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REACH, ACCESS AND UTILIZATION OF NEW MEDIA AMONG THE DALIT COMMUNITY IN SHIVAMOGGA

¹Mahadevaswamy K.N. and ²Dr. Varghese P.A.

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Abstract

New media as a term means to encompass the emergence of digital, computerized or networked information and communication technologies. Most technologies described as the new media are digital, often having characteristics of being manipulative, networkable, dense, compressible and impartial new media play a significant role in reaching and accessing to the people. It establishes a dominant position with wide access. Computers, internet, mobile phone and DTH's have started influencing the way the people would like to communicate. Some of the vivid gaps in digital inequality include; gender divide, social digital divide, access digital divide, the urban and rural divide disparity due to literacy and digital literacy, linguistic digital divide regional digital divide and intra-state digital inequality, and gender digital inequalities are commonly appeared in Indian scene in India.

Keywords: New media, Digital Divide. Access, Dalits, Internet.

¹Assistant Professor, Sahyadri Arts College, Kuvempu University, BH Road, Shivamogga-577 203, Karnataka, India

²Professor, DOS in Journalism and Mass Communication, Kuvempu University, Jnana Sahyadri, Shankaraghatta- 577 451, Shivamogga District, Karnataka, India

¹knmswamy@gmail.com and ²pulivarghese@gmail.com

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PREAMBLE

Story of human beings is the story of how they adapted to changing environments. The ability to change according to the context is a special characteristic of humans. From the stone-age to web-age, has helped the people to progress and reshape their lives.

The word 'communication' means exchange of information. In 1837, Cooke and Charles of England and Samuel Morse of America developed the electric telegraph. In 1876, Alexander Graham Bell invented the telephone. In 1894, Guglielmo Marconi of Italy invented the 'wireless telegraph', messages would be sent across the world without a wire (Pant, 2007).

From the 1990's mass media technology took tremendous changes. At present all the messages could be communicated, encrypted in binary digits, internet was born making the world shrink into a 'global village' by Marshall McLuhan (1965).

'New media' as a term means to encompass the emergence of digital, computerized or networked information and communication technologies. Most technologies described as the new media are digital, often having characteristics of being manipulative, networkable, dense, compressible and impartial (Curran, 2012).

The Salient Features of New Media

New, Digital/Optical/Nano technology based, Convergent Media, Encrypted content, Networked, Personal and interactive and Content on demand (Murray et al., 2001). It plays a significant role in reaching and accessing to the people. It establishes a dominant position with wide access. Computers, internet, mobile phone and DTHs have started influencing the way the people would like to communicate. It is very powerful to

reach and easy access. Learning from new media is quite different from reading book, listen a radio or watching a cinema (Singhol and Rogers, 2001). Shapiro (1999) opined that, the emergence of new digital technology signals potentially radical shift of who is control of information's experience and resources.

From the threshold of the third millennium, networking groups like the Facebook, Youtube and Twitter have created what is commonly called as the 'Blogosphere' (Boyd, 2008). Teenagers make friends and form social circles on the internet (Peter, Valkenburg, and Schouten, 2005).

Decades of research has documented the influence of media on different aspects of socio-economic, culture, political life in society. Today youths have several hand held gizmos such as iPods, Smart phones, PC-tablets all of which provide access to social networking sites on demand. New media is referred to as the "fifth estate" in modern societies (Cook, 1998). Schudson observed that, Asia boasts the largest population of mobile phone users in many Asian countries. Jacobson (1999) argued that cyberspace has obvious limitations as a stage for the presentation of self. Andrew and Peter (2006), the new technologies and cultural and expressive practices are inseparable.

Presently the total number of internet users in the country has risen from 795.18 million at the end of December 2020 to 825.30 million at the end of March 2021, registering quarterly growth rate of 3.79 per cent (TRAI Report August 2021). India had 1.2 billion mobile subscribers in 2021, of which about 750 million were smart phone users. There are nearly 239.65 million facebook users in India alone, making it the leading country in terms of facebook audience size.

SIGNIFICANCE OF THE STUDY

Access and utilization patterns of the media also sweep changes. There is a shift from listening radio to viewing television, and to browsing internet (Rao, 2006). Indian population segments belong to various economic, social and cultural strata. So, new communication technologies have a limited reach, access and utilization in India.

