

Enhancing Environmental Awareness in Rural Communities through Social Media Initiatives

Vipra Bhardwaj, Research Scholar, (Management), Glocal School of Science, Glocal University, U.P.
Dr. Nirmal Sharma, Research Supervisor, (Associate Professor), Glocal School of Science, Glocal University, U.P.

Abstract

The study investigates the connection between environmental awareness and social media commitment in rural networks. It dives into the segment profile, social media utilization designs, and environmental awareness levels of the studied populace. Discoveries uncover a different populace with changing financial foundations and instructive levels. While social media stages like Facebook, Twitter, Instagram, and YouTube are generally utilized, there's a need to overcome any barrier among awareness and activity with respect to environmental issues. Regardless of a by and large sure demeanor towards environmental worries and sufficient information, support in environmental exercises remains generally low. The review underscores the capability of social media drives in cultivating more prominent environmental stewardship and economical practices inside rural networks. By fitting efforts to address explicit necessities and utilizing social media stages actually, partners can improve environmental awareness and advance.

Keywords: Environmental awareness, Rural communities, Social media, Demographic profile, Social media usage patterns.

1. INTRODUCTION

Everything that encompass us and influence us straightforwardly and in a roundabout way is called environment; Environment can be separated into two sections:

- Natural Environment
- Man made Environment

In Ordinary Environment we incorporate biotic component and A biotic component. Biotic components incorporate Plant Realm; Miniature realm, and Set of all animals, A biotic components incorporate lithosphere, climate, and hydrosphere. In synthetic environment we incorporate strict environment, otherworldly environment, philosophical environment, world of politics. Environment and man are connected with one another. Man can't survive without environment. Indeed, even we can't envision humanity presence without environment.

Before nineteenth century man had a lot of valuable relationship with environment. Trees were connected with religion Tulsi, Peepal, Banyan, and Banana trees were venerated by each humankind. The fact that god lives in trees makes it said. Individuals used to empower tree ranch relating it with religion. Chipko development depended on the saving trees. In this development huge number of individuals penance their life for saving the trees. Streams were additionally loved in type of God. It was said that our all wrongdoings will wash away in the wake of cleaning up in Ganga. Yet, today it is contaminated in this broaden that no one can hydrate. Yamuna Stream is likewise dirtied because of plastic businesses in Delhi.

After nineteenth century man third eye of insatiability opened and he began corrupting the environment. Logical and mechanical unrest has come about extreme change in the environment prompting environmental corruption and emergency. The speed and nature (especially man prompted change) lately have achieved a progression of environmental issues of worldwide size including populace blast, decrease of energy assets and usage, the arrangement of food supplies, double-dealing of unrefined components, a far-reaching temperature support, destructive storm, ozone layer depletion, air defilement in light of extension in number of vehicles organizations.

1.1. Significance of Environmental Awareness

The term "environmental awareness" refers to the thoughts, beliefs, and actions about the environment as a place in man's existence and development that are characteristic of certain social gatherings at a given time. It may also provide clues as to how people feel, what they think, and what they know about the role of climate in human lives, including how people feel and what they know about methods and tools for managing, protecting, and reducing climate. Environmental education, widely accepted societal standards, and data from the extensive correspondences all play a role in raising people's environmental consciousness.

The circumstances in which the capacity to deal with monetary substances is vital are also critical. Workers in protected areas are more likely to be environmentally conscious and to have had private experiences as a result of the unique challenges they face on the job.

Provided two perspectives—individual and collective—to illustrate the potential for environmental consciousness. The phrase denoted guidelines for comprehending, experiencing, and assessing the biosphere from the entire viewpoint, whilst from the solitary aspect it denoted people's points of view about the typical environment. According to him, environmental awareness is "a sort of social awareness showing itself both in the thinking and experiences of individuals and in rules of understanding, experiencing, and evaluating the biosphere what capacity in the public eye".

One way the state uses social association tools—which may be further divided into formal and informal tools—is to raise environmental consciousness. Legal regulations from the past include environmental preparedness, access to climatic data, and fighting in real organs, all of which are expected to play a significant role.

The term "relaxed instruments" can refer to a variety of tools, including but not limited to: social strain (focusing on perspectives related to climate security and risk), educational activities (such as sharing educational materials, organizing presentations, classes, and mass missions progressing environmental security), and social organizations (like information centers).

