

# Digital Media Trends: Usage and Effect of Social Networking Sites (SNS) Among Scheduled Tribe Students Ofnayaka Community.

<sup>1</sup>Mr. Manjunath M O, <sup>2</sup>Dr. Shivakumar Kanasogi

<sup>1</sup>Research Scholar, Department of Journalism and Mass Communication, Davangere University,  
Davangere -577007, Karnataka, India

<sup>2</sup>Professor and Chairman, Department of Journalism and Mass Communication, Davangere University,  
Davangere -577007, Karnataka, India

DOI: <https://doi.org/10.51244/IJRSI.2025.12050070>

Received: 13 May 2025; Accepted: 17 May 2025; Published: 05 June 2025

## ABSTRACT

In the context of today's media has become bridge in providing information to create awareness among the public as time goes on innovations and technologies were implemented in the field of media as result many emerging trends got it act like social media, Virtual reality, Artificial intelligence, Augmented reality etc. In this social media and its platforms were become more popular in present situation, Social networking sites have come to mean individuals using the internet and web applications to communicate with each other. The study has carried out to investigate the use of social networking sites among nayaka community students of Chitradurga district, the result of the study reveals that how the students are connected with social networking sites in their academic performance as well as the personal growth of an individuals.

**Key Words:** Digital media, social networking sites (SNS), scheduled tribe

## INTRODUCTION

In the current era media is the key to get over the consequences which occurs in the society frequently in earlier days' media played vital role during pro-independence and post-independencetime in achieving freedom. As we knew that media is composed of traditional and new media but the main focus is to provide information, entertainment to large audiences to get them connected with society.

After the evolution of technology media got his new dimension called as "Digital Media" is nothing but media runs on the internet where the information is circulated in faster and smoother way with help of internet. Digital media is composed of various social networking sites are WhatsApp, Instagram, YouTube, Facebook, Twitter, Snapchat etc.

In this busy environment people are eagerly connected with social networking sites to get information, entertainment, education and other activities. Social networking sites provides platform to share information, photos, videos within ample of time through internet. Every person from rural to urban are get connected with social networking sites for their needs and it also helps in maintaining good relationship with neighbors, family and friends. Social networking sites it basically works on internet without it called as "Dead Cell".

India is the country with many communities which helps the nation in socio-economic growth. Scheduled tribe is one of the communities were considered last citizen because most of the tribe people lives in forest areas they are not much connected with society they highly depended on forest for their basic needs. Most of the population of scheduled tribe found in rural area compared to the urban. According to research we found different tribe groups in India varies from region. As result I took up nayaka community of scheduled tribe of Karnataka state to examine the usage social networking sites among the scheduled tribes students scheduled tribe of nayaka community of Chitradurga district.

## REVIEW OF LITERATURE

A literature review on the usage of social networking sites in media is important because to understanding media habits, impact on society, evolving media landscape. Therefore, a review of literature synthesizes existing research, identifying patterns, themes, and gaps in our understanding of social media's role in media are reported. Digital media platforms: usage of social networking sites (SNS) among scheduled tribe students of nayaka community. Wong et al reports the various adolescents' motivation to use for using SNS from a psychological needs perspective [1]. Stephen et al. presents the results of a study aiming to identify the NIELIT ST Students opinions regarding SNSs [2]. Debbarma et al. aimed to investigate the association between social network measures and substance use among male tribal adolescents in the West district of Tripura, North-East India [3]. Ghuhato et al. found no significant difference in social media usage across age groups within various situational contexts. However, it did uncover a notable gender difference, with male students displaying a greater inclination to use social media in public spaces compared to their female peers [4]. Das et al. explore digital resources that provide a vast platform and opportunity for the marginalized Santhal community to be voiced in a multicultural society, whereas the poor digital attitude, knowledge, and skill deescalate the marginalized community [5]. Thus, summarizes the key findings, emphasizes gaps in the research, and sets the stage for the research hypothesis.

### Objectives of the study

To check the popularity of social networking sites used by the students

To determine the purpose of social networking sites usage among the students

To know the challenges while using social networking sites

To know the impact of social networking sites on their daily practices among the students

## RESEARCH METHODOLOGY:

A survey method was insisted for the study to collect the data as we framed questionnaires and distributed among 400 students between the age group (18 to 29) consistsof both urban and rural area respondents of Chitradurga district. Out of 400 students 280 students are responded for questionnaires.