They have affected the culture, attitudes and behavior of people. Dalits, who live socio-culturally and economically in poor conditions, need to be studied where they stand in this time of sweeping changes.

This research provides 'how a dalit community accesses the new media and they utilize it'.

Internet access is related to equality, education, democracy, and the economy. The digital divide is primarily connected to access issues. Smart phones are enabling a narrowing of the digital divide for minorities.

Digital Divide

McQuail (2005) noted that, digital divide is a term that is used to define the inequalities created by new computer-based digital communication. The gap between those with regularly, effectively access to new media. Some of the vivid gaps in digital inequality include; gender divide, social digital divide, access digital divide, the urban and rural divide, disparity due to literacy and digital literacy, linguistic digital divide are commonly appeared in Indian scene.

Government initiative to bridge digital divide- in 2011, the BharatNet project was launched to connect panchayats through an optical fiber, in 2014 launched the National Digital Literacy Mission and Digital Saksharta Abhiyan, in 2015, the government launched several schemes under its Digital India Campaign to connect the entire country. PM Gramin Digital Saksharta Abhiyan launched in

2017, to usher in Digital Literacy in Rural India by covering 60 million households.

Thus, access to and utilization of media depends on socio-economic and cultural factors, it is important to study the nature of 'media haves and media have-nots in a caste ridden Indian socio-cultural context. Therefore the researcher considers it is imperative to find out how the media is spread over dalit communities, their access and utilization patterns.

STATEMENT OF THE PROBLEM

In essence, the study addressed the question, "At what levels do new media reach dalit communities in Shivamogga taluk and how do they access and utilize them?".

OBJECTIVES

The general, the objective of the study is to find out the levels of new media reach and how dalit communities access them and utilize them with what impact.

SPECIFIC OBJECTIVES

1. To assess the reach and access of computers and internet.
2. To find out the level of new media utilization among dalit communities in Shivamogga taluk and
3. To gather perceptions of dalit respondents regarding the impact of new media on their life.

LIMITATIONS OF THE STUDY

The study was conducted in Shivamogga taluk of Shivamogga district is in the agricultural belt of the state and most of the respondents are employed in farm-related activities for the livelihood. A study spread to the entire state would have given better picture of the dalit-media reality.

METHODOLOGY

The researcher has used different research tools to gather the required data to fulfill

the research objectives. The survey method is used with a structured questionnaire to collect relevant data. The researcher explored the opinions of the respondents about the influence of the new media on their life.

The present study will make use of questionnaires and will be an interview based survey taking into consideration the socio-cultural and educational background of the respondents.

Operational Definition of Terms

Reach: The act of physically reaching a destination, either real or abstract. In this research media reach refers to whether the signals or media services are reaching the geographical area under study.

Access: A place or a person or way by which a new media may be approached. Access is operationally defined as the social, economical capacity of individuals to receive various media gadgets and serves.

Utilization Pattern: Utilization pattern operationally refers to in what frequency and for what purpose, where, when and how the new media is used.

Dalits: The word dalit in Sanskrit means oppressed or broken. Ambedkar (1948) defines dalits as those ill treated, humiliated, even discarded, denied common civil rights, peoples mainly belonging to lowest ring of Hindu caste system (Dutta, 2005). The reviewed meaning of dalit in 1973 is scheduled caste, scheduled tribe, neo-Buddhists, the working people, the landless, poor peasants, woman and all those who are being exploited politically, economically and in the name of culture and gender.

REVIEW OF LITERATURE

The word “race” has been sometimes used to mean the classification of human beings on the basis of the skin color such as black race and white race (Bhushan and Sachdeva, 2010). According to A.W.

Green, a race is a large, biological human grouping with a number of distinctive inherited characteristics which vary within a certain range. A caste may be defined as ‘a group of families internally united by peculiar rules for the observance of ceremonial purity, especially in the matter of diet and marriage’ (Chaurasia, 2008).

‘Dalits’ are India’s former ‘Untouchables’. The fight against untouchability is of long standing. Character and birth or caste, makes a man high or low (Gokhale et al., 1968). There are other leaders like Basava, Gandhi, Phule, Chatrapathi Shahu Maharaj, Nalvadi Krishnaraja Wodeyar, Periyar and Ambedkar and many others struggled to eradicate caste system.

