

ROLE OF SOCIAL MEDIA IN CREATION OF AWARENESS FOR SUSTAINABLE DEVELOPMENT GOAL IN HIGHER EDUCATION

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Abstract:

This paper aims to study how SDG is dealt in Maharashtra especially in Thane suburban area through social media among college students. The study reveals how people especially future generation is aware about SDG in a developing nation like India so as to work for its' purpose. ICT and social media curved a new path for spreading awareness about SDG among people especially younger generation like students of higher education level. Researcher studied whether social media can be used as a medium of study and implement Sustainable Development Goals (SDG).

Key words- *SDG (Sustainable Development Goals), Social Media*

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Introduction:

Sustainable Development Goal is considered as Global Goal as it is meant to orient and call for action to eradicate poverty, save planet earth and ensure peace in the world. United nation has undertaken 2030 agenda for sustainable development in 2015 meeting along with its member states. The purpose is to promote and encourage peace and prosperity for people as well as for planet earth for present and future (Background of the Sustainable Development Goals, n.d.).

In 1992, Earth Summit was held in Rio de Janeiro, Brazil where member countries of UN has adopted Agenda 21 aimed at building global partnership to bring sustainable development to protect environment and improve human life (Sustainable Development Knowledge Platform, n.d.).

In the year 2000 another meeting took place in New York where member states of UN had adopted Millennium Development Goal to reduce extreme poverty within 2015.

Literature Review:

Research is done on “Education for sustainable human development: Towards a definition” by Landorf et.al in 2008. Researchers in this article tried to examine the concept and implementation of education for sustainable development (ESD) in the context of ‘human capability approach’. Researchers in this paper had attempted to define ESD as educational practice developed for increasing human well-being in their individual capability basis. This in turn encourages individual to participate in democratic dialogues and discussion for now as well as for future generation. Researchers concluded that by incorporating ‘human capability approach’ propounded by Dr. Amartya Sen (Nobel laureate economist) into ESD will provide comprehensive guidance and clear direction needed for the purpose of transforming curriculums and pedagogy (Landorf et.al., 2008).

Research Question:

RQ1.How SDG is handled in higher education sectors by the students?

RQ2.What role does social media plays in respect to students' contribution to SDG in Thane suburban area?

RQ3.Do the social media initiate in higher education through students a sense of SDG in Thane suburban area?

Research objectives:

- To explore if students at higher education level is aware about SDG in this age of digitization.
- To study the contribution of social media in encouraging students of college and university level to understand and contribute towards SDG.

Research methodology:

Quantitative methodology is applied in this research. Exploratory research design is used. Survey method is adopted for collecting data in this study. Survey is conducted among university level students of undergraduate as well as post-graduate level. Samples in this survey are selected in random sampling method. Questionnaire is prepared and validated.

Survey is divided into two parts. In first part it is evaluated the social media usage, habit of respondents and how social media contribute to development of awareness among students about SDG.

Secondly, to know whether college students at higher education level in India especially Thane suburban area of Maharashtra contribute towards SDG . This part of survey is dedicated to find out popular medium of getting aware of SDG and also to explore their attitude towards SDG.

Survey is done on college and university level students. Simple random sampling method is used in selecting students. Total sample size is 100 students. Of private university in suburb of Thane and from government aided college of same area.

Results and Discussions:

In the first part of the survey study is done on social media usage habits of students.

Gender Ratio of Social Media Usage of College Students

In that it is seen that all the respondents use social media out of which 55% are female user and 45% are male user. Figure 1 shows graphical representation of the same.

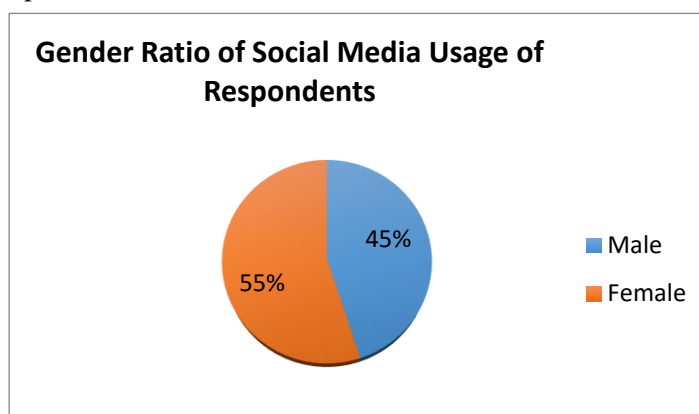


Figure1: Gender Ratio of Social Media Usage of Respondents

Check the table 1 to understand the social media usage percentage of respondents.