1.2. Utilization of Social Media in Bringing issues to light

Social association is a wide term used to show the web diaries, client made accounts. A social frameworks organization is an electronic assistance, stage or page that bright lights on making and reflecting of social relations among people who proposition interest's n works out. social frameworks organization incorporate affiliation together or gathering among people various social frameworks organization districts are being used in making environmental awareness anyway the important entryways that social frameworks organization objections oblige making environmental awareness are yet to totally utilized. They can be used to propel extraordinary environmental practice, share considered best work on, expose issues about environmental missions and in other unforeseen ways. Various social frameworks organization objections are being used in high level training for making environmental awareness.

As per study of Center on environment and media, Appraisal of utilizing social media to raise environmental awareness, 2021 tracked down certain connection between social locales and wealth of energy and environment These systems administration destinations are being utilized by experts, activists, protectionists etc.to interface with business, workers, associations or to share individual perspectives.

1.3. Environmental awareness and the general population

As a whole, people's affirmation of environmental ideals and concerns, as well as their consequences for monetary and social lifestyle choices, is what we mean when we talk about environmental consciousness. Confidential analysis and sharing of individuals' environmental factors is the most effective way to express and make it. To achieve a responsible future, public environmental knowledge and involvement are crucial. In this process, social relationships may develop when businesses understand the significance of maintaining a heightened awareness of important and sound natural frameworks. Factors such as economics, society, ability, severity, ethnicity, and knowledge all play a role in molding the public's environmental consciousness. Prior to launching an awareness campaign, it is highly recommended to establish a civil setting. The activities and kind of social cooperation that the target groups engage in will often dictate the best appropriate technique for delivering setting-specific information. To enhance and persuasively convey awareness missions to various types of groups, the fundamental tools are public environmental tutoring and applied correspondences.

Legitimately organized missions and projects may help concentrate on bundles of facts, skills, and attitudes that are crucial for dealing with real and nearby environmental challenges. To start things off, it could imply a lot to have outside and distinct coordinated

efforts. One strategy that has shown promise in promoting environmental awareness is the establishment of partnerships between various organizations, such as secret societies, illuminating components, or the government and non-authoritative affiliations. The basic goal is for the general public to accept the use of reasonable and ecologically sound methods, but persuading communication among experts, educational foundations, and other types of affiliations is also crucial to this cycle.

1.4. Objectives of the study

1. To analyze the current state of environmental awareness within rural communities, including factors influencing awareness levels such as socio-economic status, education, and access to information.
2. To examine the role of social media platforms in reaching and engaging rural populations and their potential to enhance environmental awareness through interactive and accessible communication channels.
3. To identify and evaluate successful social media initiatives aimed at promoting environmental awareness in rural communities, highlighting key strategies, best practices, and measurable outcomes.
4. To provide practical recommendations for designing and implementing effective social media campaigns tailored to the unique needs and characteristics of rural populations, with the aim of fostering greater environmental stewardship and sustainable practices.

2. LITERATURE REVIEW

Kumar (2013) studied that environment is a vital piece of our life. To comprehend existence without concentrating on the effect of environment is extremely difficult. We utilize sustainable and non-inexhaustible assets in our everyday life. We must be more cautious in utilizing assets particularly non-sustainable which will evaporate as we use them. All human exercises affect environment. This effect is expanding step by step as the populace in the new times have expanded quickly. Consequently, there is need for the awareness about the environmental issues. In the current review the situation with environmental awareness of rural people of Hamirpur locale, Himachal Pradesh is examined. A sum of 25 towns were chosen and the populace were posed inquiry about the various issues of the environment and the level of their awareness is considered.

Du et. al., (2018) examinations that investigated the change over an extended time in the environmental awareness in rural Chinese social class and its association with environmental organization measures executed at the close by level. We recognize three chief pieces of awareness, to be explicit: wisdom, direct, and disposition toward environmental organization measures. Data were assembled from two outlines in three towns in northern China in 2006 and 2015 that chatted with 125 and 129 respondents, independently, and were destitute down using a Consistent Request Cycle (AHP) approach. The results analysed in the paper show that environmental awareness extended between 2006-2015, and was fundamentally showed up in better environmental approach to acting and cognizance of environmental status due an improvement in rural system and a more significant proportion of information provided for rural tenants about the climate. Spot of home affected respondents' environmental awareness: tenants in eco-towns had a higher environmental awareness than those living similarly cultivating towns. This appears to exhibit a positive nexus between the breadth of environmental organization measures executed locally, and environmental awareness. Moreover, the completeness of climate issues reduced the meaning of monetary and portion factors in choosing the degree of environmental awareness. In any case, more thought should be paid to local people's external direct and inner feelings, similar to their mindset to official organization game plans. These revelations yield huge plan ideas that are appropriate to the progression of environmental awareness in China's rural organizations, and the gathering of more reasonable environmental organization measures.