It is widely discussed by the scholars like Ambedkar, Beteille (1990), Gail (1994) thoroughly analyzed the origin of caste, its development and implications, abolition of caste was essential in India. Akerlof (1976) assessed the economics of caste, Scoville (1991) on the model of caste economy. Zelliott (1992) analyzed the role of Ambedkar in the emancipation of Dalits. Thorat and Sadana (2009) a study on the caste and social ownership of private enterprises, Becker (1957) analyzed the economics of discrimination which confronts the economic effects of discrimination in the market place.

In the Varnashram system, dalits were neglected and keep them away from the political participation (Bayly, 2001). Article 330 provides that seats shall be reserved in Lok Sabha for the scheduled castes and the scheduled tribes and article 332(1) provides reservation of seats. Sen (2000), Manorama (1995), Dietrich (2003), Kumar (2004), Teltumbde (2007), Kumar (2007), Bob (2007). Limbardi (2007) and Rao (2009) analyzed the role of dalits in modern Indian politics.

Ensuring access to education for the dalits of India, different reasons proposed regarding dalits suffer from low rates of literacy (Erik Fraser, 2010). Nambissan (2009) explored the educational

discrimination and exclusion of dalit children in schools. Thorat and Mahamallik (2006) assessed the caste, labor and occupation discrimination in rural areas. Acharya (2010) examined the access to health care and patterns of discrimination against dalits.

Dalit Study: Approaches

The major objective of dalit studies is to offer new perspectives for the study of India (Kritika Agarwal, 2016).

The dalit movement was widespread in the Indian Sub-continent as a whole and was particularly strong in peninsular India. Where it had a distinctive ideology and pervaded every area of social life. Maharashtra was the one of the first states to witness the organized protest movements among the low-castes.

The media has enormous power, it shapes our lives and our perceptions of reality (Thomas Hunt Morghan, 2010). Media use a part of everyday life, and media use is central to peoples' orientation towards society. Brita Ytre-Arne (2019) and Tiwari (2005) investigated the role of advanced communications media for rural people.

Dadoba Pandurang (1814-1882) had founded the Manava Dharma Sabha and preached 'One God, One Religion and One Caste' for humanity (Hegde, 2013). Chhatrapati Shahu Maharaj of Kolhapur, Nalvadi Krishnaraja Wodeyar of Mysore, Dr. B.R. Ambedkar, Sri Narayana Guru of Kerala, Periyar E.V. Ramaswamy, Naicker of Tamil Nadu and M.K. Gandhi and so on (Hegde, 2013).

Central and State Government Policies

The constitution provides three-pronged strategy to improve the situation of SCs and STs:

- Protective arrangements: Laws include the Untouchability Practices Act, 1955; Scheduled Caste and Scheduled Tribe (Prevention of Atrocities) Act, 1989; The Employment of Manual

Scavengers and Construction of Dry Latrines (Prohibition) Act, 1993 etc.

- Affirmative action: Provide positive treatment in allotment of jobs and access to higher education.
- Development: Provide resources and benefits to bridge the socioeconomic gap between the SCs and STs and other communities.

Horgan and Sweeney (2010); Mazalin and Moore (2004) on the internet use, identity development and social anxiety among young adults. Loan (2011) examined the media preferences of the net generation. Mistry et al. (2014) analyzed the social networking among youth and development of communication skills for conflict resolution.

Volosinov argued that a theory of ideology which grants the purely abstract concept of consciousness (Bennett, 1982). Pluralists see society as a complex of competing groups and interests, none of them predominant all of the time.

Dalits and Media

Today dalit studies had emerged as a new subject in the social science curriculum. Through this study, dalit writings were viewed mainly as a response to oppression and their literature was viewed as 'marginal'.

Sterne (2000) conducted a study on the nature and scope of customer service on the Internet. Bhatnagar and Schware (2000), Prasad (1998), Anand (2005), Varadarajan (2006), Teltumbde (2008), Patil (2011) and Balasubramaniam (2011) analyzed the presence of dalits in the newsroom of Indian media. Rajpurohit (2014) explored the exclusion of dalits from the Indian mediascape.

New Media and Dalits

The study on new media utilization patterns among the dalit community in Shivamogga taluk. The researcher had carried out an extensive review of literature to identify various issues and

perspectives with regard to the area of focus. Chopra (2006) focused on online representations of the identity politics discourse of the elite Hindu nationalist community.