Most Popular Social Media to the Students

Respondents are asked to rank in a scale of five according to their level of preference. Likert scale is used for measurement of this item to identify the most popular social media among college students. Figure 2 gives a graphical representation of the popularity ranking of five social media (Facebook, LinkedIn, Instagram, Google+, Twitter). Y-axis defines the percentage of respondents ranked items mentioned in x-axis in first place in their ranking scale.

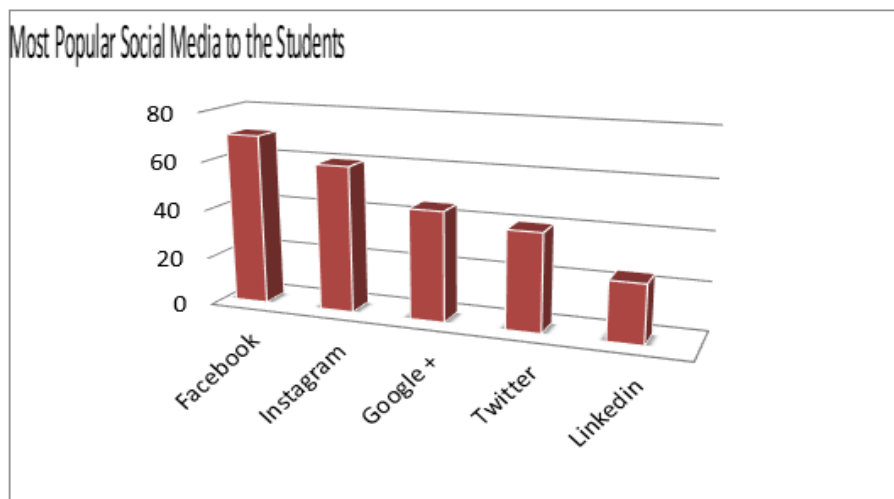


Figure2: Most Popular Social Media to the Students

Check the table 2 to understand the social media usage preference popularity ranking among students.

Topic Interested Most to the Students in Social Networking Sites

Respondents were asked to choose the topic most interesting to them in social media. Figure -3 shows graphical representation of percentage of respondents interested in topics mentioned in the question, while they use social networking sites.

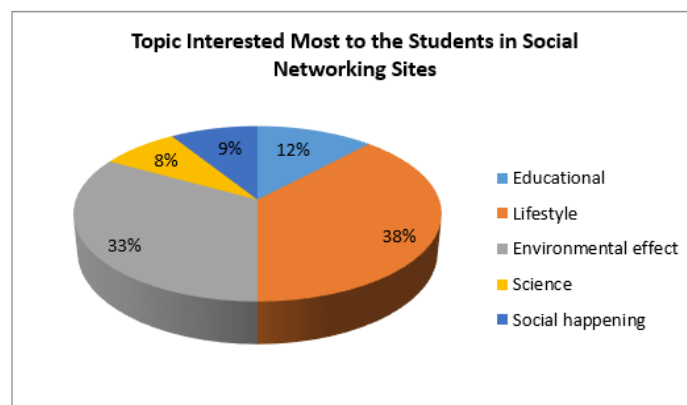


Figure3: Topics Interested Most to the Students in Social Networking Sites

Check the table-3 to understand the percentage of respondents interested in different topics mentioned in the question when the respondent use social networking sites.

Participation Level in Virtual Community Dedicated to Environmental Protection

Respondents are asked to answer in dichotomy about whether they participate and become member of any virtual community dedicated to environment protection. Figure-4 shows graphical representation of percentage of respondents participated in virtual community dedicated to environmental protection.

