TO STUDY THE MAGNITUDE OF CULTURAL AWARENESS AMONG THE YOUTH IN THE AGE OF DIGITALIZATION

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ABSTRACT

In the age of digitalization, it is interesting and important to study about the changing pattern of the youth. It is also important to measure the behavioural changes and the intervention of the digital world in our personal life. The youth of today are mostly dependent on the digital media almost for every work. Therefore this study focuses on the changing behaviour of the youth and their cultural awareness after they are living in the age of digitalization. It also focuses on the importance of the elders and family in the life of youth.

KEYWORDS: Cultural Awareness, Youth, Age Of Digitalisation, Values.

INTRODUCTION

In this changing world, in fact the world is switching from its traditional frame to a new digitalised world. Where technology has helped in making the life easier and faster. Traditionally life was not that easy in terms of communication, but with gradual invention of technology, the process of communication is cheaper, easier, and faster with no boundaries and limitations.

On the other hand culture is important aspect of our society and individual. Culture has been defined by Cristina De Rossi, an anthropologist at Barnet and Southgate College in London, "Culture encompasses religion, food, what we wear, how we wear it, our language, marriage, music, what we believe is right or wrong, how we sit at the table, how we greet visitors, how we behave with loved ones, and a million other thing." The word "culture" derives from a French term, which in turn derives from the Latin "colere," which means

to tend to the earth and grow, or cultivation and nurture. Culture consists of the beliefs, behaviours, objects, and other characteristics common to the members of a particular group or society. Through culture, people and groups define themselves, conform to society's shared values, and contribute to society.

"Youth" is best understood as a period of transition from the dependence of childhood to adulthood's independence and awareness of our interdependence as members of a community. Youth is a more fluid category than a fixed age-group.

However, age is the easiest way to define this group, particularly in relation to education and employment. Therefore "youth" is often indicated as a person between the age where he/ she may leave compulsory education, and the age at which he/ she finds his/ her first employment.

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This latter age limit has been increasing, as higher levels of unemployment and the cost of setting up an independent household puts many young people into a prolonged period of dependency.

The UN, for statistical consistency across regions, defines 'youth', as those persons between the ages of 15 and 24 years, without prejudice to other definitions by Member States. All UN statistics on youth are based on this definition, as illustrated by the annual yearbooks of statistics published by the United Nations system on demography, education, employment and health.

For activities at the national level, for example when implementing a local community youth programme, "youth" may be understood in a more flexible manner. UNESCO will then adopt the definition of "youth" as used by a particular Member State. It can be based for instance on the definition given in the African Youth Charter where "youth" means "every person between the ages of 15 and 35 years."

In the words of Sadguru: It has been a long-standing complaint that Indian youth are highly influenced by American and European cultures. With India fast becoming a truly global environment in terms of economy, food and culture, what does it take to make sure our youth do not forget the richness of being Indian? It's not that the youth are particularly going off-track. Always the adults, the older generation thought that the youth are going off-track. Every generation thinks so. Your father thought so about you, your grandfather thought so about your father, his father thought so about him, isn't it so? Nothing new about it. So don't create a problem, just understand that youth are still trying to create themselves. If you have something truly valuable to offer to their lives, offer it. They will imbibe it in their own way, not in the same way you did.

Youth means, in some ways, they are yet to be created. They have not yet become anything in particular. Those who are becoming have a much bigger possibility than those who have become something. You got stuck in something, they are still looking. Because they are looking around, it seems like they are a big mess. Even your parents thought you were a mess. Those who have grown up don't understand that those who are growing up are still looking around.

Above all, the previous generations, especially the last two-three generations have failed to show the younger generations the value of what you have, because you yourself have not touched it. You yourself are not living it. You are talking about aping the West, but everything about you is western right now. Your shirt is western, your pant is western, your haircut is western. You are westernized only to the extent that you dared. They are going a few steps ahead. Always, the next generation should take steps that you did not dare to take. What is Indian about you? Maybe you are still eating Indian food, they have begun to like junk food. They like McDonalds, you are still eating sambar. Otherwise, what's the big difference? So, you must dig into your culture and pull out something really valuable. Some of the second generation Indian youth in the US are coming back with me now, because they see enormous value in this. You show them the value. Don't just try to convert them. It won't happen if you do not know how to show the value, don't tell them, "Don't eat pizza, eat dosa." They will eat only pizza.

REVIEW OF LITERATURE

Literature review provided the results of previous studies relating to the topic and it helped to select appropriate objectives and methodology for further enhancement on the topic. Tapscott (1998) described that, children grew in digital environment and digital literacy gave liberty to children in relation with adolescent in the world. Children had confidence on internet. Digital media had provided opportunities to contribute with those countries that have ICT (Information

Communication Technology).According to Livingstone and Bober (2003), social media was the main cause of generation gap in several ways like lack of awareness, recognition of domestic rules, and in what kids were really acting and what were parents' opinion about their children's doing. People forgot their rituals and traditions because of social media.

