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Highlights

Specification a Model for Study

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Discovering Thoughts, Inventing Future

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Specification a Model for Study of Occupational Health

By Cruz Garcia Lirios

Abstract- Roughly, occupational health has been understood as the balance of demands and organizational resources with respect to the prevention of diseases and accidents, as well as adherence to treatment and rehabilitation of convalescent workers, but in a political sense, occupational health Is a reflection of the establishment of a health agenda, the positioning and questioning of health policies, as well as the promises of political campaigns in the field. The objective of this paper was to elucidate the meanings around the categories of agenda, positioning and processualism to interpret the discourses of excluded groups. A non-experimental, exploratory, cross-sectional and qualitative study was carried out with a non-probabilistic sampling of seven informants, considering economic, labor, civil and social status. The results show that the categories in question legitimize the differences between the occupational health of the youth with respect to old age, as well as the role of the State as administrator of retirement funds or economic supports. Empirical and testable lines of research are noted.

Keywords: *health, youth, old age, pension, discourse.*

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Specification a Model for Study of Occupational Health

Cruz Garcia Lirios

Abstract - **Roughly, occupational health has been understood as the balance of demands and organizational resources with respect to the prevention of diseases and accidents, as well as adherence to treatment and rehabilitation of convalescent workers, but in a political sense, occupational health Is a reflection of the establishment of a health agenda, the positioning and questioning of health policies, as well as the promises of political campaigns in the field. The objective of this paper was to elucidate the meanings around the categories of agenda, positioning and processualism to interpret the discourses of excluded groups. A non-experimental, exploratory, cross-sectional and qualitative study was carried out with a non-probabilistic sampling of seven informants, considering economic, labor, civil and social status. The results show that the categories in question legitimize the differences between the occupational health of the youth with respect to old age, as well as the role of the State as administrator of retirement funds or economic supports. Empirical and testable lines of research are noted.**

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I. Introduction

It is estimated that two thirds of the world population is linked to migratory flows. One tenth (115 million) of the total population of the countries that make up the Organization for Economic Cooperation and Development (OECD) are the children of migrants.

One in three students is a descendant of migrants, 32% of student enrollment is made up of migrant children, but 75% of male migrants are unemployed compared to 57% of unemployed women who are migrants; only 4.3 million migrants are legally studying or working, and immigration grows one million each year (OECD, 2010).

During the period from 2000 to 2012, Norway led the reception of migrants, its rate went from 0.6% to 1.4%; followed by Germany from 0.8% to 1.2% and Australia from 0.5% to 1.1%.The Organization for Economic Cooperation and Development (OECD), in its 2010 report, during the period from 2000 to 2009, estimated that deaths after 30 days of hospital admission went from 8.3 to 4.1 on average per 100 cases for the member countries. In cases related to asthma, the OECD average is 51 cases per 100 thousand inhabitants older than 15 years. Mexico occupies the p last site with 19 cases.

Therefore , the occupationalhealth problem invo lves: 1) differences between dominant cultures and migrant cultures; 2) the reflection of such differences regarding the health service in general and occupational in particular; 3) a system of adherence to treatment that is based on values, beliefs, attitudes, intentions and behaviors of health professionals and self-care; 4) the response of older adults with respect to their economic, political, social and cultural environment that is reflected in family support, the quality of their care and health policies (Hernández, Anguiano, Valdés, Limón y García, 2018).

Health psychology in general and occupational psychology it has n established the Demand Model, Control and Social Support (MDCS) and the Model Imbalance, Effort and Reward (MDER) to e stablish the cardiovascular risk factors, vascular-brain diseases and ischemic heart disease on musculoskeletal disorders, stress, absenteeism, accidents, conflicts, insomnia, depression and anxiety (Elizarraráz, Molina, Quintero, Sánchez y García, 2018).

Organizational psychology has studied the effects of labor demands on the occupational health of workers. Based on the Demand, Control and Social Support Model (MDCS) and the Unbalance, Effort and Reward Model (MDER), the dependency relationships between occupational risk factors and illnesses, accidents, conflicts and disorders related to deterioration have been established of health (Aguilar, Pérez, Pérez, Morales y García, 2018).

The MDCS explains the relationship between the emergence of stress with the demands of the organization that are assimilated as excessive tasks by the work with a null criterion of control of their abilities and effort. An intensification of the labor rhythm, demand for productivity, contradictory policies, conflicts, interruptions determine self-control; skills, abilities, knowledge, negotiation worker and accident or illness (Sánchez, Juárez, Bustosy García, 2018).

