

The Impact of Mass-Media on Collective Action in Rural Vaijapur, Aurangabad (MS) India

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Abstract- *The close, intimate relationships and social cohesion that once prevailed among rural people have diminished today. It accepts the close cooperation and face-to-face contact has promotes pro-social behaviour. In order to find out which factors are responsible for the diminishing of social cohesion or social capital, we have collected a data through from ninety respondents of ten villages of Vaijapur tehsil with the help of survey questionnaire. The result shows that, local political factionalism and casteism are eroding rural social capital more than TV and mobile phones. Religious activities are the main causes for to gathering of rural people. 62.2% of the respondents say that they have do not time to participate in community development programs whereas 53.3% of the respondents say that they have not accepted the membership of any organizations, groups which are functioning at village. When comes to social media 94.44% respondents are (87.8% respondents using WhatsApp and 55.6% Facebook) using internet while 78.9% respondents say they use mobile/internet to get information on agriculture, politics, business, entertainment and other important issues.*

Indexed Terms- *Media, Bridging, social cohesion, collective action, internet*

I. INTRODUCTION

Social capital is an individual's participation in social organization, network of social contacts, community action, commitment to group as a citizen, tendency of people to coordinate, cooperation, participation and membership of individuals in formal and informal groups, interaction between individual and community, Membership of organizations, mutual harmony, local culture, social belief which will increase the tendency of coordination and

cooperation in the society. In the traditional India society, social capital has played an important role in organizing the social organization. But due to popularity of television in rural community the importance of social capital is on the declining. An attempt will be made to find out the effect of television and mobile phone usage on this social capital.

The Problem:

There is a well-known ancient proverb related to development that there is no salvation without cooperation. The cooperation is the best example of social capital. It is useful in to solve complex problems and to form the organizations that make up society. It can also provide access to skills, expertise, knowledge or information to one individual or group to another group or individuals of local people. Just as one can develop himself by cooperating with each other. Social capital has increases in human sociability and ability of to work together. If the people of the village cooperate with each other, the development of the village can definitely take place. But today in the rural areas, education, transportation and communication (TV, mobile phone) tools have been penetration on a large scale. It has created self-interest, social, economic and political consciousness among the rural people. Also, the close, intimate relationships and social cohesion that once existed among rural people have diminished today. The main purpose of this paper is to explore, what factors are responsible for the declining of social cohesion or social capital in rural vaijapur? What is the state of social capital in rural Vaijapur? Studying the impact of TV and mobile phone on rural social capital? And explore the barriers to social capital formation or rural social cohesion?

II. REVIEW OF LITERATURE

Homero G. D. Zuniga and et al. (2017)¹ has expressed that, social media social capital is empirically distinct from face-to-face social capital. It has provide an affordable new way for people to connect to one another and, therefore, they enable to develop new kinds of value in social relationship. Eric M. Uslaner (2002)² has noted that, there is a no evidence found that television makes us less trusting or it makes us withdraw from civic engagement because of the content of the shows we watch, or the amount of time consumed by viewing. Marc Hooghe&Jennifer Oser (2015)³ have suggested that internet-based activities clearly play a positive role in the development of social capital despite the lack of in-person interaction. Residents Fanbin Zeng, (2018)⁴ his study find out that exposure to news in media is still a significant positive predictor for the political participation of urban residents, even after controlling the variable of social capital and other factors. Sarah Geber, Helmut Scherer and Dorothee Hefner (2016)⁵ has explore that societies seem to benefit from open, free, and pluralistic media systems, because internet use and informational media use are increases in social capital. Inshort today's societies, media imply potential rather than restrictions. Dhavan V. Shah(1998)⁶ has noted that, television viewing plays a conditional role in the production of social capital but it is depends on the use of particular genres. DietlindStolle (1998)⁷have studied the extent to which various group characteristics (such as demographic diversity, in-group trust, and engagement level) are related to the generalized trust of the member. The result shows that, 'more diverse, more engaged voluntary associations, and those with weak ties, indeed accommodate more trusting people'. Homero Gil De Zuniga et al. (2012)⁸have articulate that,the use of social network sites are significantly increases in people's social capital and civic and political participatory behaviour, online and offline. Alexandre Bertin and Nicolas Sirven (2006)⁹ have noted that, Social capital is seen as an element of the social structure and plays the same role as other forms of capital. Lindon J. Robison (2023)¹⁰ expressed that, the sympathy and empathy of one person or group has for another person or group is called social capital. The earned, inherited, and covenant