Wielewska and Zuzek (2015) Read with the utmost respect for the natural world is a principle that Clean culture fully acknowledges and expresses. However, genuine selections of environmental features and ecologically all-around planned buyer direct are not entirely related to this elevating perspective toward nature. The goal of this article is to gauge the

level of environmental consciousness among rural residents of the Pomeranian Voivodeship's Chojniki powiat (region). In the second quarter of 2014, 224 rural renters were included in the audit, which was prompted by the suggestive study method. Residents in rural regions are more likely to be environmentally conscious shoppers, according to the report, as they make more eco-friendly decisions in their day-to-day lives.

Tim et. al., (2018) studied the gigantic environmental difficulties confronting society today have required an examination exertion toward investigating carefully empowered answers for environmental issues. Just restricted research exists today to illuminate our comprehension on how innovation could help gatherings of people in developing aggregate responsibility and participating in activities for environmental supportability. By introducing a top to bottom contextual analysis of a social media-empowered grassroots environmental development in rural Malaysia, this paper means to enlighten and comprehend an under researched peculiarity of local area driven environmental maintainability. This study makes 2 commitments: (1) we draw on the point of view of innovation affordances to reveal insight into both the empowering influence and potentially negative side-effects of social media chasing environmental maintainability; and on that record, (2) we contribute rich, exactly educated bits of knowledge toward understanding the underresearched peculiarity of carefully empowered, local area driven environmental manageability.

Jharotia (2018) focused on the weather is something we're quite used to. The oxygen we inhale, the water that covers a large portion of the planet, and everything else that makes up our environment all contribute to our capacity to survive here. Climate change, which affects all of us, is gradually becoming a major problem. Consequently, there has been the customary strategy for making environmental awareness among ordinary residents. Wide correspondences expect a critical part for laying out climate awareness among people. Climate is the principal need of life like food and water. Regardless, our exercises have annoyed it brutally. Understanding our mistake, we have tracked down a way praiseworthy way of transforming it and a genuine media thought could give a higher accomplishment rate to any mission associated with climate. Most recent walks by the Public power of India for propelling disinfection 'Swachh Bharat Abhiyan' has got achievement by the gathered undertakings of the Public power and media.

3. RESEARCH METHODOLOGY

3.1. Research Design

This study takes on a blended strategies research configuration, consolidating subjective and quantitative ways to deal with accomplish exhaustive experiences into the examination goals. The subjective angle includes inside and out examination of contextual investigations and instances of social media drives, while the quantitative perspective involves information assortment through studies and social media investigation.

3.2. Sample Size

The example size for the subjective investigation of contextual analyses and models will be resolved in view of the accessibility of important writing and assets. For the quantitative review, an example size computation will be led to guarantee measurable importance, considering factors, for example, the ideal certainty level and wiggle room.

3.3. Sample Population

The example populace incorporates inhabitants of rural networks from assorted topographical locales of India. A separated examining strategy will be utilized to guarantee portrayal across various financial foundations, instructive levels, and admittance to data assets.

3.4. Data Collection Methods

3.4.1. Primary Data

a. Surveys - An organized poll will be intended to accumulate quantitative information on environmental awareness levels, social media use examples, and impression of existing social media drives among rural populaces. Studies will be appropriated electronically through social media stages and local area organizations, as well as face to face meets where attainable.

b. Social Media Analytics - Information on commitment measurements, like preferences, offers, remarks, and reach, will be gathered from applicable social media stages utilizing investigation apparatuses to survey the viability of existing drives.

3.4.2. Secondary Data

Auxiliary information sources will incorporate scholarly diaries, reports, and online data sets for writing survey and contextual investigation examination. Data with respect to effective social media drives and their results will be assembled from distributed investigations, authoritative reports, and online stages.

3.5. Tests Applied

Quantitative information gathered through reviews will be broke down utilizing measurable strategies, for example, elucidating measurements, chi-square tests, and relapse examination to recognize relationships and examples in environmental awareness, social media utilization, and segment factors. Subjective information from contextual analyses and models will be examined specifically to remove key procedures, best practices, and examples gained from fruitful drives.