Through questionnaires

### Data analysis and interpretation

Table 5.1 Break-up of sample Usage of SSN among age group

Sl.No.	Age Wise Distribution	Response	Percentage
1	Below 20 years	40	14.28%
2	20 – 22 years	80	28.57%
3	23 – 25 years	110	39.28%
4	Above 25 years	50	17.85%
<b>Total</b>		<b>280</b>	<b>100%</b>

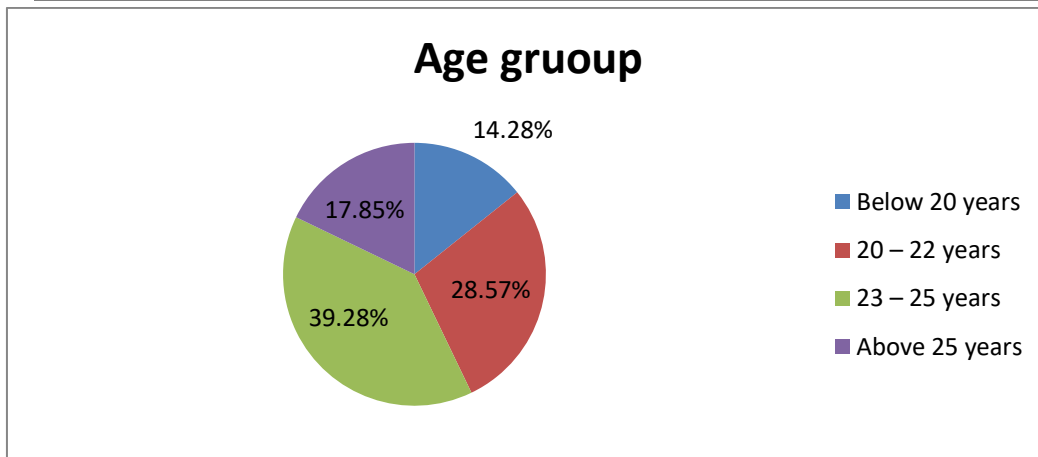


Figure 5.1 Break-up of sample Usage of SSN among age group

Above statistics analysis indicates that we understand the age group from 23 to 25 students with highest population of 39.28%.

Table 5.2 Most frequently use of social media platforms

Sl.No.	A most frequently use of social media platforms	Response	Percentage
1	Facebook	30	10.71%
2	Twitter	20	7.41%
3	Snapchat	10	3.57%
4	WhatsApp	70	25%
5	Instagram	40	14.28%
6	TikTok	10	3.57%
7	YouTube	90	32.14%
8	Telegram	10	3.57%
Total		280	100%

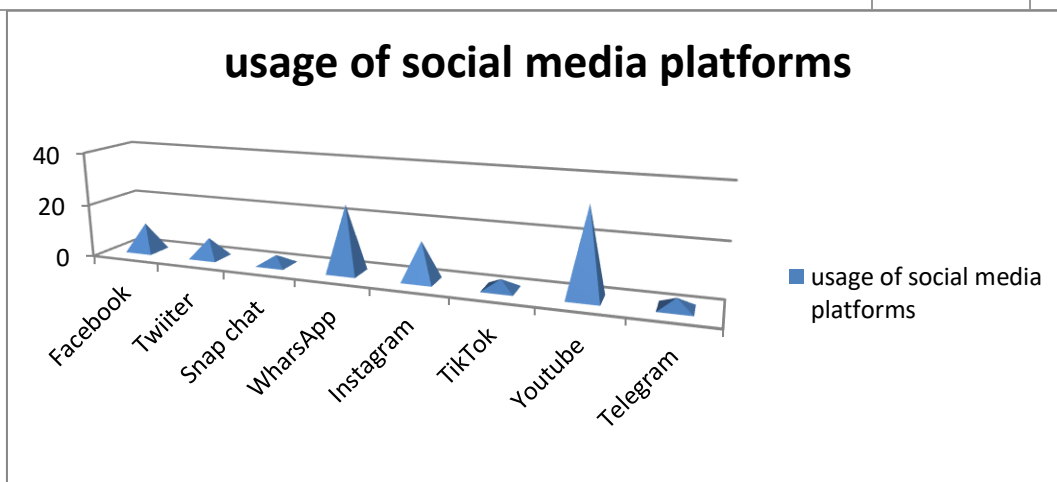


Figure 5.2 Most frequently use of social media platforms

Above statistics analysis indicates that we understand that YouTube most frequently used social networking platform with 32.14% among the students.

