



IMPACT OF SOCIAL MEDIA ON THE CULTURE AND EDUCATION OF SANTAL SOCIETY IN THE AGE OF GLOBALIZATION: A HISTORICAL STUDY

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Abstract: These days, our society is intimately tied to both science and technology. The unthinkable advancements in technology and globalisation have made social media popular throughout society. Despite their desire to preserve their religion, customs, systems, culture, language, and social structure, members of the tribal Santal society have not been entirely shielded from the influences of globalization. The tribal society's members would rather keep to their own religion, customs, systems, culture, language, and social structure, but they haven't been able to fully shield themselves from globalization's influences in this day and age. As a result, social media is becoming more and more prevalent in Santal society. Santal civilization is deeply entwined with social media and science. Both directly and indirectly, social media is seen to have an impact on the Santals' education and culture. The Santal way of life is evolving. As of now, the percentage of Santal residents who use mobile phones has increased dramatically from 31% in the 2011 census. The Santals' way of life and culture are evolving as a result of technology and modernization. In this article, I am going to discuss the impact of social media on the Culture and Education of Santal Society in the Age of Globalization.

Keywords: Social media, Globalization, science, santal, society, culture, Education, Technology.

Introduction: India is a country of diversity. Together, people from all castes, religions, and cultures coexist in this multicultural nation. Indian culture and civilization have been diverse since ancient times. The diversity of Indian culture can be attributed to a multitude of factors. In the past, our understanding of India was not what it is today. India's boundaries were extended even farther.

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Over time, several matriarchal civilizations centred around rivers emerged on the Indian subcontinent. Consequently, individuals from many civilizations beyond the Indian subcontinent began to migrate to India and establish permanent residence here. As a result, a new form was created when the pilgrims' culture blended with the traditional Indian culture. However, the indigenous people's cultures continued to be limited to them. In the current globalised era, indigenous peoples have not been able to completely protect themselves within their social structures, while having long preserved their unique customs and practices with great care. Owing to globalisation and the unthinkable advancement of technology, social media has gained popularity throughout society. Social media continues to have a significant impact on Santal society's way of life, just as it has on the majority of the human race. This study explores the impact of social media on the culture and education of the Santal society, highlighting the changes brought about by increased connectivity and access to information.

Objectives of this study :

1. To analyse the impact of social media in Santal society.
2. To evaluate the influence of social media on the educational practices and opportunities within the Santal community
3. Understand the dual role of social media in both preserving and transforming santal cultural identity.

Methodology: This study employs a mixed-methods approach, combining quantitative and qualitative research methods to gather comprehensive data on the impact of social media on Santal society.

What is social media: Before discussing the impact of 'social media' on the lives of Santal people, we need to know what is 'social media'. The word 'media' means to mediate or link. The word social media means that which creates or mediates the link between society and people. That is what we identify as social media in one word. Social media refers to new forms of media that involve interactive participation.¹

History of Social Media: Social media is intelligent, connected, and client-produced content. At present the utilization of web-based media has become an essential day-by-day action. The primary informal organization site, SixDegrees.com, was dispatched in 1997. In India, Orkut beat among the long-range informal communication sites with a client portion of 64% (Madhavan, 2007). In the article Complete History on Social Media highlighted (Hendrick, 8th May 2013), the primary conspicuous web-based media website, Six Degrees, was made in 1997. In 1999, the first contributing blog locales got mainstream, making an online media impression that is as yet well known today. After the appearance of writing for a blog, the openness of online media extraordinarily upgraded. Locales like My Space and LinkedIn acquired noticeable quality in the mid-2000s, and destinations like Photobucket and Flickr worked with online photograph sharing.

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The Revelation of YouTube occurred in the year 2005, making an altogether new path for individuals to impart and impart to one another across huge spans. By 2006, two more conspicuous online media Facebook and Twitter both opened up to clients all through the world.² So from the above confirmations, very well may be hypothesised that the fate of interpersonal interaction may glance in the following decade or even 100 years from now, and it tends to be anticipated that the bedrock of web-based media will be at the top as long as the existence person is supported in the earth.

Role of social media in our society: Nowadays 'social media plays a very important role in people's daily lives. From waking up in the morning to going to sleep at night, most people in the world unknowingly or willingly keep themselves connected with social media. Especially the youth community of contemporary times keep themselves engaged through social media with very low-quality work most of the day. Social media is an online platform where people can easily share information and opinions. In the 21st century, social media has spread from the city to the rural level, Social media has become an important weapon of communication in modern-day life. Nowadays we can know almost all kinds of news very easily through social media like Facebook, WhatsApp and Twitter. In one word, social media has become an essential part of life. According to a report published by the 'Internet and Mobile Association of India' (IAMAI), there are 692 million active Internet users in India. Of these 351 million are from rural areas and 341 million are from urban areas. This report estimates that India will have 900 million active internet users by 2025.³ The use of social media is increasing exponentially. According to the 'Global Web Index' (GWI) research, 59 % of the world's population uses social media. Spends an average of 2 hours and 29 minutes daily. According to The Global Statistics Data Reports, about 47 % of the total population in India uses social media. An average spends about 2.36 hours on social media everyday. Almost half of India's population is connected to socireligiousCurrently, the top 5 most used social media platforms in India in 2024 are WhatsApp (531.46 million active users), Instagram (516.92 million users), Facebook (492.70 million users), Telegram (384.06 million users and Facebook Messenger (343,92 million users).⁴

