

IMPACT OF DIGITAL MEDIA AMONG RURAL YOUTH IN INDIA

Abstract

Inside the world of era, digital media performs an essential role in human being's lives globally. It's far a completely effective and extensive shape of communication. Digital media intake has expanded in India over the last few years. Its impact on society is significant and sizable. Digital Media is a effective mode of communique.

When any kind of statistics is shared via digital gadgets it's miles referred to as virtual media. The use of digital devices like computer systems, cellular telephones, pills, and laptops has in large part multiplied in rural regions. In recent times, digital media content is easily on hand as internet connectivity has additionally stepped forward in rural areas. The kids of India have turn out to be tech-savvy and spend most of their time on electronic devices. The overuse of digital media has minimized the time to be had for other activities for human beings. It has grown to be a fundamental a part of rural children lives nowadays.

Information which has already been digitized processed as well as being transferable across computer networks or the internet is referred to as digital multimedia. This can include speech, multimedia, information, and graphics. In plenty of other phrases, content that is published on a webpage but comes from a newspaper, magazine, TV network, etc. may share similar characteristics. The majority of digital media is built on the transformation of analogue signals to digital ones. As opposed to being previously saved on paper, text was uploaded to the Internet and began to be disseminated. Immediately after

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information was initially typed into devices, pictures, audio files, and subsequently videos were added to the Internet. Digital media has considerably developed in just a few short years to become what it is now, and it is continually increasing, which often has both positive and negative consequences on the sparsely populated young of India.

Keywords: Virtual media, rural, youngsters, India, technology, communication.

I. INTRODUCTION

With the advent of new electronic media outlets including radio, satellite television, mobile phones, laptops, and computers with mobile internet, India's youth has become technologically aware. This has proven to be a potent force in India's rural youth's social revolution. The current electronic era offers advantages and disadvantages. In addition to giving young people better, faster, and increased working abilities, the electronic age also saw a rise in a new type of disorder among Indian youth. Since the past ten years, excessive use of digital media has been a persistent problem that is growing at an alarming rate and endangering the mental health of Indian young by encouraging addiction. The youth lack the maturity to distinguish between imagination. In addition, excessive use of digital media cuts into the time people have for other pursuits that are good for maintaining their emotional wellbeing as well as for family time. Overuse of digital media has been linked to problems in countries all over the world, including India, where usage has expanded dramatically.

This research is going to be based on the impact of digital media on the rural youth of India. The complete effect on health of rural youth by digital media are also going to be entertained by means of this research.



Figure 1: Digital media
(Source: www.marketing91.com, 2023).

II. NEW MEDIA

Digital media isn't like conventional media as it's far transmitted as virtual information as graphics, audio, video, social media, and extra. It comes in the shape of podcasts, music, blogs, and classified ads. Furthermore, social media structures like WhatsApp, fb, Instagram, and Twitter have also furnished an surroundings in which human beings from everywhere in the world can speak with each other. Websites, virtual devices, and systems belong to the class of virtual media.

The beginning of virtual Media In in advance instances, messages had been once dispensed by means of one particular supply to their target market. The target audience

gathered their sources through a positive form of distribution, whether it become newspapers, magazines, radio, or tv. Publishers had a superb supply of energy over the records allotted and how it become perceived via the general public. But, all that began notably trade with the rise of computer systems and more importantly the net.



Figure 2
 (Source: MBA Skool, 2022)

III.IMPACT ON RURAL KIDS

The existing electronic technology has both bad and fantastic impacts on rural teenagers. With the newer digital devices i.e., tv, cellular phones, laptops, and computer teens of India are eating virtual media. It has become a dependency for children because of excessive use of social media as they find It the easiest and quick manner to percentage content international. It has constrained real-life activities as children live in basically a digital global due to that it no longer simplest has a bad impact on bodily fitness but at the mental health of teens as well. It reduces the productiveness of customers.