The MDER warns of an asymmetric relationship between demands and self-control, considering that the rewards -rol, status, salary, recognition- are a function of their effort, dedication and productivity. Stress emerges when demand, effort and reward are asymmetrical. In this sense, psychological studies of adherence to treatment show that the minority condition is associated with a low adherence to the treatment of respiratory diseases in general and asthma (Sánchez, Villegas, Sánchez, Espinoza y García, 2018).

Depression for economic, social or emotional issues in MAM s migrant children with asthma is

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negatively and significantly associated with the use of inhaled and intake of the drug against the disease. Although the relationship between maternal depression and adherence to asthma treatment was not established directly, but only indirectly through beliefs and attitudes, the condition of exclusion was a determinant factor of occupational health that took place in the use of medication and device against asthma (Hernández, Carreón, Bustos y García, 2018).

Adherence to treatment being linked to migratory status and emotional depressions is mediated by medical consultation. A higher frequency of consultations explains adherence to treatment. That the migratory status explains the handling of a language different from the one of the culture of origin, a deficient use of the reading and the writing, as well as a negative disposition to the rights of health services and the adoption of healthy lifestyles that inhibit medical consultation and have an impact on the continuity of treatment.

A meta-analysis about the perceptions of the disease and found that there is an unfavorable tendency towards the use of devices -inhalers- for the treatment of asthma, suggesting that biomedical and psychological interventions when orienting oneself in the change of perception of risk to utility of drugs and devices, they will increase adherence to treatment (Sánchez, Juárez, Bustos, Fierro y García, 2018).

In this sense, the perception of risk has been associated with the type of employment that, in the case of migrants, is more risky than that of the natives, consequently, the adherence to treatment not only depends on the utility that the dominant culture It attributes to medicines and devices against asthma, but also to the attributes that the medical community associates with the values and norms of migrants.

The cultural differences between asthma patients by demonstrating that ignorance and hopelessness affects n on adherence to treatment. In this way, the social care system, being designed to serve a culture of rights to health, excludes migrant communities. However, a spurious relationship between medical literacy and adherence to treatment. Also, they suggest that the effect of medical consultation or adherence is from three differences; a) desired information and information received; b) success tests against error tests; c) patient expectations and expectations of doctors (Sandoval, Villegas, Martínez, Hernández, Quintero & Llamas, 2018).

The determinants of adherence to treatment would be; 1) virtues and lifestyles, 2) cultural traditions and values, 3) beliefs about biomedical information; 4) knowledge of medications and devices; 5) social norms of acculturation, multiculturalism or intercultural; 6) attitudes or dispositions towards the treatment of asthma, medications, devices and professionals; 7) motivation to achieve successful treatment and 8) adherence to treatment.

However, occupational health would also be influenced by the environment and the political context, since the electoral contest is permeated with economic stimuli related to occupational health through the granting of support to senior citizens, scholarships for students, and provisions for single mothers. that are added to the campaign promises linked to the welfare of vulnerable, marginalized or excluded groups (Hernández, Sánchez, Espinoza, Sánchez y García, 2018).

In the case of older adults, these have been the target of strategies for capturing votes by registering cases in which the State seeks to compensate the payment of pensions, retirement funds and savings. Or, if these are informal employment cases, then monthly economic support for the elderly is another instrument of electoral proselytizing that intensifies as the contest develops and the elections approach (García, Carreón & Bustos, 2017).

It is as well as the occupational health distance of the adhesion to the treatment, the social support, the labor reward, the personal effort, the family demand, the self-care and the self-control to establish the regulation of mediatic strategies of catchment of adherents, sympathizers and voters of the parties and candidates involved in the local, state and federal elections. In this scenario, the political demands generate an intensification of messages for or against candidates for mayor, the presidency or the Senate. It deals with the establishment of issues such as health, well-being and the quality of life of older adults to influence their preferences and voting decisions (Espinoza, Sánchez y García, 2018).

However, social psychology has studied the phenomenon of electoral proselytizing about audiences, finding that the reception of messages generates provisions against and in favor of candidates. That the media generate an agenda based on issues related to the health of vulnerable groups, focusing on their intentions through emotions and their actions through the hopelessness that the exclusion of older adults supposes. In this sense, a feeling of helplessness is reoriented by political campaigns as a life expectancy when taken into account by a candidate or political party as a potential supporter and voter (Carreón, 2016).

This phenomenon has been addressed since the establishment of a narrative agenda, evocative positioning and symbolic processualism as effects of electoral campaigns in the loneliness and despair of older adults with respect to their personal and occupational health (García, 2017).The establishment of a narrative agenda reveals the topics of political interest that the media disseminate with the intention that older adults support a political candidate when commenting on their strategies regarding their personal well-being,

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health and occupation (García, Carreón& Hernández, 2017).