Most Used Social Media Platforms in India 2024:

POPULAR MESSENGER APPS IN INDIA	PERCENTAGE	ACTIVE USERS (IN MILLIONS)
Whatsapp	76.80%	531.46
Instagram	74.70%	516.92
Facebook	71.20%	492.70
Telegram	55.50%	384.06
FB Messenger	49.70%	343.92
Snapchat	45.50%	314.86
X (Twitter)	42.90%	296.87
Linkedin	35.70%	247.04
Moj	29.50%	204.14
Pinterest	29.00%	200.68
Sharechat	28.10%	194.45

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Moj Lite +	26.20%	181.30
Tik Tok	21.40%	148.09
Skype	20.30%	140.48
Hello	19.40%	134.25
Twitch	15.90%	110.03
WeChat	9.40%	65.05

<https://www.theglobalstatistics.com/india-social-media-statistics/>

Impact of social media on Santal society: In modern days so-called culture-loving, backward Santal community of society is being greatly influenced by this social media. Just as no civilized society in the world could keep themselves away from the influence of modernity, similarly the people belonging to the Santal community of India could not keep themselves free from the influence of modernity. Modernity has been introduced in the lives of Santals through social media. As a result of which the practices in the life of Santals are changing. This 'social media' has become a powerful tool for Santal youth in remote areas.⁵

From the first decade of the 20th century, education among the Santals was very few, even those who went to school felt ashamed to speak Santali because of their inferiority.⁶ But in the age of globalization in the 21st century, the socially backward Santals are increasingly aware of social media and educated in modern education. As a result, they started raising their voices against exploitative social systems—sending children to school, empowering women, stopping child marriage, loving nature, working in science-technological agriculture, and stopping nature-destroying Juneiculture (Jhum Farming), and associated with advanced technology has learned to improve their life in this era of globalisation. It would be wrong to think that 'media' has only influenced the life of the Santal community, beyond this there are several issues in which social media plays an important role.⁷

Because the people of the Santal community were far behind the mainstream of life, they were unaware of the easier ways or methods to get rid of various deadly diseases. However various government initiatives related to treatment are easily Business trend in the Santal community through social media. Due to this their health risk has been reduced a lot. In 2016, the Department of Health and Family Welfare of India published a wall calendar on "Sajag Ham to Swasth Ham". This calendar presents several health-related information. Apart from this, a 'Memorandum of Understand' (MoU) has been signed with Doordarshan on behalf of the Indian "Department of Health and Family Welfare" worth 50 crores.⁸ The main objective of this agreement is to bring development through Doordarshan. Rural development refers to the social, economic, political and cultural overall development of the area, where people can lead a happy life.⁹ Extending health awareness advertisements through Doordarshan channels to remote areas of the country, so that the people of the Santal community who are at the marginal level of the Santal society become aware. Through social media, the people of the Santal community have come in contact with the culture of people of other communities of the world and have forgotten their own culture and adopted the

culture of others. Instead of their cultural language, religious behaviour, etc., they adopted the customs of the Western culture. Many Santal people in India rreligiousedtheir religion and culture and accept other religions and cultures due to their association with modern education and lifestyle. In this context, I will mention a few incidents in the marriage customs of the Santal community in India. The Brahmin-centrindoingules of Hinduism are noble, but many people of the Santal community in India invite the Brahmins of the Hindu religion to the marriage ceremony of their children and perform the marriage ceremony according to the customs of the Hindu religion. There have also been cases where the Santals have abandoned the worship of nature and become addicted to the gods and goddesses of Hinduism. In this case, the movement of Jharkhand and West Bengal can be mentioned. Where the people of the Kurdmi community have presented multiple demands to the government and are conducting agitations to identify themselves not as tribals but as part of the larger Hindu religion.¹⁰

All the indigenous communities in the world namely Santal people are known to be nature lovers and nature worshippers. But the Santhal community nowadays prefers to celebrate Prakriti Puja on Facebook or social media rather than doing it. In other words, instead of planting trees on the ground on World Environment Day, the youth community is increasingly inclined to send greetings to each other on International Environment Day on social media. This love of fake nature is very bad for the whole world and the future of Santal people.

Conclusion: In conclusion, I firmly believe that preserving our civilization and cultural heritage is a moral obligation and necessity, as it is essential to uphold traditional beliefs and practices to truly live. In the era of modernity, science, technology, and knowledge, if a society holds on to its traditional values as the sole path, it will undoubtedly fall behind other societies globally. All the advancements brought by science, both present and forthcoming, come with positives and negatives, just like social media. The crime is not in using social media itself, but in using it unknowingly to promote close-mindedness. Even though there are downsides to social media, being conscious of these negative aspects can prevent them from impacting individuals' lives. Hence, all individuals need to actively speed up the progression towards modernity while preserving their civilization and culture.

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