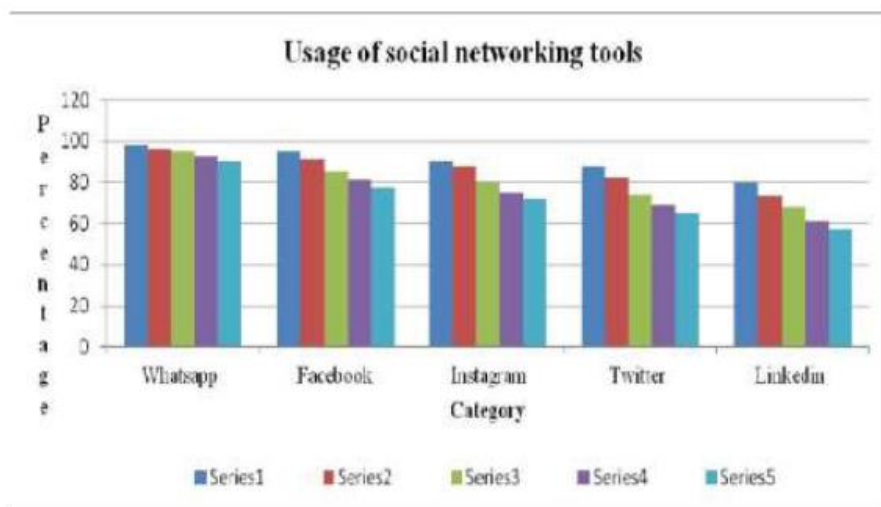


Figure 3
 (Source: semantic scholar, 2022)

In some manner, it has made lifestyles easy for rural teenagers as they could look for instructional and job websites which saves their time in travelling. They are able to get extra statistics from extra sources through digital media which isn't always feasible in rural areas because of limited assets than in urban regions. They could now innovate, proportion their ideas view on networking websites.

IV. IMPACT OF DIGITAL MEDIA

Digital media is a relatively new idea, and as such, not many researchers have looked into it in depth. The majority of academics have looked into how young people in rural areas use digital media and how it affects their physical and mental health. Mass media/television, wall posters, meetings at panchayat offices, and using Pandora are the most significant avenues that are frequently used to obtain daily information (beat of drums). These platforms can be used to effectively inform the rural community and convey any health messages.

The Relationship between digital media and rural India and how it might help with rural development. The function of mobile technology, mobile banking, and the effect of digital media on agriculture are all discussed in various existing studies. Digital media networks and India's rural development are inter-related. This research broadens the categories of digital media networks to include other media networks including AIR, news channels, and NGOs in addition to social networking sites and microblogging. Numerous success stories as well.

The number of rural youths using digital media is rising. A large portion of the youth use digital media for site surfing, messaging, amusement, etc. This research also emphasizes how many young people have indicated their support for using digital media. They contend that they are unable to envision life without digital media.

The current study was not focused on kids in rural areas; thus, it is difficult to say how social networking sites affect young people in rural areas. While a general conclusion can be drawn from these studies, additional specific research on rural children is required for a more useful outcome. In light of the aforementioned arguments, It is clear that indeed investigation is necessary on the subject of "Use of Digital Media by Rural Youth in India," hence the project would have to be survey-based. The use of 2D and 3D monitors in digital media applications has led to high blood pressure issues in 20% of men and 23% of women. The majority of young users spend a lot of time on these programs. Thus, prolonged viewing of particular monitors can result in elevated blood pressure and tension, both of which are detrimental to physical health. Because they don't walk around enough and get enough sleep, 28% of young rural guys have digestive and stomach issues. Twenty-seven percent of female rural youth experience headache, back, and eye discomfort.

Over use of digital media has led to mental fatigue in male and female rural youth. Rural youth in 20 percent of males and 22 percent of females are affected by issues like stress, which undermines their inner confidence and reduces their real-world community involvement as well as their academic success. They begin to exist in a delusionary universe. Stress, anxiety, and other indicators of poor mental health. 34 percent of women and 15 percent of men.



Figure 4

(Source: youthkiawaaz.com, 2023)

V. DISCUSSION

This study reveals that 9% of male youths use digital media for less than an hour. Male rural youths utilize digital media 49% of the time for 3-5 hours per day and 31% of the time for even more above 5 hours per day. 11 percent of young males in rural areas spend 1-3 hours each day using digital media. The large number of male rural youth are affected to media content for longer durations due to various alluring offers made accessible by network operator companies, such as free data for three months, the availability of 3 crore/4 crore services at very low costs, etc. Moreover, 13.75% of the female rural youth use digital media for less than an hour every day. 23.75 percent of female rural teenagers who use digital media for above five hours per day are among 38.75 percent who use it for between one and three hours. Digital media is used by 23.75% of females for 3-5 hours per day.

The purpose for which the male rural teenagers who were chosen used digital media is shown in the above table. The primary uses of digital media are website surfing and the download of movies, music, and other content by 100% and 94% of male rural adolescents, respectively. The two most popular uses of digital media are for entertainment and website browsing. The percentage of male rural kids who blog is determined to be 64%. 83 percent of young men in rural areas use digital devices for chat purposes. Social networking is the primary reason that 86 percent of male rural teenagers reported using digital media. Male rural teenagers use it for news reasons in 42 percent of cases, while 51 percent of them use it for email.