commonalities enable person and groups of people to develop sympathy and empathy for each other. Belonging to a social capital network has several advantages, including the capacity to produce relational and attachment value goods, support collective actions, and facilitate specialization and commodity exchanges. Yifin Jiang and Oscar de Bruijn (2013)¹¹ has examined how the internet and social networking sites influence the social capital associated with cross cultural relationship. The result shows that, the intensity of cross –cultural Facebook use contributes to the perception of cross –cultural social capital especially for bridging and bonding social capita. Marc Hooghe(2002)¹²have tries to disentangle the possible casual mechanisms between television and political behaviour and attitudes. The result shows that, no evidence is found for time-replacement effects on the individual level, but robust relations are found between television and attitudinal components of social capital. Keith Hampton (2003)¹³ have studied the impact of internet on neighbourhood level. He found that, the internet as a method of communication has a number of advantages over previous forms of communication in its ability to facilitate neighbourhood-based interactions, specially the asynchronous, broadcast ability of email.

Objectives

1. To Study the nature of social capital among rural people.
2. To investigate the impact of TV and Mobile phone on social capital in rural Vijapur.
3. To understand the barriers in generating of social capital.

III. RESEARCH QUESTIONS AND HYPOTHESIS

1. Mass (TV and Mobile Phone) media has declining social capital in rural Vijapur.

Research Questions?

- What relationship between times spent on media & civic engagement?
- Watching TV and participation level in village development activity?

- Effects of TV and mobile phone on attitudinal component of social capital?
- Availability of TV & mobile participation behavior of respondents?
- Feelings of insecurity in daily life?

IV. THEORETICAL APPROACH

The present research is based on Society Centred Approach. It accepts the close cooperation and face-to-face contact has promotes pro-social behavior. According to this theory the development of social capital is based on individual behavior within a network. The approach accepts social capital is depends on the ‘collective efficacy’ of people and it will be able to deal effectively with various challenges such as poverty, unemployment, water conservation etc.

V. METHOD AND MATERIAL

This paper relies on an original survey data collected at Vaijapur Tehsil in July 2022. The data is collected through survey questionnaire form 90 respondents of ten villages of Vaijapur thesil. The other useful information have downloaded from respective websites and journals. Bridging and Bonding social is treated as dependent variable and the, use of TV and Mobile phone and daily activity of respondents are as independent variables in correlational design.

VI. DATA ANALYSIS/ RESULTS

Table no. 1. Profile of the Respondents:

Sr. No.	Characteristics	Frequency	Percentage
1	Gender		
	Male	74	82.2
	Female	16	17.8
2	Education		
	Primary	8	8.9
	Secondary	17	18.9
	Higher secondary	29	32.2
	Graduate	31	34.4
	Postgraduate	5	5.6
3	Source of Income		
	Agriculture	66	73.3

	Jobs	12	13.3
	Occupation	12	13.3
	Wages	16	17.8
	Other	5	5.6
4	Caste category		
	OPEN	55	61.1
	SC	13	14.4
	ST	2	2.2
	NT	6	6.7
	OBC	14	15.6
5	Religion		
	Hindu	78	86.7
	Muslim	3	3.3
	Buddhist	9	10
	Total	90	100.00

Source: Field Survey

There were 90 respondents included in the sample in which majority of them 82.2% are male and 17.8% were female. 34.4% have completed their graduation. 8.9 % have only primary level education. 18.9% respondents have completed secondary level education. 32.2% respondents have completed their higher secondary education and 5.6 % respondents are postgraduates. 73.3% respondents are engaged in agriculture activity. 13.3 % are service holder. 13.3% are doing occupational work. 17.8 % are working on daily wages and 5.6 are doing other works. The data also indicates that the maximum rural population depends on agriculture for their livelihood. 61.1% respondents have open (Maratha) category. 15.6 % have OBC category. Out of 90 respondents, 14.4 % have SC category. 2.2 % have ST category and 6.7 % have NT category. 86.7% have Hindu. 10. % respondents have Buddhist. 03 (3.3) % have Muslim (Islam) and only one have Jain community. The data shows Shikh, Jain and Christianity are there absent.