Thirumal and Tartakov (2011) have investigated the digital divide and its impact on dalits in India. Nirantar (2011) evaluated the issue of leadership development among Muslim and dalit women in India and brought out a project report. Kumar and Subramani (2014) analyzed the role of Internet in the lives of dalits and the usage of Indian vernacular blogs as an alternative media for dalits in India. Mehta (2014) reported that, media are seen as controlled by the dominant class in society and thus, as a tool for exerting control of that class over the rest of society.

Livingstone (2006) wrote that, 'it is unclear whether new media results in new types of inclusion or exclusion to individuals or reinforces social and economic exclusions'. Jackson et al. (2007) noted that, 'for adults, age, race, income and education have all been related to access to the internet'. There was a social, political, racial and economic divide that existed before the internet and continues to structure the limitations in the digital divide.

RESULTS AND DISCUSSION

The present study is entitled that 'Reach, Access and Utilization Patterns of New Media among the Dalit Community in Shivamogga Taluk'. The study focuses on 400 dalit respondents of Shivamogga taluk to make out the availability of new media. The primary data collected through the questionnaires and comfortable interviews. All the data collected have been analyzed.

- Demographic information of the respondents
- Reach and access of new media among the respondents
- Utilization of new media by the respondents
- Perceptions of the respondents about new media.

A. Demographic Profile of the Respondents

Demographic information of respondents such as educational qualification, gender, age groups and social background are important for studying the reach and access and utilization of new media.

Gender and Age of the Respondents

The gender age of the respondents is necessary to understand the media system. Gender and age helps in understanding of the media utilization. Considering this, the data has been collected regarding the gender and age of the respondents.

Table 1. Gender and Age of the Respondents (N=400)

| Age | No. of Respondents | | | | Total | Percentage |
|--------------|--------------------|--------------|------------|--------------|------------|---------------|
| | Male | Percentage | Female | Percentage | | |
| 13-24 | 75 | 18.75 | 47 | 11.75 | 122 | 30.5 |
| 25-34 | 74 | 18.50 | 45 | 11.25 | 119 | 29.75 |
| 35-44 | 41 | 10.25 | 34 | 8.50 | 75 | 18.75 |
| 45-55 | 31 | 7.75 | 26 | 6.50 | 57 | 14.00 |
| Above 55 | 19 | 4.75 | 8 | 2.00 | 28 | 7.00 |
| Total | 240 | 60.00 | 160 | 40.00 | 400 | 100.00 |

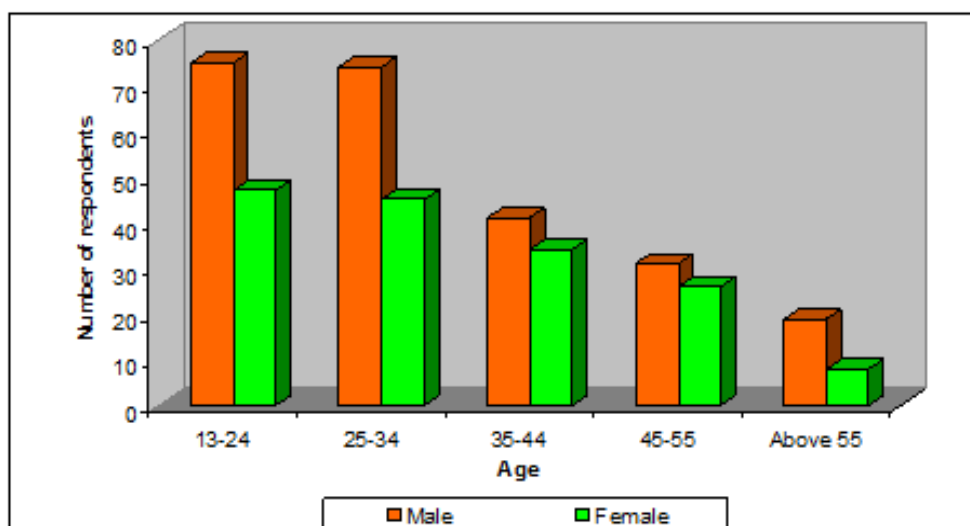


Figure 1. Gender and Age of the Respondents

The above table and figure shows the demographic features of the respondents. The age group of the respondents is 13-24 years is 122 (30.5%); 119 (29.75%) respondents were 25-34 years; 75 (18.75%) respondents were 35-44 years;

57(14.00%) respondents were 45-54 and remaining 28 (7.00%) respondents were above 55 years of age. Out of 400 respondents 240 (60%) were males and 160 (40%) were female respondents.

