. The study revealed that PRIs had enabled Dalits to occupy leadership positions in local bodies and play an important role in the development process. The scholars noted that the politics of participation had not empowered Dalits who faced enormous discrimination and harassments in performing their public roles at the grassroots level. The scholars suggested that decentralization of political power, economic resources and participatory approaches would empower Dalits in India.
2.5 Social Media and Dalit Studies

Chopra (2006:68) assessed the online Dalit discourse in India. The study revealed that Dalit identity on select Hindu nationalist and Dalit websites were remarkably similar despite deep ideological differences between the two. The scholar stated that Dalit participation in cyberspace had begun due to remarkable development of social networking sites in India. The scholar suggested that Dalit issues should be discussed fairly and responsibly in the social media to formulate public opinion and facilitate the empowerment of Dalits.

Leung (2008:165) carried out a study on the voyage from ‘victims of the digital divide’ to ‘techno-elites’. The scholar found that digital divide had posed a serious threat to participatory communication and development in the developing nations. The scholar emphasized the need for new media access and intervention for the inclusive and integrated development of the marginalized sections of society. The scholar suggested that expansion of new media in the society would provide better access to information resources and services and boost the participation of Dalits and other vulnerable sections in the mainstream of development.

Thirumal (2008:270) conducted a study on the role of new media in the lives of Dalits in India. The study revealed that Cyber-savvy Dalits had opposed atrocities committed on them by the dominant powers. The scholar found that civil society and political society had recognized the struggle launched by Dalits. The scholar suggested that new media should be used as effective instruments of Dalit mobilization and empowerment in India.

Chander (2011:57) examined the relationship between media and Dalits in India. The study revealed that media were prejudiced and biased towards Dalits. The scholar pointed out that Ambedkar had entered the media to provide voice to the marginalized and voiceless Indians. The study emphasized that Dalit intellectuals and activists had primarily depended on the social media for social networking and empowerment of Dalits in India.
Pramod (2011:207) explored the digital Dalit in terms of sub alterinity and cyberspace. The study revealed that the online coverage of Dalit issues had brought to the notice of the wider community the problems faced by Dalits in India. The scholar reported that digital Dalit had sought communitarian and collective identities online. The study emphasized that the presence of reportage and personal stories on the websites were crucial intervention for the empowerment of Dalits.

Thirumal and Tartakov (2011:271) evaluated the digital divide and its impact on Dalits in India. The study revealed that Internet had offered emerging users access without the censorship of either established authorities or canons of authoritative formal regulation. The scholars observed that Internet provided the Dalit community, heretofore excluded from all but the most marginal voice in civil society, with an entrance into the national discourse. The scholars suggested that new media should be used deliberately to champion the cause of Dalits and facilitate their empowerment.

Philip (2013:204) investigated the role of social media in the lives of Dalits in India. The study revealed that Dalits were denied adequate space and time in the mainstream media due to monopoly of market forces. The scholar noted that social media had filled the vacuum and emerged as an effective alternative media for the empowerment of Dalits. The scholar suggested that digital media literacy of Dalits should be promoted to ensure active utilization of social media for the emancipation and empowerment of Dalits in India.

Kumar and Subramani (2014:152) studied the role of Internet in the lives of Dalits in India. The study revealed that Internet had enormous power to bring social equality to the people neglected in the society. The scholars remarked that Dalits enjoyed the benefit of cyber space - online networks which accommodated their issues and concerns. The scholars suggested that Internet exposure among Dalits should be enhanced in India to achieve the goals of digital revolution and empowerment of Dalits.

Kumar (2014:150) analyzed the usage of Indian vernacular blogs as an alternative media for Dalits in India. The study revealed that the blogs had greater potentials to achieve social equality and empower Dalits and other marginalized sections of society. The scholar stated that the emergence of Internet had become a
boon to a number of Dalit intellectuals to proclaim to the rest of the world the issues confronting Dalits. The scholar suggested that Dalit blogs should act as platform for effective participatory communication and inclusive development of Dalits in India.

Mehta (2014:177) assessed the utility of YouTube for the education, mobilization and participation of Dalits in the mainstream of life. The study revealed that Dalit Camera was an attempt at a historical documentation of the realities of life in India through the eyes of the untouchable. The study highlighted the fact that Dalit Camera had become mainstream medium and voice of the Dalits over a period of time in India.