Table no.2 Media Facilities or Tools available at respondent’s home

Characteristics	No of Respondents	Percentage
TV	70	77.8
Mobile	82	91.1
Newspaper	15	16.7
Radio	10	11.1
Computer	24	26.7

Total	90	100.00
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Source: Field Survey

Table no 2 shows the media availability at respondents home. 91.1 %respondents have mobile phones. 77.8 %respondents have TV set. 26.7 %have computer. 16.7 %have newspaper and 11.1 percent have radio. Data shows the popularity of radio and newspaper declining as compare to TV and mobile phones.

Table no.3Uses of Social Media

Characteristics	Frequency	Percentage
Facebook	50	55.6
WhatsAap	79	87.8
Tutor	10	11.1.
Blog	6	6.7
Other	25	27.8
Total	90	100.00

Source: Field Survey

Table no. 3. Indicates 87.8 %respondents have use WhatsAap. 55.6 %have use a Facebook. 27.8% use other types of media like Youtube, Instagram, Tiktok etc. 11.1 %have use tutor and 6.7 %are Blog users.

Table no.4time spent on internet

Characteristics	Frequency	Percentage
1 hour	28	31.1
2 hours	25	27.8
3 hours	11	12.2
More than 3 hours	21	23.3
Not used	5	5.6
Total	90	100.00

Source: Field Survey

Table no.4 indicates the use of media on daily basis. 31.1 %respondents have use 1 hours on daily. 27.8 %have use a 2 hours on per day. 23.3%respondents have use more than three hours on per day. 12.2 %have use per day three hours whereas 5.6 %respondents are nothing use any type of social media.

Table no.5 Sources of information on market prices, agriculture, employment and politics.

Characteristics	Frequency	Percentage
Friend/relatives	47	52.2
TV	49	54.4
Radio	12	13.3
Mobile / Internet	71	78.9
Newspaper	27	30
Local shopkeepers / markets	25	27.8
Local leader	11	12.2
Other	15	16.7
Total	90	100.00

Source: Field Survey

Table no.5 shows the sources of information on market prices, agriculture, employment and politics. The 78.9 %respondents said they have using the mobile or internet as a source of information. 54.4 %have use TV as a source of information. 52.2%are getting an information through friends, neighbours or relatives. 30.00%getting an information from newspaper. 27.8 %said they have getting information from local shopkeepers, or market. 16.7%have use other sources of information. 13.3%respondents are getting an information from radio and 12.2 %said they are getting from local leaders.

Table no.6. Nature of collective Action in rural Vaijapur

Characteristics	Frequency	Percentage
Temple construction	76	84.4
Water conservation	39	43.3
Construction of school building	30	33.3
Repair of Village / farm Road	50	55.6
Establishment of library	12	13.3
Kanyadan of poor, orphan girl	12	13.3
Financial assistance for poor, needy people for medical issues	17	18.9
Total	90	100.00

Source: Field Survey

Table no.6 shows the work done by people for village development. 84.4% respondents said they were does the work collectively for temple construction. 55.6% said they do the work for repair their village or farm road. 43.3 per cent said they are doing work for water conservation. 33.3% said they were collectively work for construction of school. 18.9% said they were work for financial assistance for poor, needy people for medical issues. 13.3% said they were work for establishment of library for village people and 13.3% said they collectively contribute for poor people or orphan child for their marriage.

VII. BONDING SOCIAL CAPITAL

Table no.7 Leisure time activity of respondents

Characteristics	No of Respondents	Percentage
Reading	43	47.8
Gossip	32	35.6
Watching TV	43	47.8
Religious activity (Bhajan / Kirtan/)	17.8	18.9
Entertainment on mobile	57	63.3
Participation in village welfare activities	21	23.3
Total	90	100.00

Source: Field Survey

Table no.7 Before TV, in leisure time rural people came together and shared their joys, happiness and experience about their occupation. They spent their leisure time on reading, village welfare activities, group discussion, gossip, Bhajankirtan etc. Prior to the arrival of television in the village, the people conversed more, talking among themselves in small groups according to age and gender. Gossip was another means of passing time and entertainment, and was also a source of information. When we compares the leisure time activity of our respondents like, gossiping, watching TV, reading, participation in religious activity and sleeping, we found that 63.3%respondents said that they do the entertainment on mobile phone. 47.8 %respondents have watch television in leisure time. 47.8 %have respondent prefer to book reading. 35.6 %have doing gossip with their friends or family members. 23.3 %have

participate in village development activities and 18.9 %have participate in religious activities. Data shows majority respondents have prefer to entertainment on mobile and watching TV and only 23.3 %have participates in village development activities.