Table 2. Annual Income of the Respondents

| Annual Income | No. of Respondents | Percentage |
|---------------|--------------------|---------------|
| < 30000 | 72 | 18.00 |
| 30001-60000 | 151 | 37.75 |
| 60001-120000 | 37 | 9.25 |
| 120001-200000 | 40 | 10.00 |
| 200001-300000 | 23 | 5.75 |
| > 300000 | 16 | 4.00 |
| Unanswered | 61 | 15.25 |
| Total | 400 | 100.00 |

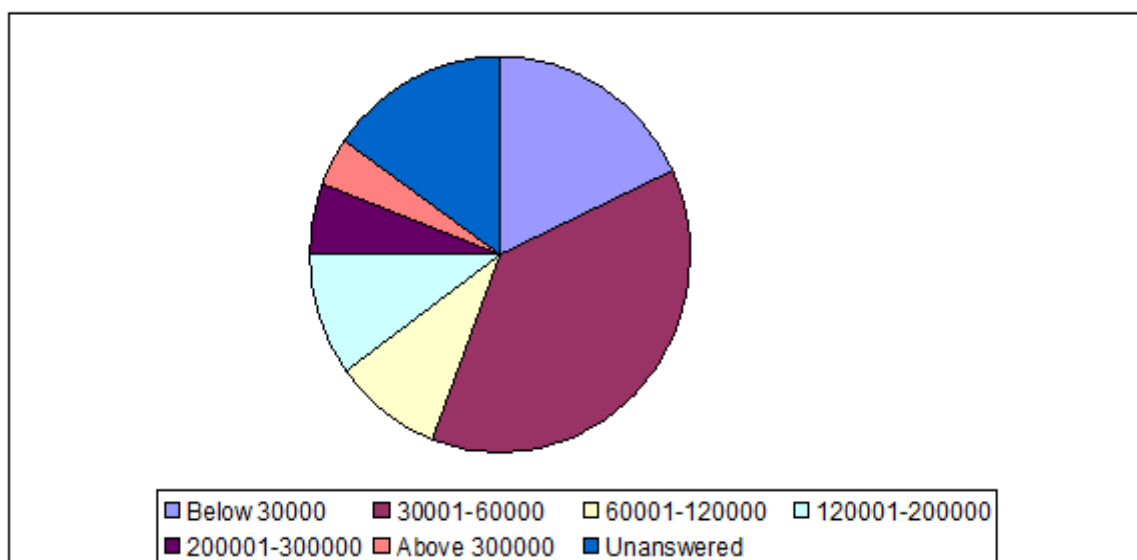


Figure 2. Annual income

The above table and figure depicts the annual income of respondents. Among 400 respondents, the annual income of the 72 (18.00%) respondents were below Rs. 30,000; and followed by 151 (37.75%) respondents were belong to Rs.30001–60000; 37 (9.25%) respondents were

between `Rs. 60,001- 120000; 40 (10.00%) respondents were between Rs. 120001-200000; 23 (5.75%) respondents were between `Rs. 200001-300000 and 16 (4.00%) respondents were above Rs. 300000. And 61(15.25%) did not mentioned their annual income.