The main reason why female rural youth use social media is shown in the above table. 98.75% of female rural teenagers use digital media mostly for conversing and 92.5% use it primarily for website browsing. Chatting and website browsing are two of the most popular uses of digital media. 76.25% of young women in rural areas participate in social networking, and 51.25% of them blog. 82.5 percent of young women in rural areas download movies, music, and other media. 61.5 percent of them use it for email, and 46.25 percent use it for news.

The main age group of young people who use digital media excessively is shown in the above table (male and female rural youth respectively). According to data gathered for Table 5, 39 percent of male rural youth are between the ages of 21 and 25 and 61 percent of rural youth are between the ages of 16 and 20. According to Table 6, 35 percent of female rural adolescents' range in age from 21 to 25 years old, while 65 percent of them are between the ages of 16 and 20. Therefore, it is evident that many young people use digital media excessively.

The detrimental consequences of excessive use of digital media on young users' physical and mental health especially male and female rural youth. The majority of male rural youth (51 percent) experience headaches, backaches, and eye strain, and the majority of female rural youth experience digestion and stomach issues (52.5 percent). According to research, over use of digital media has led to mental fatigue in 50% of male rural youth and 27.5% of female rural youth. Rural youth in 28 percent of males and 26.5 percent of females are affected by issues like stress, which undermines their inner confidence and reduces their real-world community involvement as well as their academic success. They begin to exist in a delusionary universe. Stress, anxiety, and other indicators of poor mental health, 46.5 percent of females and 22 percent of males.

It is incredible how communication has changed in India during the past ten years. Technology has been developing quickly to meet people's demands and desires for a simpler, more effective existence. The cell phone is one of the most important inventions of the twenty-first century. India's economy is currently transitioning from one based on agriculture to one based on services. Through the survey, it was shown that both male and female rural adolescents between the ages of 16 and 25 are increasingly overusing digital media. In the chosen sample, a sizeable number are young people between the ages of 16 and 20. (61 percent of males and 65 percent of females). Female rural youth use digital devices mostly for talking (98.75%) and for browsing employment, educational, and shopping websites (92.75%), whereas male rural youth use digital devices primarily for site surfing (100%) and for leisure (94 percent). The majority of the chosen youth use digital media for varied lengths of time each day, ranging from less than an hour to more than five hours. Youths are using digital media for so long that it disrupts their everyday routine tasks. The negative impacts of excessive media use on one's mental and physical health include stress, weariness, anxiety, high blood pressure, and other issues. It was discovered during the survey that many young people had high levels of anxiety and worry about their technology.

VI. CONCLUSION

Any shape of media that makes use of electronic or virtual era to reach a target audience may be considered digital media. As a result of technological advancements, especially in digital media, rural youngsters are shifting their preferences for Media, entertainment, and facts offerings. As rural kids have without problems available net these days, there are various approaches for them to talk and form networks and may take benefit inside the subject of schooling and jobs. The electronic generation has each its benefits and drawbacks. At the same time as digital media has proved to be a boon for the youth, it has also proved to be a curse. Superb outcomes of digital media: The impact of digital media is seen everywhere in human being's existence, speech and mannerisms. It impacts all guys, children and ladies. Its effects also can be seen from the kitchen to the outstanding institutes for studies. Consisting of television, magazines, newspapers and radio at present, various

examinations also are being conducted through this medium. We are able to see the revolution of virtual media in distinct fields of training. Virtual studying platform is developing unexpectedly, and employment opportunities also are increasing thru various channels, specifically since the Corona period, the usage of virtual media is at the top degree. An excessive amount of experimentation is pushing the youngsters into the abyss of lack of expertise. At the same time, its excessive use is also pushing the young people into the abyss of lack of understanding.

Along with right deeds, a few people are also going in the direction of incorrect activities like cybercrime, spreading dishonorable messages to society, fighting based totally on faith and so forth. Low competencies in digital and e-studying capabilities and the availability of tools pose a assignment. Is social media an dependency? From the beginning of social media, the revolution started to appear as human beings began connecting with the assist of fb or Instagram in place of inquiring for each different numbers. Wherein people used the internet to check emails, wherein human beings used to percentage memorable moments in their lifestyles, commenced using social media to percentage their studies and peep into the lives of others. Instead of wishing on the cellphone on the birthday, wishes are made by way of putting a standing with the picture. There are numerous pals on Facebook, but they're on my own in real life. Social media evokes appearances, because of which horrific characteristics like jealousy, hatred and pleasure flourish in the teens. Social media are simply words, humans hook up with them best with the assist of applications, wherein there is no fact. As a substitute, in real existence, there is no such interplay or communication. A not unusual Indian spends as a minimum two and a 1/2 hours on social media



Figure 5

(Source: articles.connectnigeria.com, 2021)

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