Table no.8 Club / groups existing in village

Characteristics	Frequency	Percentage
BhajaniMandal	66	73.3
Self-help groups	63	70
Other groups	20	22.2
Total	90	100.00

Source: Field Survey

Table no.8 shows the availability of social groups at village.73.3%respondents said Male bhajani clubs are existing there. 70 %respondents said female self-help groups are there. 22.2 % respondents said other clubs are available at village level.

Table no.9 Active membership of local bodies / organizations.

Characteristics	Frequency	Percentage
BhajaniMandal	23	27.8
Self Help Group	29	32.2
None of the above	48	53.3
Total	90	100.00

Source: Field Survey

Table no.9 shows the participations ratio of respondents in various organizations. 53.3%respondents said they don't participate or become an active member of any social groups. 27.8%said they have become a member of male bhajani mandal.18.9%respondents said they are a member of male self- help group. 13.3% female respondents said they are a member of female self-help group. 13.3% respondents said they are member of sports team.

VIII. BRIDGING SOCIAL CAPITAL

Table no.10 Individual or groups' participation in community / village benefit projects

Characteristics	Frequency	Percentage
Yes	34	37.8
No	56	62.2

Total	90	100.00
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Source: Field Survey

Table no.8 shows 62.2 %respondents said they don't have work / participate in any community beneficial project at village level.

Table no.10In the last six months, have you participated in community beneficial work?

Characteristics	Frequency	Percentage
Yes	34	37.8
No	56	62.2
Total	90	100.00

Source: Field Survey

62.2% respondents said they don't have work / participate in any community beneficial project at village level.

Table no.11 Reason of don't participate in village development related work

Characteristics	Frequency	Percentage
Not interested in social work	13	14.4
Being constantly engaged in work	32	35.6
Due to mobile and TV	28	31.11
Due to partiality in the village	27	30
Inhabited at farm	31	34.4
Always participate	29	32.2
Total	90	100.00

Source: Field Survey

Table no. 11 indicates the reason they don't participate in village development activity. 35.6% respondents said due to being constantly engaged in work they don't participate in village development activity. 34.4% respondents they inhabited at their farm so they don't participate in village development activity. 32.2% said they always participate in village development activity. 30.00 per cent said due to partiality they don't participate.31.11% said due to mobile and TV they don't participate in village development activity.

Table no.12 Causes declining inrural social cohesion/capital

Characteristics	Frequency	Percentage
Local Political group	73	81.11
Casteism	40	44.4
Mobile and TV	32	35.6
Total	90	100.00

Source: Field Survey

Table no.12 indicates the reason of lacking in rural social capital. 81.11% respondents said political grouping is the reason for lacking in social capital at village. 44.4%respondents said casteism is the reason of lack in social capital. 35.6% said mobile and TV are the reason of lacking in social capital.

IX. FINDINGS

1. There were 90 respondents included in the sample in which majority of them 74 (82.2%) are male and 16 (17.8%) were female.
2. 32.2 % respondents have completed their higher secondary education whereas 34.4% have graduate.
3. 73.3% respondents are engaged in agriculture activity.
4. 61.1 % respondents have open (Maratha) category.
5. 86.7 % respondents have belongs to Hindu religion.
6. 87.8 %respondents have use WhatsAap whereas 55.6 %have use a Facebook.
7. 23.3 %respondents have use more than three hours on per daywhereas 12.2 %have use per day three hours.
8. The 78.9 %respondents said they have using the mobile or internet as a source of information. 54.4 %have use TV as a source of information. 52.2 %are getting an information through friends, neighbours or relatives.
9. bhajani clubs,self- help groups, sports team and public festival are the ties of bonding social capital.
10. 53.3 %respondents said they don't participate or become an active member of any social groups. 27.8 %said they have become a member of male bhajanimandal.

11. 62.2 %respondents said they don't have work / participate in any community beneficial project at village level.
12. 82.22% respondents said they have got an information regarding on their problems from media. 60.00% respondents said they have got the information through their parents. 55.6% said they go to senior citizen or grandparents. 47.8% respondents said they have go to friends' for taking any ideas on their difficulties.
13. 62.2% respondents said they don't have work / participate in any community beneficial project at village level.
14. 35.6% respondents said due to being constantly engaged in work they don't participate in village development activity. 34.4% respondents they inhabited at their farm so they don't participate in village development activity.
15. 81.11% respondents said political grouping is the reason for lacking in social capital at village. 44.4% respondents said casteism is the reason of lack in social capital. 35.6% said mobile and TV are the reason of lacking in social capital.
16. 84.4% respondents said they were does the work collectively for temple construction. 55.6% said they do the work for repair their village or farm road.