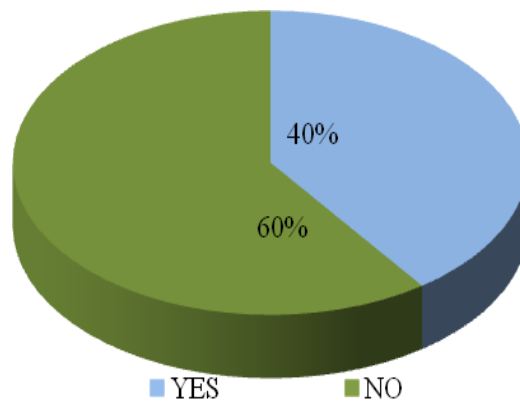


Figure4:Participation inVirtual Community Dedicated to Environmental Protection

Check the table-4 to understand the percentage of respondents participates in virtual community dedicated to environment protection. The second section of survey explores whether students of higher education level in India are aware of SDG and role of social media in creating SDG awareness among students.

Whether there is Existing Knowledge about the Term SDG among Respondents?

Respondents were asked whether they heard the term “Sustainable Development Goal” (SDG) prior to this interview. In figure 5 graphical representation shows percentage of respondents know about SDG prior to this survey.

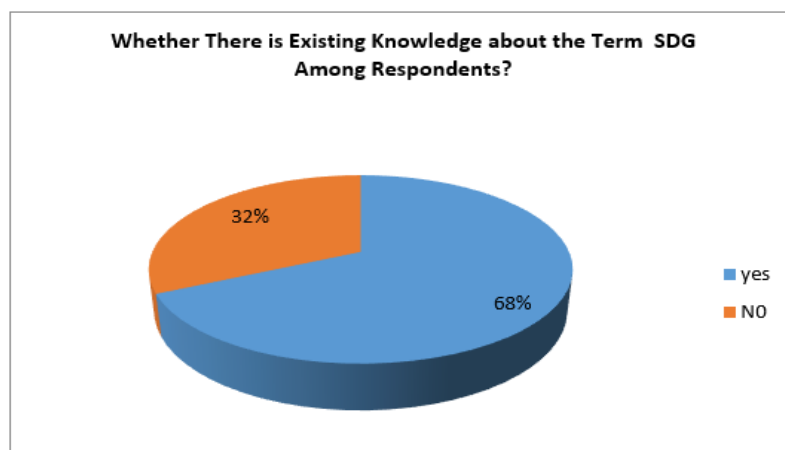


Figure5:Whether There is Existing Knowledge about the Term SDG Among Respondents?

Table-5 shows the percentage of respondents already have existing knowledge about SDG prior to this survey.

Source of Knowledge about SDG for First Time

The respondents were asked to choose the source of knowledge about SDG or from where they heard the term “Sustainable Development Goal” for the first time. In the figure-6 graphical representation denotes the percentage of respondents having source of knowledge selected in the given options of question.