Once the occupational health agenda has been established, political campaigns generate discursive positions that can be observed in the discourses of older adults by reminding people or groups that warned them about their employment and occupation in the future. In this sense, it is about attributions of care to people, groups and institutions that older adults not only identify and recognize but also are willing to support (Carreón, Hernández & García, 2018).

Finally, the establishment of the occupational health narrative agenda of the elderly and the positioning against or in favor of the elderly themselves with respect to those who care for them generates a symbolic processualism. It is a series of negative or positive opinions regarding strategies, instruments and events that determined their current economic and occupational situation (Carreón et al., 2017).

If the establishment of a narrative agenda includes occupational health as a central theme for older adults to think about this and associate this issue with the help or economic support they receive directly or indirectly from their governments, impacting their voting intentions, then the discursive positioning will consist of attributing solutions to the candidates, parties or governors that they associate with their occupational situation. In this way, the symbolic processualism will consist of questioning the relationship between the political campaigns of occupational health of candidates with their economic and labor situation (Sánchez, Molina, Carreón y García, 2018).

The present work proposed to discuss the limits of the psychological models of occupational health in the electoral conjuncture of a locality the center of Mexico, and made a cross, exploratory qualitative study with probabilistic choice migrants seniors who attended health centers in August 2015 to April 2016 for medical consultation in the localities of Huehuetoca, Teoloyucan and Coyotepec of the State of Mexico. It was found that the narratives, the positions and the procedurals revolve around the State as an administrator of funds for retirement. The discursive sentences that reflect the establishment of an occupational agenda, an evocative positioning and a symbolic predecimalization in older adults of different social, situational and occupational strata of the center of Mexico.

II. Method

A non- experimental, cross- sectional, exploratory and qualitative study was carried out. A non-probabilistic election of 7 older adults from the State of Mexico was carried out in the localities of Huehuetoca, Teoloyucan and Coyotepec. It was considered pertinent to survey those who attended the health centers during the period from August 2015 to April 2019 (see Table 1).

Table 1: Sample descriptions

Competitor	Sex	Age	Civil status	Scholarship	Entry
Senior adultbusinessman	Male	66	Married	Bachelor's degree	17,000 pesos monthly
Retired senior citizen	Male	71	Married	Bachelor's degree	4600 pesos monthly
Senior employee	Female	65	Widowhood	High school	3000 pesos monthly
Asylee senior citizen	Female	68	Widowhood	High school	Without income
Unemployed senior citizen	Female	69	Widowhood	High school	Without income
Unemployed senior	Male	65	Separated	High school	Without income
Abandoned senior citizen	Male	66	Separated	Primary	Without income

Source: Elaborated with the study data

An interview guide was built based on the literature consulted which included questions related to: 1) narrative agenda, 2) evocative positioning and 3) symbolic processualism.

Narrative agenda: It refers to the influence of topics established in the media and their repercussion on the opinion of reference persons or groups of belonging.

Evocative positioning: It refers to the memories, anecdotes or artifacts associated with the reception of information and attributed to speeches by reference persons or groups of belonging.

Symbolic process: It refers to the need, processing, questioning and dissemination of information related to the emancipation of or claiming of references or belonging groups.

The interview guide included questions such as: What is the medium you use to be informed about health, youth and old age? What is the information related to health, youth and old age what else did he call attention to in the last week? What is the role of the media attributed to the government, professionals - doctors, nurses, social workers, psicólogas-, your family and you regarding health, youth and old age? What are the strategies that the government must follow to improve the health of young and old?

Content analysis matrices were used to empty and select discursive extracts according to the categories established in order to elaborate the discursive schemes.