Kumar (2014:150) carried out a study on the role of social media in the lives of Dalits in India. The study revealed that social media had increased Dalits engagement in articulation of their voices in the Indian blogs and web portals. The scholar found that social media like Facebook had played an important role as a means of inclusive communication in modern times. The scholar suggested that future researchers should examine the factors and conditions relating to social media access and advantages from the point of view of empowerment of Dalits.

de Krulif (2015:78) conducted a study on the emergence of online Dalit activism in India. The study revealed that prominent Dalit intellectuals and activists had used the social media for justice, representation and development of Dalits. The scholar pointed out that online political practice had increased in India within marginalized communities. The scholar suggested that online social networking strategies of digital activists should be improved at grassroots level in the age of the Internet revolution.

Gopalakrishnan (2015:100) examined the role of social media in the delivery of social justice in India. The study revealed that social media had highlighted the atrocities and injustices experienced by the marginalized sections of India. The scholar reported that social media had filled the void created by the mainstream media as the voice of the voiceless Indians. The scholar suggested that social media should be utilized effectively as instruments of emancipatory communication through digital literacy development in India.
Sreenath (2015:256) explored the issue of economics of exclusion in the Indian media. The study revealed that the Indian mass media had always discriminated certain sections of the society due to lack of concern and commitment. The scholar observed that the emergence of new media had bridged the communication gap created by the mainstream media. The scholar suggested that Dalits should actively use the social media for their social and political mobilization in India.

Sanket (2016:230) evaluated the use of social media by Dalit intellectuals and activists for emancipator politics in India. The study revealed that Dalits had begun active articulation on several issues and concerns in modern times. The scholar noted that social media had voiced their concern for the education, organization and development of Dalits in India. The scholar suggested that social media intervention should be planned and managed on the basis of empirical evidence and deliberate strategy development for the empowerment of Dalits.

Dhillon (2016:85) investigated the role of social media in the empowerment of Dalits in India. The study revealed that mass media were dominated by Brahmins, Baniyas and other upper castes. The scholar remarked that Dalits were discriminated socially and excluded from the media. The scholar emphasized that social media had led to an eruption of opinions and self-expression of Dalits in India. The scholar suggested that social media should be used as alternative media in India to achieve the goal of empowerment of Dalits.

Sagar (2017:225) studied the relevance of Internet based social media from Dalits point of view. The study revealed that the mainstream media had neglected the interests of Dalits due to lack of social commitment and responsibility. The scholar stated that web based social media had become better alternative for Dalits to achieve the goals of social networking and inclusive development in modern times. The scholar suggested that Dalit sites, web-based social networking and web media should be actively used for the empowerment of Dalits in India.

Ahuja (2018:07) conducted a study on the role of digital media in the process of Dalit mobilization, protest and empowerment of processes. The study revealed that Dalit websites, discussion forums, Facebook groups, Twitter accounts and other social
media platforms had allowed Dalits to express opinions about their problems and prospects. The scholar suggested that social media should be actively used for extending the horizon of Dalit movement beyond India.

Jha (2018:134) carried out a study on the role of social media in the protest organized by Dalit activists based in the US, the UK, Australia and the Middle East against the recent Supreme Court ruling over the SC/ST atrocity act. The study revealed that the social media had created a social-media based network of like-minded Dalit activists across India in six politically crucial states of Uttar Pradesh, Madhya Pradesh, Rajasthan, Bihar and Maharashtra. The scholar noted that social media had the capacity to promote Dalit advocacy for social justice and empowerment of Dalits. The scholar suggested that social media should be used deliberately and systematically by Dalit activists to further their cause in India and abroad.

2.6 Inferences of the Review of Literature

The following inferences are drawn by the researcher on the basis of an extensive review of literature.

- The social media have assumed an increasingly important place in the lives of the people in the new millennium.
- The social media have become effective tools of social mobilization besides being the media of social protest.
- The social media have become useful instruments of social networking of the marginalized sections of society.
- The social media have facilitated online activism for the social networking and empowerment of the disadvantaged sections of society.
- The social media are widely used by the intellectuals, activists and organizers for the transformation of the lives of the neglected sections of society.
- The social media have also affected the lives of Dalits who are the most marginalized sections of Indian society.
- Adequate studies are carried out on various aspects of empowerment of Dalits in India.
- The role of social media in the social networking and empowerment of Dalits has not been comprehensively examined by the past researchers with special reference to Karnataka state.
2.7 Summary