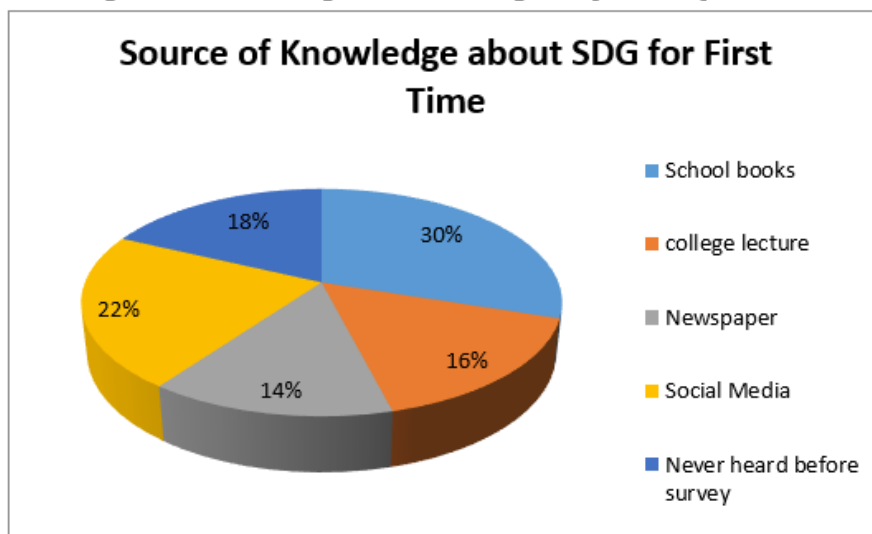


Figure 6: Source of Knowledge about SDG for First Time

Table-6 is given below which gives the percentage of respondents who has chosen the given options of sources in the question.

Level of Interest in Elements of SDG

Respondents were asked to choose the elements of SDG from the given list of options in the question that interest them most. Figure-7 represent graphically the percentage of respondents who has chosen the options given in the question.

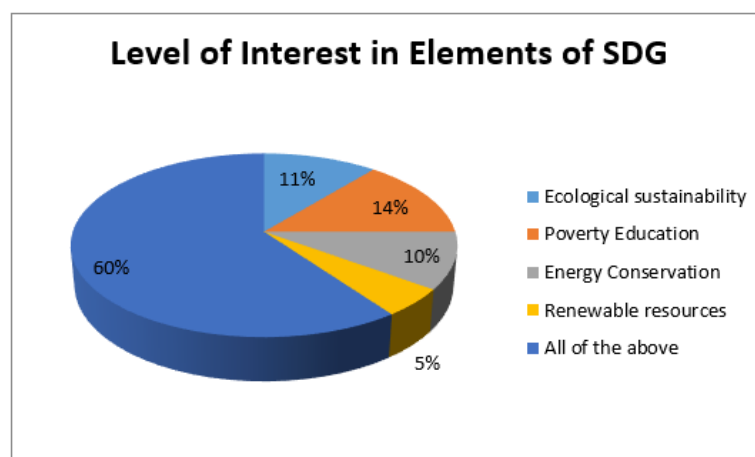


Figure 7: Level of Interest in Elements of SDG

Table-7 is given below which shows the percentage of respondents selected different options given in the question as elements of SDG that interest them most.

Participation in Campaign in Promoting SDG in Higher Education to Eradicate Poverty

Respondents were asked whether they have ever participated in any campaign to promote SDG in higher education to eradicate poverty. Figure-8 shows graphical representation of percentage of respondents participated in campaign in promoting SDG in higher education level to eradicate poverty.

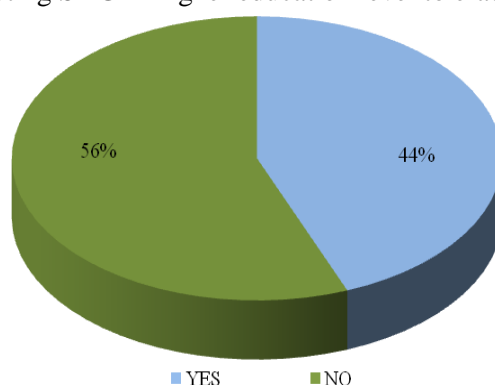


Figure 8: Participation in Campaign in Promoting SDG in Higher Education to Eradicate Poverty

Table-8 shows the percentage details of respondent participated in campaign to promote SDG in higher education level to eradicate poverty.

Participate in Hashtag Movement against Deforestation and Save Planet Earth

Respondents were asked if they have participated in any hashtag movement to save planet earth or against deforestation. Figure-9 represent graphically the percentage of respondents participated in hashtag movement in virtual world to save planet earth and against deforestation.

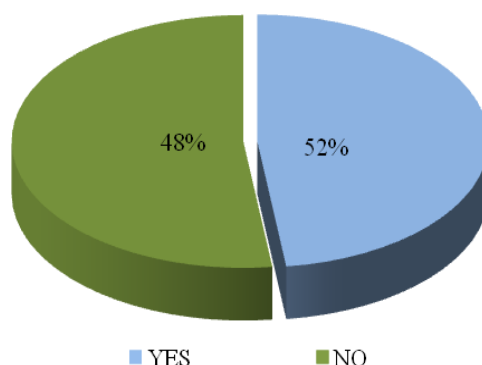


Figure 9: Participate in Hashtag Movement against Deforestation and Save Planet Earth

Table-9 is given below which gives the percentage details of respondents participated in hashtag movement against deforestation and save planet earth.

