

IMPACT OF SOCIAL MEDIA ON MEENA SCHEDULED TRIBE'S WOMEN

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Abstract

Social media plays an important role in everyday life. Social media is used in various areas of our lives. This research paper identifies the impact of social media on the Meena scheduled tribe's women of Jaipur.

The technique of this research paper is qualitative and quantitative. Data is collected by an interview schedule. Objectives of this study are to identify the impact of the social media on the Meena tribe's women, the impact of social media on respondents' transformational changes in their lifestyle and also wants to know the socio-economic profile of the Meena tribe's women. It will identify the positive role of social media in daily life.

Keywords

social media, Meena tribe, tribal studies, women of scheduled tribes, Meena women.

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Introduction

Social media is a part of everyday life. Nowadays, we can't imagine a single day without social media. Every person can access social media everywhere they go. We can fulfil various tasks like bill payments, career information, job information, shopping, cooking, art, craft, entertainment, movies, communication, and much more. Our lifestyle has been changed by social media in many different ways. Unconsciously. Our lifestyle is being changed by social media. This use of social media has changed the women's daily lifestyle, influencing their daily schedule, behaviour, interaction relationships, communication etc. Social media saves our time, money and energy. From the emergence of social media to the present, it has taken our society to a holistic new level. The lifestyle of Meena tribe women is being changed by social media. Social media influenced Meena tribe women's daily life, individual growth, individual development, social development and holistic nation development by the Meena tribe's women.

The Meenas of Rajasthan were a ruling tribe. They had many small and large kingdoms. Meenas are believed to be descendants of the Matsya tribe. They had ruled over the Matsya region, now this area is covered by the eastern and southeastern parts of Rajasthan and the western parts of the Madhya Pradesh. The lifestyles of the Meenas have been changed by the direct influence of urbanization and industrialization. Education has played an important role for Meena scheduled tribes women. Now Meena's women are being educated. The Meena women of Jaipur have achieved knowledge through social media. They are using social media and they are learning many more things through social media. Social media has unconsciously changed the daily life of Meena's women. We will look at how social media has changed the daily schedule of the Meena tribe's women? Social media is a necessary part of human life.

Review of Literature

An extensive literature is conducted related to the study. It is the study of relevant literature that helps to set the context for and define research problems. Statistics of social media (2023)¹ according to global social media statistics research.

- There are 4.62 billion users around the world now using social media, and 150 million new users have come online within the last 12 months.
- 60% of the population now uses social media which is more than half of the world.
- The average daily time is spent using social media is 2 hr 24 minutes.

Kumar, Anil (2022)² has completed a study on “ Education mobility and affirmative action study of Meena scheduled Tribes of Alwar, Rajasthan”. The main objective of this research is to identify the occupation status of the Meena tribes shows that most of them are engaged in agriculture and related activities. He discussed the socio-economic and educational profile of the Meena tribes. He collected data with the interview schedule.

Chauhan, Rahul (2021)³ studies about the “Impact of social media on everyday life of the youth”. He found in this study, “this modern world is impossible without social media”. Through social media, we can resolve our issues effectively and efficiently at the local and global levels. He collected data with the help of an interview schedule. According to his study 58% of the respondents use social media for 4 to 6 hours per day, as this modern social media fulfils various everyday tasks, interaction needs and entertainment purposes, etc.

Pushpa, A. (2014)⁴ has done a study on “The role of social media in the development process”. The main objective of this study is to identify the role of social media in development and to analyse the impact of social media on the development process. Research had been done, he found that social media is effectively and frequently used for conveying messages on any issue, such as cultural, social, economic, community development, safety of the environment, health-related information and good governance and poverty reduction, etc.

Objectives

- To identify the impact of the social media on the Meena tribe's women.
- To study the impact of social media on respondents' transformational changes in their lifestyle.
- To know the socio-economic profile of the respondents.

Methodology

This research paper is based on qualitative and quantitative studies. The data collection is done by an interview schedule. The sample size of the respondents is 100. The selected area of the study is Jaipur, Rajasthan. This study included only educated women respondents. All data is taken from the interview schedule.

Respondent's age

S.no.	Age	Percentage
1	18-25	30%
2	26-30	30%
3	31-35	28%
4	36-40	12%
	Total	100%

Respondents use social media apps

S.no.	Apps	Percentage
1	Facebook	28%
2	YouTube	26%
3	Instagram	27%
4	Snapshot	12%
5	Other	7%
	Total	100%

Every day time is spent by respondents on social media

S.no.	Time	Percentage
1	1-2 hr	50%
2	3-4 hr	35%
3	5-6 hr	10%
4	7-8 hr	3%
5	Less than 30 min	2%
	Total	100%

Use of social media by respondents while out with family and friends

S.no.	Responses	Percentage
1	Yes	22%
2	No	38%
3	Sometimes	40%
	Total	100%

Effects on respondent's face-to-face interaction by using social media

S.no.	Effect on interactions	Percentage
1	Increased	22%
2	Decreased	45%
3	No effect	33%
	Total	100%

Use of social media by the respondents while eating

S.no.	Responses	Percentage
1	Yes	22%
2	No	33%
3	Sometimes	45%
	Total	100%

Conclusion

We can't ignore the impact of social media on the daily life of Meena's women. They use social media in daily life whenever they want to gain any knowledge about any topic, social media provides a solution to them. After using social media they know global to local knowledge in every area. Their life is becoming easy because of social media. In everyday life, many household chores are completed with the help of social media. When society hinders their pathway, they are motivated by social media. We all know social media has both positive and negative parts. We should focus more on the positive part of social media. If we will focus more on the positive part of social media the automatically negative part will decrease. Social media has positively impacted on Meena's women daily life. We can't imagine a single day without using social media because of this we manage many things in our daily life. Meena's women say that we can use social media for travelling, cooking, work sector, craft, for home decor, education, health, fashion and to gain knowledge in every area etc.

Positive Effects of Social Media

Connectivity- everyone can connect with anyone from anywhere. A beautiful thing about social media is that we can learn with anyone and one share our thoughts. Help- we can ask for help whenever we need it and we can help everybody with the help of social media.

Information and updates - Television and media do not use genuine data but the social media helps us to reach genuine knowledge of any issue.

Sharing knowledge - It provides us with an easy platform for sharing knowledge. Social media decreased the time and space to reach anywhere.

Other - Every sector is developed with the help of social media. After using social media, we can reach from local to global in many sectors like education, health, business, politics, e - e-commerce, fashion etc.

Social media is used in many different fields and day by day its features are evolving. Daily life includes, scheduled habits and with the use of social media there is a significant change in Meena's lifestyle, way of thinking, behavior, communication and relationship, knowledge and information etc. Social media has a wonderful impact on the People's Lifestyle and the nation's progress.

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