Table 3. Educational Qualification

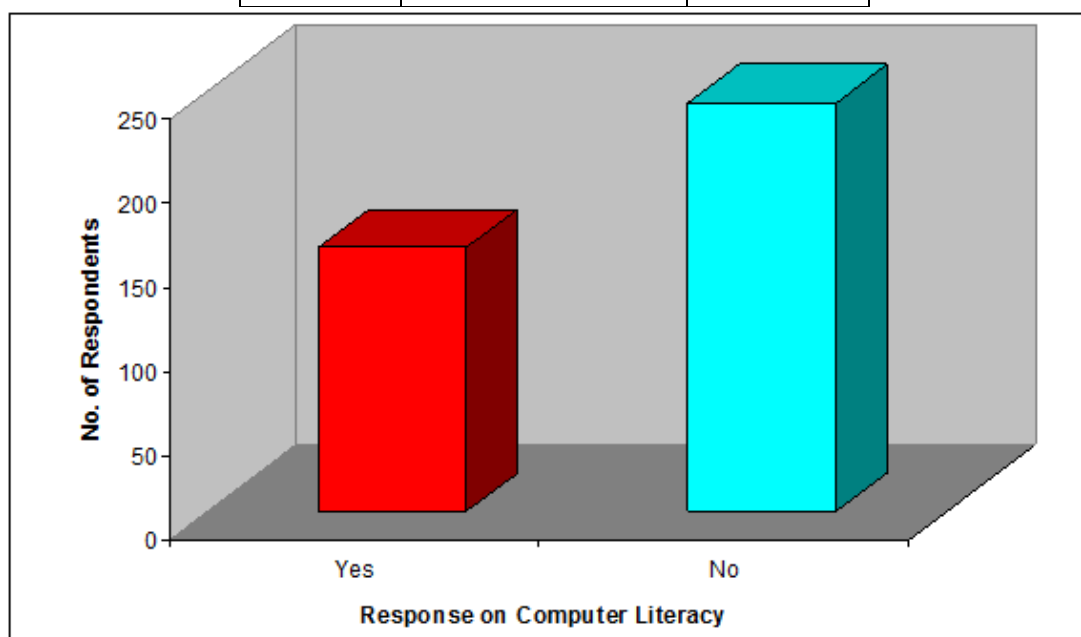
| Educational Level | No. of Respondents | Percentage |
|-------------------|--------------------|---------------|
| Below SSLC | 88 | 22.00 |
| SSLC | 78 | 19.50 |
| PUC | 73 | 18.25 |
| Graduation | 63 | 15.75 |
| Technical | 37 | 9.25 |
| Post-Graduation | 31 | 7.75 |
| Illiterates | 18 | 4.50 |
| Paramedical | 02 | 0.50 |
| Total | 400 | 100.00 |

Table 3 shows the educational qualification of respondents. Among 400 respondents 88 (22.00%) of their educational qualification is below SSLC; 78 (19.50% of them have education up to PUC; 63 (18.25%) were graduates; 31

(7.75%) were post graduates; 37 (9.25%) of them were in technical education; 2 (0.51%) of the respondents were paramedical education and 18(4.50%) were illiterates.

B. Reach and Access of New Media**Table 4.** Computer Literacy

| Response | No. of Respondents | Percentage |
|--------------|--------------------|---------------|
| Yes | 157 | 39.25 |
| No | 243 | 60.75 |
| Total | 400 | 100.00 |

**Figure 3.** Computer Literacy

The above table and figure depicts the computer literacy of the respondents. Out of 400, 157 (39.25%) of them have

computer knowledge and the remaining 243 (60.75%) do not have any computer knowledge.

Table 5. Computer Software Knowledge

| Software's | No. of Respondents |
|---------------|--------------------|
| MS-Word | 142 |
| MS-Excel | 59 |
| MS-PowerPoint | 42 |
| Others | 05 |

Those who have computer knowledge have known the varied computer software knowledge. The above table reveals the computer software knowledge of the respondents. Among 157 respondents 142

of them have MS Word knowledge; 59 persons know MS Excel operation; 42 respondents know MS PowerPoint operation and the remaining 5 respondents have known other softwares also.

Table 6. Computer owned at home

| Response | Nos. | Percentage |
|--------------|------------|---------------|
| Yes | 56 | 14.00 |
| No | 344 | 86.00 |
| Total | 400 | 100.00 |

The above table shows computer ownership at home of the respondents. Among 400 respondents 56 (14%) of the respondents have computer at home and the remaining 344 (86%) of them do not have computer at home. It shows that majority of the respondents were not have computer at their home.

Table 7. Alternate access of computer (N=400)

| Mode of access | Nos. | Percentage |
|------------------------|------------|---------------|
| Cyber Café | 334 | 83.50 |
| Share Friends Computer | 21 | 5.25 |
| No response | 45 | 11.25 |
| Total | 400 | 100.00 |

The above table depicts that those who do not have computer at home, they are accessing in alternative modes. Among 400 respondents, 334 (83.50%) of them get use cyber café; 21 (5.25%) share friends computer and the remaining 45 (11.25%) of the respondents do not answered the question.