Ways Followed by Respondents to Show their Support and Active Participation in Bringing Development without Replenishing the Natural Resources

Respondents were asked to select their way of participating in bringing development without replenishing the natural resources from the list of answers. Graphical representation shows the percentage of respondents selected various answers from the list. It is seen that nearly 64% of respondents are passive participant and are only interested in participation through virtual media.

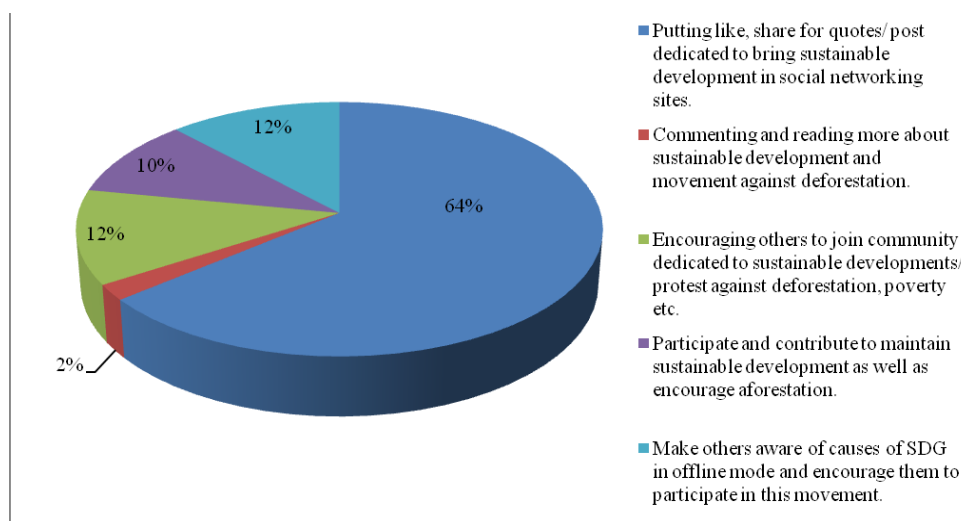


Figure 10: Ways Followed by Respondents to Show their Support and Active Participation in Bringing Development without Replenishing the Natural Resources

Table 10 shows the details of respondents’ answer related to said question.

These survey data reveals that undergraduate and post graduate students are well exposed to social media. In this survey their social media habit is also studied like which are the social media they are fond of and what activity they perform in the social media especially social networking sites. The survey also showed how social media especially social networking sites are becoming popular medium of SDG awareness among students in higher education even though they have heard the term SDG in their school level. The education policy of environment and sustainable development education has enhanced this level of awareness among school students. At higher education level students are adults and free enough to decide and actively participate in promoting SDG with the use of their previous existing knowledge of SDG. Moreover hashtag activism in social medium has gained momentum in present time so students participation in this movement to promote SDG has escalate SDG importance to general mass. Therefore, the current survey and study reveals that social media plays a pivotal role in this decade to enhance SDG awareness promotion to future generation and indulge them to participate in various campaigns related to SDG.

There is lack of literature on how media plays pivotal role in SDG campaign awareness among generation next.

Conclusions:

In fine the outcome of the research reveals that SDG is ultimate future of every nation. All need to give utmost priority to it. Thus, enhance its' awareness program at various level through various medium. Out of which social media which emerged as new media of recent times has played important role in spreading awareness about SDG among students in higher education level especially in developing country like India. In suburban of Thane, it could be noticed that students are exposed to social media and are participative in virtual world about issues related to SDG. Now, the question rises if they participate knowingly or unknowingly.. Moreover this research paper focuses mostly on how social networking sites influence and promote awareness among college students in Thane suburban area but it has not covered the role of mobile based social media apps like watsapp, tick tock, messenger etc. to promote SDG awareness so further research can be done in this area.

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