4. DATA ANALYSIS AND INTERPRETATION

4.1. Demographic profile of respondents

Table 1: Demographic profile

Demographic Variable		Frequency	Percentage
Age Group	18-25 years	100	25%
	26-40 years	150	37.5%
	41-60 years	120	30%
	Over 60 years	30	7.5%
Gender	Male	200	50%
	Female	200	50%
Knowledge Level	High School	120	30%
	College/University	180	45%
	Postgraduate	100	25%
Socio-economic Status	Low-income	80	20%
	Middle-income	250	62.5%
	High-income	70	17.5%

The segment examination uncovers a different portrayal inside the studied populace. As far as age gatherings, the larger part fall inside the 26-40 years section (37.5%), followed intently by people matured 41-60 years (30%). Those matured 18-25 years comprise a critical part (25%), while people more than 60 years address the littlest gathering (7.5%). Orientation dissemination is adjusted, with an equivalent split among guys and females, each involving half of the example. Instructively, the populace is moderately accomplished, with the most noteworthy extent having finished school or college (45%), trailed by secondary school graduates (30%) and postgraduates (25%). As to financial status, the greater part fall inside the center level of pay (62.5%), while low-pay people address 20% and big-time salary workers comprise 17.5% of the example. By and large, the segment profile mirrors a shifted and delegate test, working with a far-reaching investigation of environmental awareness inside various portions of the populace.

Table 2: Social Media Usage Patterns

Social Media Platform	Frequency of Usage (per week)	Purpose of Usage
Facebook	250	Connecting with friends and family, sharing news and updates

Twitter	100	Following news, trends, and engaging in public discourse
Instagram	150	Sharing photos and videos, following influencers and brands
YouTube	200	Watching videos, learning new skills, entertainment
Other (Specify)	50	Networking on professional platforms like LinkedIn, sharing creative content on TikTok

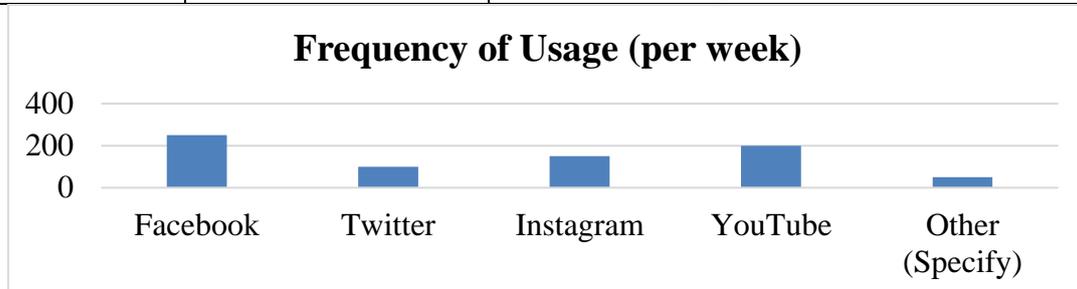


Figure 1: Frequency of usage per week

The examination of social media stage use designs uncovers a fluctuated scene of commitment inside the studied populace. Facebook arises as the most broadly utilized stage, with 250 respondents (62.5%) using it fundamentally for interfacing with loved ones, as well as sharing news and updates. YouTube follows intently behind, with 200 respondents (half) fundamentally involving it for watching recordings, mastering new abilities, and diversion. Instagram positions third, with 150 respondents (37.5%) using it for sharing photographs and recordings, as well as following powerhouses and brands. Twitter sees somewhat lower utilization, with 100 respondents (25%) basically involving it for following news, drifts, and taking part in broad daylight talk. Different stages, like LinkedIn and TikTok, are used by 50 respondents (12.5%) for systems administration expertly and sharing innovative substance, separately. Generally speaking, the examination highlights the different purposes and inclinations driving social media use among the reviewed populace, mirroring a multi-layered way to deal with online commitment.

Table 3: Environmental Awareness Levels

Environmental Indicator	Awareness	Emphatically Agree	Agree	Neutral	Disagree	Strongly Clash
Concern for Environmental Issues		180	150	70	30	20
Knowledge of Environmental Topics		160	180	90	40	10
Participation in Environmental Activities		140	120	100	60	30