Table 5.3 To know the importance of Using Social Networking Sites (SNS) in daily routine

Sl.No.	Importance of Using Social Networking Sites(SNS)	Response	Percentage
1	For Communicating and Interacting with friends	70	25%
2	For Online learning and getting study materials online and share	50	17.85%
3	To sharing Ideas, News, Events etc.	10	3.57%
5	For Keeping updates	80	28.57%
6	For Entertainment /watching videos	60	21.42%
7	To Connect with the friends sending messages/ uploading photos/online profile	10	3.57%
Total		280	100%

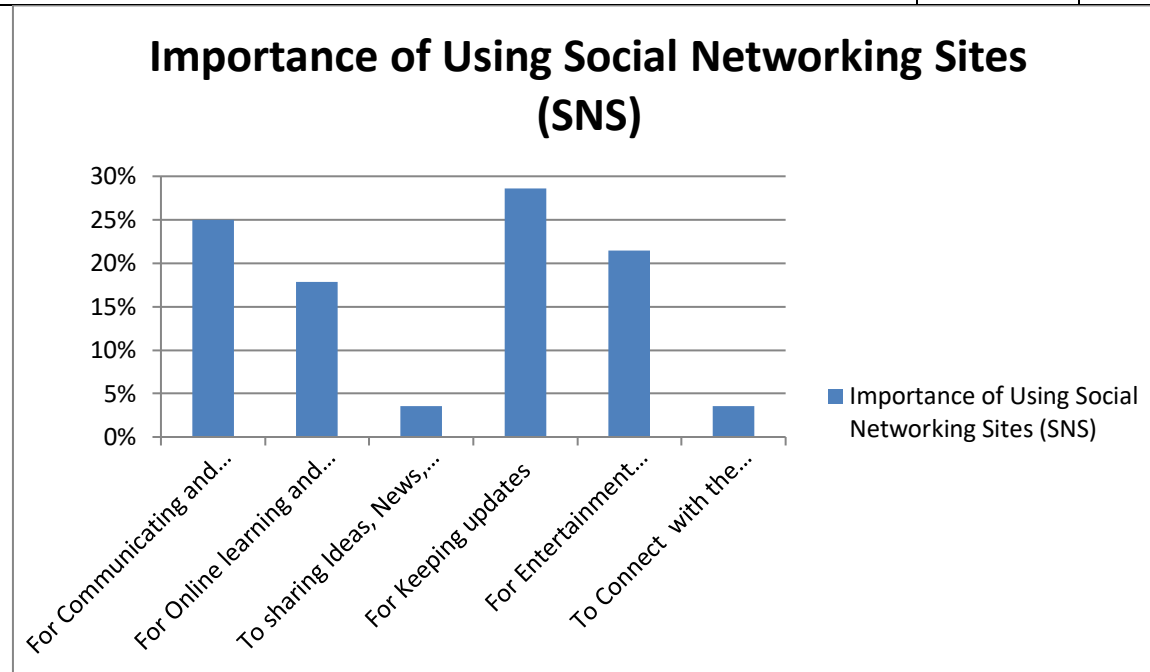


Figure 5.3 Importance of Using Social Networking Sites (SNS)

Above statistics analysis indicates that we understand students use social networking sites to keep themselves update with 28.57%.

Table5.4 Issues faced while using Social Networking Sites (SNS)

Sl.No.	Problems Faced while using Social Networking Sites (SNS)	Response	Percentage
1	Privacy	40	14.28%
2	Electricity	20	7.14%

5	Time management	60	21.42%
6	Financial issues	70	25%
7	Cyberbullying/cyberstalking	50	17.85%
8	Networking issues	40	14.28%
<b>Total</b>		<b>280</b>	<b>100%</b>

### Issues faced while using Social Networking Sites (SNS)

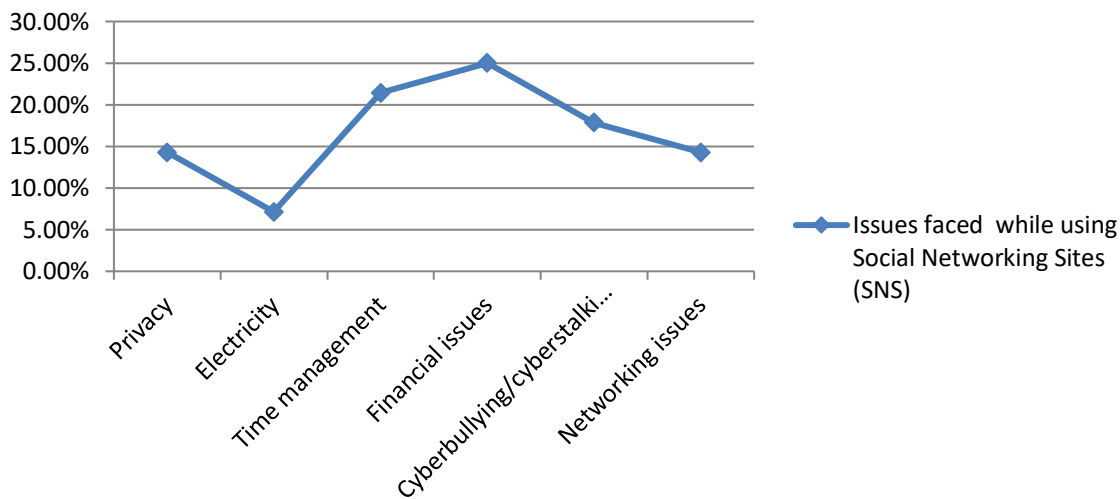


Figure 5.4 Issues faced while using Social Networking Sites (SNS)

Above statistics analysis we understand that financial issue are faced by students while using social networking sites with 25%.