X. DISCUSSION

In the rural areas today, education, transportation and communication (TV, mobile media) tools have been promoted and disseminated on a large scale. It has created personal self-interest, social, economic and political consciousness among the rural people. Also, the close, intimate relationships and social cohesion that once existed among rural people have diminished today. What factors are responsible for this loss of social cohesion or social capital? The main purpose of this writing is to explore this. For this, the facts collected from ten villages of Vaijapur tehsil with the help of survey questionnaire have been analysed. Out of total 90 respondents 82.2% are male and 17.2% are female. 34.4% are graduates while 32.2% of the respondents have completed secondary education. 73.3% of the respondents are engaged in agriculture. 61.00% of the respondents belong to Maratha caste and 86.7% of the respondents belong to Hindu religion. 77.8% of the respondents have a TV at

home while 91% of the respondents use mobile phones

In terms of social media, 94.44% respondents are using internet. The WhatsApp and Facebook users are 87.8% and 55.6% respectively among the respondents. According to 78.9% respondents they use mobile to get information on their agriculture, employment, business, politics and personal and other important issues, whereas 54.4% respondents say TV is used for that, then comes relatives, friends, newspapers and local shopkeepers etc. It is mentioned that TV and mobilephone are useful in finding solutions related to our daily problems.

When we consider the community action that takes place in rural areas, it can be seen that religious work is the main reason that organizes the rural people. After that, the people of the village organize and try to solve problems like repairing local roads, water conservation issues and school building issues etc. When trying to find out what rural people do in free time and leisure time or how rural people use their free time, it can be seen that most of the people prefer entertainment (use of mobile and TV) in their free time. 62.2% respondents say they do not participate in community development programs. On the other hand 53.3% of the respondents did not accept the membership of any organization in the village. The reasons why the respondents do not participate in community development programs are traced, it could see that spending time on mobile and TV, bias of local people, living on farm etc. Whereas only 32.2% respondents say they participate in regular social development programs. When we look at the factors that are responsible for the declining of rural social capital, it can be seen that local political factionalism and casteism rather than TV and mobile phones.

XI. RECOMMENDATIONS

1. Taking appropriate measures to eliminate factionalism arising from politics at the local level.
2. To provide supporting opportunities for the development of exemplary leadership working on the village's mission strategy with holistic thinking.

3. To sensitize the rural people on the importance of what kind of leadership is needed for village development through NGO administrative organization.
4. To develop complementary leadership to implement future useful plans for village development.
5. To take appropriate measures regarding elimination of caste discrimination.
6. To train the youth on what is important for village development and how to implement attractive schemes on it.
7. Bringing together people of all castes and religions to form a local group in relation to village development conducting social audit of government schemes related to village develop
8. Try to increase the participation of rural people in implementing the scheme.

CONCLUSION

In the traditional rural society, social capital has played an important role in organizing the social organization. Social capital is an individual's participation in social organization, network of social contacts, community action, commitment to group as a citizen, tendency of people to coordinate, cooperation, participation and membership of individuals in formal and informal groups etc. The main purpose of this paper is to explore, what factors are responsible for this declining of social cohesion or social capital? What is the state of social capital in ruralVaijapur? To understand the impact of TV and mobile phone on rural social capital? And investigate the barriers in social capital formation or rural social cohesion, we have collected a data from ninety respondents of ten villages of Vaijapur tehsil with the help of survey questionnaire. The analyses reported in this article clearly convey the message that there is not yet sufficient information available about the causal mechanism that could be responsible for the relation between watching TV to alleged decline in social capital. The result shows that, local political factionalism and casteism are eroding rural social capital rather than TV and mobile phones.

XII. ACKNOWLEDGEMENT

The author are grateful to Principal Vinayakrao Patil Mahavidyalaya Vaijapur and UGC-STRIDE Scheme Component-1 for final Support during this student project. We also express thanks to our Students Kakde Santosh JagannathMA SY and Moin Rupesh Sudam BATY of Sociology.

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