Table 8. Internet Access at Home (N=400)

| Mode of Internet Access | No. of Respondents | Percentage |
|----------------------------------|--------------------|---------------|
| Access via Wifi | 08 | 2.00 |
| Access via smart phone (hotspot) | 55 | 13.75 |
| Access via telephone/broadband | 05 | 1.25 |
| Access via smart phone | 183 | 45.75 |
| No internet access | 74 | 18.50 |
| Unanswered | 75 | 18.75 |
| Total | 400 | 100.00 |

Table 8 reveals the internet access at home. Among 400 respondents, 8 (2%) have accessing internet via Wifi followed by 55 (13.75%) via smart phone (hotspot); 5 (1.25%) via telephone/broadband

connection; 183 (45.75%) access through smart phone; 74 (18.50%) of do not have internet access and the remaining 75 (18.75%) of the respondents unanswered with regard to the question.

C. Utilization of New Media

Table 9. Purpose of accessing internet (N=400)

| Rank | Statement | Nos. |
|----------------------|--|------|
| Socialization | | |
| 1 | To keep in touch with friends | 220 |
| 2 | To keep in touch with family members | 210 |
| 3 | To access Social net work- Facebook/ Instagram/ WhatsApp etc | 129 |
| 4 | To chat and phone | 103 |
| 5 | To send and receive e-mails | 95 |
| 6 | To upload personal images / videos | 95 |
| Entertainment | | |
| 1 | To listen to music and songs | 189 |
| 2 | To watch videos and movies | 185 |
| 3 | To play games | 82 |
| Information | | |
| 1 | To make applications-Jobs / Voter ID / Admission etc | 138 |
| 2 | To know various schemes and employment opportunities | 131 |
| 3 | To read online newspaper | 115 |
| 4 | To search on various topics / study materials and others | 91 |
| 5 | To access TV and Radio news | 82 |
| Commercial | | |
| 1 | Bank Transactions | 198 |
| 2 | Bill Payments | 129 |
| 3 | To buy and sell goods online | 99 |

Socialization: Table 9 reveals that the respondents using internet for different purposes. Among 400 respondents, 220 to keep in touch with friends; 210 to keep in touch with family members; 129 to access Social net work-facebook/Instagram/WhatsApp etc.; 103 to chat and phone; 95 to send and receive e-mails and the remaining 95 to upload personal images / videos.

Entertainment

Among 400 respondents, 189 for listening to music and songs; 185 for watching videos and movies and the remaining 82 for playing online games.

INFORMATION : Out of 400 respondents, 138 for making applications-Jobs / Voter ID / Admission etc., ; 131 for knowing various schemes and employment opportunities; 115 for reading online newspapers; 91 for searching various topics / study materials and others and the remaining 82 respondents for accessing TV and Radio news.

Commercial: Among 400 respondents, 198 for banking transactions; 129 for bill payments and the remaining 99 for buying and selling of goods online.

Table 10. Social Networking Access of the Respondents (N=400)

| Social network sites | Very active | Percentage | Less active | Percentage | No Membership | Percentage |
|----------------------|-------------|------------|-------------|------------|---------------|------------|
| WhatsApp | 285 | 71.25 | 43 | 10.75 | 33 | 8.25 |
| Facebook | 209 | 52.25 | 52 | 13.00 | 73 | 18.25 |
| Instagram | 108 | 27.00 | 43 | 10.75 | 100 | 25 |
| Telegram | 41 | 10.25 | 44 | 11.00 | 133 | 33.25 |
| Twitter | 12 | 3.00 | 20 | 5.00 | 176 | 44.00 |
| Others | 10 | 2.5 | 05 | 1.25 | 153 | 38.25 |

Very Active: The above table presents accessing social networking sites by the respondents. Among 400 respondents, 285 (71.25%) accessing WhatsApp; 209 (52.25%) are very actively accessing facebook; 108 (27%) accessing Instagram; 41 (10.25%) accessing Telegram; 12 (3%) accessing Twitter and the remaining 10 (2.5%) of the respondents accessing other social networking sites.

Less Active: Out of 400 respondents, 43 (10.75%) access WhatsApp; 52 (13%) accessing facebook; 43 (10.75%) accessing Instagram; 44 (11%) accessing Telegram; 20 (5%) accessing Twitter and

the remaining 5 (1.25%) of the respondents accessing other social networking sites.