Berson and Berson (2005) stated that high use of internet linked high risks, and there had no risk of simple use of internet. In early childhood, they did not know about risks, and they need guider. In teenage, they had not developed abilities to make life's choices Elola and Oskoz (2008) said, Social media was very helpful in developing business relationship with other states and social media had positive effect in developing and understanding cultural relationships. Brady, Holcomb, and Smith (2010) stated that social media had provided efficient ways for education. Students used social media for e-learning. Lusk (2010) said that, social media could be used for academic purpose by students. Students could learn and enhance their communication skills by the use of social media. Social media had provided new web tools which could be used by the students to raise their learning skills. According to Jacobsen and Forste (2011), media had negative effect on grades, about two-thirds of the students were used media while doing homework, or in class which had bad impact on their grades Kalpidou, Costin, and Morris, (2011) stated that there was a relationship between social media and grades, Ohio State University described in his study that those students had low grades who spent their time on social media, then those who did not spend their time on social media. According to Waddington (2011), adolescent thought social media as the component of their culture; not a craze. It could enhance their ability and they used it as educational tool. All the studies discussed above shows that, social media have different effects on different people. So, in this study we will check the effects of social media on young students.

OBJECTIVES

1. Is the digital medium replacing the importance of elders from the lives of the youth?
2. To analyse the trend of digital media usage among youth.
3. To study whether the youth of digital age still have the core values of Indian culture.
4. Does the family pattern in the digitalized age affect the cultural awareness?

RESEARCH METHODOLOGY

To get the utmost from this study, Descriptive research design has been used. As per the study Random sampling was used to fulfil the decorum of this research. Survey technique was used along with Questionnaire as a tool for data collection was applied to gather the responses in terms of completing this research.

The sample selected was 150 which were youth from 16-35 years of age.

150 questionnaire were distributed among the youth randomly based on purposive random sampling. 119 responses were returned and analysed to complete the study.

The area for this research study was Bhopal.

SIGNIFICANCE OF THE STUDY

In the fast changing world, everything is changing at the same pace may it be technology, fashion, culture, traditions or customs. Therefore, this study is significant to measure the magnitude of cultural awareness among the future of the nation that is the youth, in the changing era. From the study we could measure whether the youth are leaving behind their cultural roots and moving ahead in the digital world or they are maintaining pace with culture and digitalisation.

DATA ANALYSIS & INTERPRETATION

Table 1.Demographic Data-

Age group	Frequency	Percentage
16-20	75	63
21-25	38	31.9
26-30	5	4.2
31-35	1	0.8
Total	119	100
Gender		
Male	34	28.6
Female	85	71.4
Total	119	100.0
Educational qualification		
12th	74	62.2
Graduate	21	17.6
Post Graduate	24	20.2
Total	119	100.00

In the total respondents of 119, 71.4% were female and rest 28.6% were male. Out of which 62.2% respondents were undergraduate, 17.6% were graduate and 20.2% were post graduate. 63% were between the age of 16-20 years, 31.9% between 21-25 years of age, 4.2% were between 26-30 and rest 0.8% respondent were under the age of 31-35 years of age.

Table 2.What is your family pattern?

	Frequency	Percent
Joint family	46	38.7
Nuclear family	63	52.9
Single parent	9	7.6
Total	119	100

Out of 119 respondents highest no. of respondents live in nuclear family, the data shows 52.9 percent live in nuclear family pattern. 38.7 percent lives in joint family and 7.6 percent are from single parent. This shows that the concept of joint family pattern is converting into nuclear family pattern. Where as the concept of single parent is also blooming in Indian culture.

Table 3.Do you know about Indian customs and values?

	Frequency	Percent
Very much	33	27.7
Much	62	52.1
Neutral	21	17.6
less	2	1.7
Very less	1	0.8
Total	119	100

The youth of digital era are very much aware about Indian customs and values in totality of only 2.5 percent youth were aware less or very less rather 97.5 percent are aware about Indian customs and values, in which 52.1 percent are much aware, 27.7 are fully or very much aware about Indian customs and values, and 17.6 were youth who have neutral knowledge about this.

Table 4.What do you prefer to wear most of the time?

Q:2	Frequency	Percent
Traditional	26	21.8
Fusion	61	51.3
Western	32	26.9
Total	119	100

In the changing pattern of lifestyle and dressing of youth when it was asked 51.3 percent youth use to wear fusion clothes, 26.9 wear western clothes and only 21.8 percent youth wear Indian or traditional dresses. This shows that the youth of today is modernising but also carrying their traditional values in the form of fusion.

Table 5.What kind of food do you prefer to eat?

	Frequency	Percent
Traditional	41	34.5
Fusion	72	60.5
Western	6	5.1
Total	119	100

When it comes to the Indian food Indian youth is again not leaving behind the traditional food rather fusion food is loving. 60.5 percent youth prefer fusion food, 34.5 percent still love traditional food and only 5.1 percent are liking western food.

Table 6.How much do you believe in Indian customs and rituals?

	Frequency	Percent
Very Much	35	29.4
Much	51	42.9
Neutral	27	22.7
Less	6	5.0
Very less	00	00
Total	119	100.0

The 42.9 percent youth today believe much in Indian customs and rituals, 29.4 percent youth strongly believe in Indian customs and rituals. 22.7 percent youth are neutral regarding this, whereas only 5percent have less faith or believe in Indian customs and rituals.