Table5.5 The impact of social networking sites on their daily practices

Sl.No.	Impact of social networking sites on their daily practices	Response	Percentage
1	Academic performance	90	14.28%
2	Food habits	60	7.14%
3	Sleep	110	21.42%
4	Other daily practices	20	25%
<b>Total</b>		<b>280</b>	<b>100%</b>

## Impact of social networking sites on their daily practices

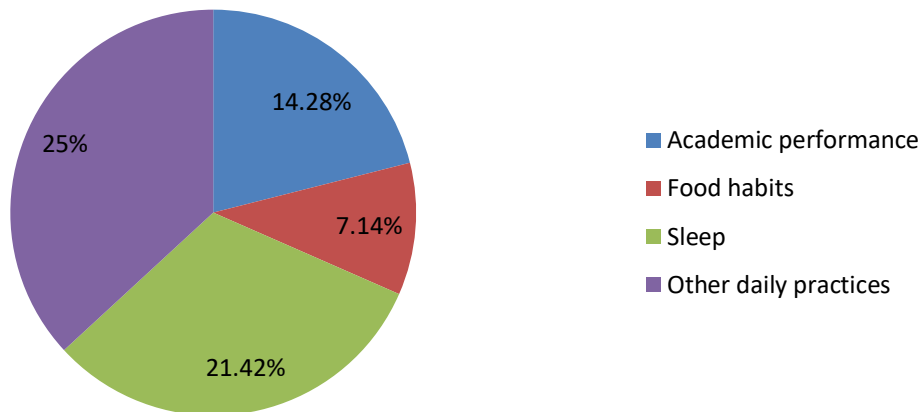


Figure 5.5 Impact of social networking sites on their daily practices

Above statistics analysis we understand that sleeping habits were affected by the usage of social networking sites with 21.42%.

## FINDINGS

After careful examination here we have found some of the research findings

YouTube is one of the most popular social networking sites used among the students.

Keeping update regarding current uses is the major importance found while using social networking sites among the students.

Financial issues is mainly found in the challenges while using social networking sites among the students

Sleeping management is most affected area while using the social networking sites among the students

## CONCLUSION

In present generation media considered as platform in the development of the community among society. As result. Digital media is one of the booming concept in the field of media and it also known as the “pill of the society” in getting information in faster and smarter and also helps us in keeping ourselves update regarding current issues which took place around us. According to the study most of the younger generation depends upon the social media to get information about academics as well as connect with family and friends to maintain good relationship in the society. Digital media bound with two faces of one coin means it has both positive and negative on the positive note it helps students to improve in academic performance as well as individual growth however excessive use of social media can lead the negative effects on mental health issues like anxiety, depression and other issues. Overall it depends upon how we going to use the social media in responsible way without harming ourselves whether it maybe physical and mentally. I urge the government officials to come out with digital media laws and regulation policy to avoid the harmful incidents in the society and also add digital media education in the academic part so younger generation which get awareness about usage of digital media apart this educational institutions and parents should guide the students about usage of social media in healthy and fruitful manner.

## REFERENCE

1. Wong, S. L., & McLellan, R. (2024). Adolescents' motivation to use social network sites from a psychological needs perspective. *Journal of Adolescence*, 96(2), 305-321.
2. Stephen, G., & Pramanathan, U. utilization of social networking sites among scheduled tribes (st) students of national institute of electronics and information technology in itanagar, Arunachala Pradesh: a study.
3. Debbarma, B., Srivastava, A., & Saikia, N. (2023). Association between social networks and substance use among male tribal adolescents in the North-East Indian state of Tripura. *medRxiv*, 2023-05.
4. Ghuhato, T., Parida, P., & Mall, M. (2025). Do Demographic Factors Influence the Time Spent on Social Media? A Study Among the University Students of Arunachal Pradesh, India. *Liberal Arts and Social Studies International Journal (LAASSIJ)*, 1(1), 52-59
5. Das, M., & Selvan, K. A. (2025). Digital inequality and ethnic minority: A case study on digital experience of the Santhal community in India. In *Digital Inequality* (pp. 50-67). Routledge.