No Membership: Out of 400 respondents, 33 (8.25%) WhatsApp; 73 (18.25%) of the respondents have no membership in accessing social networking sites such as Facebook; 100 (25%) Instagram; 133 (33.25%) Telegram; 176 (44%) Twitter and the remaining 153 (38.25%) of the respondents use other social networking sites.

D. Perceptions of the Respondents about New Media

Table 11. Respondents Perspectives on Media (N=400)

| Statements | Strongly Agree | Percentage | Agree | Percentage | Neutral | Percentage | Disagree | Percentage | Strongly Disagree | Percentage |
|--|----------------|------------|-------|------------|---------|------------|----------|------------|-------------------|------------|
| Mobile phone change people's life | 198 | 49.5 | 174 | 43.50 | 15 | 3.75 | 03 | 0.75 | 01 | 0.25 |
| TV programmes influence on peoples lives | 133 | 33.25 | 216 | 54.00 | 27 | 6.75 | 05 | 1.25 | 03 | 0.75 |
| To succeed computer knowledge is very necessary | 198 | 49.50 | 148 | 37.00 | 38 | 9.50 | 01 | 0.25 | 01 | 0.25 |
| Internet provides immense opportunities for life | 121 | 30.25 | 175 | 43.75 | 75 | 18.75 | 10 | 2.50 | 07 | 1.75 |
| Internet makes life easier | 104 | 26 | 168 | 42 | 82 | 20.50 | 20 | 5.00 | 06 | 1.50 |
| SNS makes life happier | 85 | 21.25 | 184 | 46 | 69 | 17.25 | 30 | 7.50 | 07 | 1.75 |
| Mobile phones communication easier | 221 | 55.25 | 140 | 35 | 23 | 5.75 | 00 | 00.00 | 00 | 00.00 |

The medium perspectives of the respondents' were shown in table 11.

Strongly Agree : Out of 400 respondents 198 (49.5%) of the respondents with the mobile phone change people's life and followed by 133 (33.25%) as TV programmes influence on people's lives, 198 (49.50%) as to succeed computer knowledge is very necessary, 121 (30.25%) as internet provides immense opportunities for life, 104 (26%) as internet makes life easier, 85 (21.25%) as SNS makes life happier and the remaining 221 (55.5%) of the respondents with the mobile phones communication easier.

Agree : Out of 400 respondents 174 (43.5%) of the respondents with the mobile phone change people's life and followed by 216 (54%) as TV programmes influence on peoples' lives, 148 (37%) as to succeed computer knowledge is very necessary, 175 (43.75%) as internet provides immense opportunities for life, 168 (42%) as internet makes life easier, 184 (46%) as SNS makes life happier and the remaining 140 (35%) of the respondents with the mobile phones communication easier.

Neutral : Out of 400 respondents 15 (3.75%) of the respondents with the mobile phone change people's life and followed by 27 (6.75%) as TV programmes influence on people's lives, 38 (9.50%) as to succeed computer knowledge is very necessary, 75 (18.75%) as internet provides immense opportunities for life, 82 (20.50%) as internet makes life easier, 69 (17.25%) as SNS makes life happier and the remaining 23 (5.75%) of the respondents with the mobile phones communication easier.

Disagree: Out of 400 respondents 3 (0.75%) of the respondents with the mobile phone change people's life and followed by 5 (1.25%) as TV programmes influence on people's lives, 1 (0.25%) as to succeed computer knowledge is very

necessary, 10 (2.50%) as internet provides immense opportunities for life, 20 (5%) as internet makes life easier and the remaining 30 (7.50%) as SNS makes life happier.

Strongly Agree: Out of 400 respondents 1 (0.25%) of the respondents with the mobile phone change people's life and followed by 3 (0.75%) as TV programmes influence on people's lives, 1 (0.25%) as to succeed computer knowledge is very necessary, 7 (1.75%) as internet provides immense opportunities for life, 6 (1.50%) as internet makes life easier and the remaining 7 (1.75%) as SNS makes life happier.

CONCLUSION

The access of media is still a long way to dalits in India. The social strata of dalits are very low, educational aspect (Table 4) is one among the factor that affects the dalits life to access and utilizing the new media for their attitudinal and behavioral change. The economic aspects of the dalits annual income (Table 3) shows that whether they are incapable to access the new media gadgets to make use available media in the new millennium era.

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