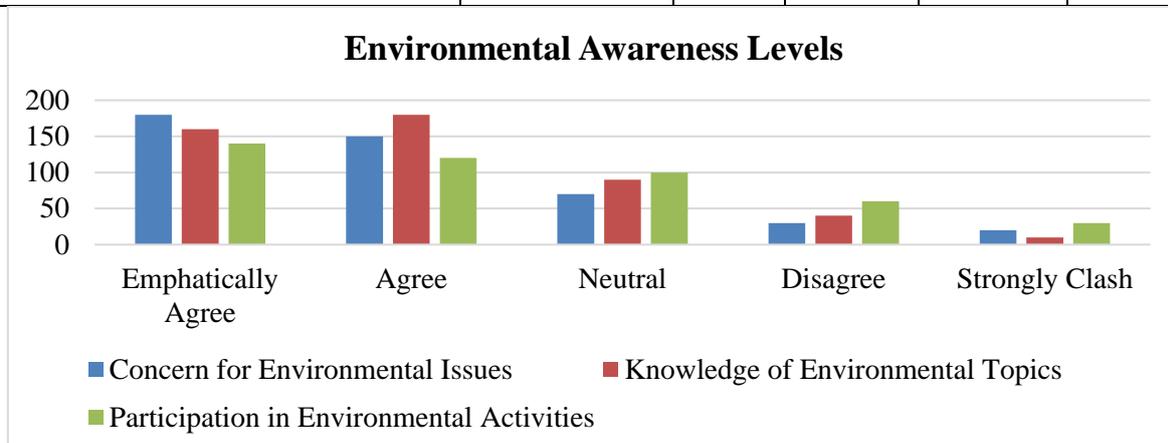


Figure 2: Environmental Awareness Levels

The investigation of environmental awareness pointers demonstrates a by and large certain demeanor towards environmental issues inside the overviewed populace. A huge extent of

respondents firmly concurs (180) or concur (150) with the significance of environmental issues, while a more modest number express unbiased (70) or negative feelings, with less deviating (30) or emphatically dissenting (20). Essentially, there is serious areas of strength for an of information in regards to environmental points, with a greater part of respondents demonstrating understanding (160) or solid understanding (180). Notwithstanding, there is a more extensive scope of reactions with regards to cooperation in environmental exercises, with less respondents unequivocally concurring (140) or concurring (120) contrasted with different markers. This recommends an expected hole among awareness and activity, featuring potential open doors for designated mediations to support more prominent commitment to environmental drives among the overviewed populace.

5. CONCLUSION

The disclosures of this study feature the meaning of environmental awareness in rural organizations and the conceivable occupation of social media drives in working on this awareness. The segment investigation uncovers a different populace, with fluctuated financial foundations and levels of instruction, featuring the requirement for fitted ways to deal with address environmental issues really. The examination of social media utilization designs shows the far reaching reception of stages like Facebook, Twitter, Instagram, and YouTube, introducing open doors for drawing in rural populaces in environmental talk. Nonetheless, while there is a by and large sure demeanor towards environmental issues and a solid degree of information among respondents, there is a need to overcome any barrier among awareness and activity, especially regarding support in environmental exercises. By utilizing social media stages and executing designated crusades, partners can encourage more prominent environmental stewardship and advance supportable practices inside rural networks, in this way adding to the protection of the regular habitat for people in the future.

REFERENCES

1. Dhiman, A. K. (2017). Environment Awareness through Social Media. ICCLIS'17,
2. Du, Y., Wang, X., Brombal, D., Moriggi, A., Sharpley, A., & Pang, S. (2018). Changes in environmental awareness and its connection to local environmental management in water conservation zones: the case of Beijing, China. *Sustainability*, 10(6), 2087.
3. Hausbeck, K. W., Milbrath, L. W., & Enright, S. M. (1992). Environmental Knowledge, Awareness and Concern among 11th-Grade Students: New York State. *Journal of Environmental Education*,
4. Jharotia, A. K. (2018). Role of media in enhancement of environmental awareness. In Conference: Power of Media: Shaping the Future. At: Tecnia Auditorium, New Delhi
5. Jharotia, Anil Kumar (2017). The Role of Social Media in Libraries, ICCRMEMC'17, pp.56-59.
6. Khan, A. (2016). Media's Support in Promoting Environment Awareness. *IJSRE*, 4 (8),
7. Kumar, S. (2013). Environmental Awareness among Rural Folks of Hamirpur District, HP. *The International Journal of Engineering and Science*, 2(1), 81-84.
8. Kushwaha, B. S. (2015). Mass Media in Disseminating Environmental Awareness. *International Journal of Research - GRANTHAALAYAH*, 3(9),
9. Prakash, Vidyut. (2015). Role of Media in Environmental Awareness. Vidyutprakash.blog.com. April 18, 2015.
10. Tim, Y., Pan, S. L., Bahri, S., & Fauzi, A. (2018). Digitally enabled affordances for community-driven environmental movement in rural Malaysia. *Information Systems Journal*, 28(1),
11. Wielewska, I., & Zuzek, D. K. (2015). Environmental awareness of rural population in the light of the authors' research. *Problems of World Agriculture/Problemy Rolnictwa Światowego*, 15(1827-2016-147729), 215-222.
12. Yadav, Sangita and Sinha, M.K. (2017). Role of Media in Promotion of Environmental Awareness, ICCRMEMC 2017, MRES, Delhi,