Table 7.Do you celebrate your respective festivals?

	Frequency	Percent
Always	93	78.2
Sometimes	25	21.0
Never	1	0.8
Total	119	100

The youth of digital age still believe in their festivals, and 78.2 percent youth always celebrate their festivals, 21 percent were who celebrates sometimes and only 0.8 percent were who never celebrates their festivals.

Table 8.Do you celebrate festivals of religions other than yours?

	Frequency	Percent
Always	16	13.4
Sometimes	97	81.5
Never	6	5
Total	119	100

The 13.4 percent youth of today believe in celebrating festivals other than their religion, but 81.5 percent majority of youth sometimes celebrates festivals of other religion which is good signal of brotherhood. But 5 percent do not believe in celebrating festivals other than their religion.

Table 9.From where do you get the knowledge about the festivals?

	Frequency	Percent
Grandparent	38	28.6
Parent	62	52.1
Internet	4	3.4
Media	3	2.5
Society	9	7.6
Total	119	100

Since the concept of nuclear family is increasing in the Indian society therefore 52.1 percent youth get information about festivals from their family, whereas 28.6 percent youth get the information from grandparents. Then comes the society from where 7.6 percent youth are getting information, then comes internet with 3.4 percent and last is media with 2.5 percent.

Table 10.On whom do you rely the most regarding traditions and rituals?

	Frequency	Percent
Grandparent	19	16
Parent	86	72.3
Internet	4	3.4
Media	1	0.8
Society	9	7.6
Total	119	100

Regarding traditional rituals most of the youth 72.3 percent rely on parents for this information, next comes grandparents with 16 percent youth relying on them for the information of traditional rituals. Then orderly comes society with 7.6 percent, internet 3.4 percent, society 7.6 percent and last here is the media with 0.8 percent.

Table 11.How much time do you spend with your family?

	Frequency	Percent
Very Much	30	25.2
Much	50	42
Neutral	26	21.8
Less	11	9.2
Very Less	2	1.7
Total	119	100

When it come to spending time with family 42 percent youth spend much time with their family, 25.2 percent youth today very much or most of the time with their family, where as 21.8 percent spend nominal or average time with their family. 9.2 percent of the youth spend less time with their family and 1.7 percent youth spend minimum time with their family.

Table 12.How often do you attend traditional family functions?

	Frequency	Percent
Very Much	28	23.5
Much	44	37.0
Neutral	34	28.6
Less	7	5.9
Very Less	6	5.0
Total	119	100.0

Today Youth in the digital age also believe in attending traditional family functions, 37 percent visit much in these types of occasions, 23.5 percent visit very much in family functions. Whereas 28.6 percent are neutral, and it is very good that only 5.9 and 5 percent youth are least interested in visiting these types of functions.

Table 13.How much time do you spend on devices and internet?

	Frequency	Percent
Very Much	26	21.8
Much	46	38.7
Neutral	35	29.4
Less	9	7.6
Very Less	3	2.5
Total	119	100.0

When it came to spending time on internet, 38.7 percent youth said that they spend much time on internet, whereas 21.8 percent youth spend most or very time on internet. 29.4 percent youth spends average time on internet. And it is little shocking that only 7.6 percent and 2.5 percent youth are those who spend less and very less time on internet.

Table 14.How often do you use digital medium?

	Frequency	Percent
Very Much	36	30.3
Much	53	44.5
Neutral	25	21.0
Less	3	2.5
Very Less	2	1.7
Total	119	100.0

The magnitude of using digital medium among the youth of today, 44.5 percent uses much, it means most of the time they use digital medium, 30.3 percent youth uses very much which means that they all the time use their digital medium. 21 percent population of youth uses digital medium on an average. And 2.5 and 1.7 percent uses digital medium less and very less.

CONCLUSION

The results of the study shows that, yes the digital media has made its space in the life of the youth in the age of digitalisation, but it also presents the data that more than seventy percent youth give more space to their family rather than the digital mediums.

There is no doubt that the youth today spent very much time on their gadgets and on internet. This study proves that today the age of digitalisation has come and future of the nation which are youth has too much faith and work on digital medium.

The study shows a great change that today most of the respondents live in nuclear family pattern, even the concept of single parent is blooming in the culture of India. Whereas, very few respondents stays in a joint family. But this family pattern is not hampering the knowledge about the Indian traditions, customs, values etc. This change in the family pattern has transformed the way of getting information, earlier it was from grandparents to children and at present it is being transmitted directly from the parent to the children.

At the same time when the magnitude of core value of Indian culture was measured, interesting facts came in the study. The youth are getting smarter as they are neither leaving behind their culture nor modernisation rather they are using the fusion culture which enhances their live style and letting them to be in touch with their traditional values. Most of the respondents (youth) knows about Indian customs, traditions, values even rituals of core culture of India. Even the knowledge about their festivals and celebrating festivals other than their religion are very high among the youth of the digitalised scenario.

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