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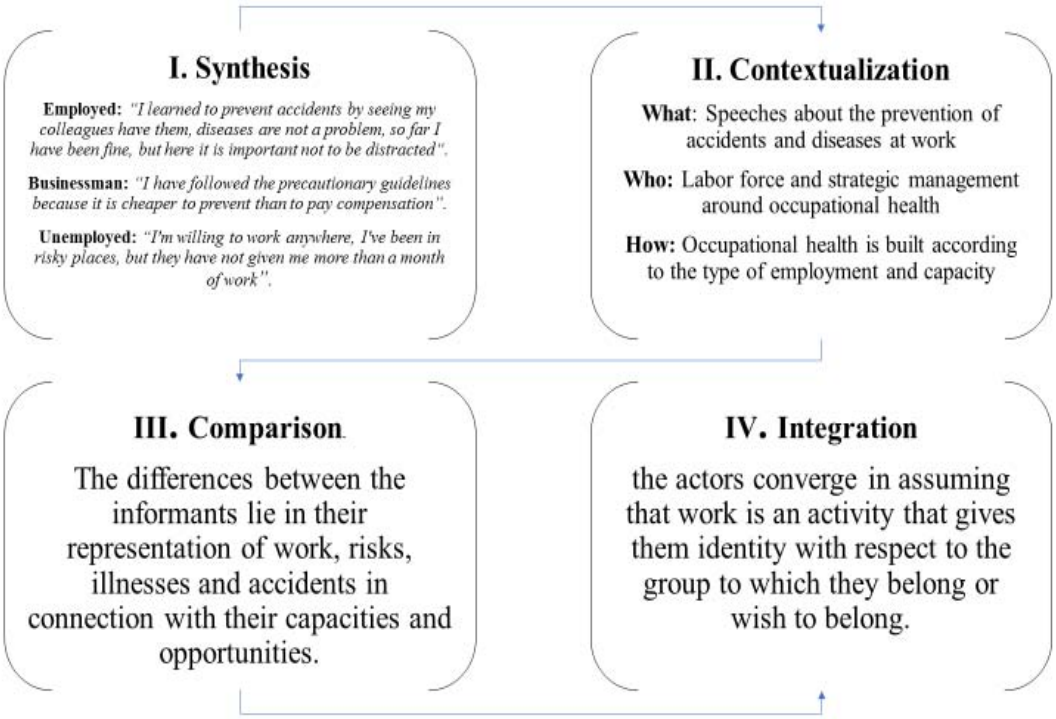
The Delphi technique was used for the homogenization of the words included in the reagents. The anonymity of the answers was guaranteed in writing and it was noted that the results of the study would not negatively or negatively affect the ambulatory or stay status of the interviewed person. The interviews were conducted in the health centers. The information was processed in the Qualitative Analysis Package (QDA version 4.0).

From the categories of narrative agenda, evocative positioning and symbolic processualism, the discourses of the interviewees were analyzed with respect to occupational health and the electoral contest. Sand technique used to correlate symptoms discursive extracts around the three categories to infer the meanings of discourse extracts.

III. Results

The discourses of the older adults interviewed are centered on the categories of narrative agenda, evocative positioning and symbolic processualism. In each of the categories includes topics such as: pension, afore, popular insurance, government, Internet, retirement, old age, work, accident, family, education, administration and youth (see Figure 1).



Source: Elaborated with the study data

Figure 1: Perceived occupational heath

In the case of the establishment of the narrative agenda, the focus is on pensions, popular insurance and savings management for retirement, but if the source of the establishment of the narrative agenda is considered, then the press and television are linked to the opinions of older adults with a higher economic status than those who are unemployed or unemployed and whose source of information is Internet and radio.

That the establishment of the agenda in television and the press supposes an audience with economic incomes that allow him to be informed and to have an increasing need of information would depend on the establishment of an agenda centered in the pensions.

In the case of evocative positioning by focusing on work during youth as a forerunner of the pension, considered a reward in old age, reveals memories and attributions of the interviewees who would be oriented and directed towards occupational health in youth as a precedent of an occupational health in old age.

The evocative positioning reveals the close link between youth and work and old age and pension, the same relationship in which the State would play an important role as an administrator of retirement funds, as a compensation for those who did not have formal employment and as a source of income for those who are abandoned or do not have family support.

In the case of symbolic process, the attributions of responsibility are directed towards the government, but at the same time, there is a recognition that in the youth, the older adults interviewed defined their current economic situation. This is because they assume that the State is an administrator of savings funds for

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retirement, or a manager of supports to those who do not have family support.

In short, the excerpts indicate that there is an agenda setting focused on youth and old age whose differences are observed in the formal work that allows the granting of pensions, thanks to the administration of the State. Or, the granting of support, thanks to the benefit of the government. It is striking that those who had or have a formal job support the idea that the State is an administrator of their money, but in the case of those who have been unemployed, unemployed or feel abandoned the government is a benefactor of their inability to learn a trade or inability to save.

It is possible to observe that the media have established an agenda that legitimizes the despair of the elderly by not taking advantage of the opportunities in their youth, but it also legitimizes the support to those who did not have a formal job that will ensure a fund of money for them. his old age In both cases, the State takes into account older adults that society excludes due to the fact that they are people with anachronistic skills, abilities and knowledge.

IV. Discussion

Occupational health, because of learning skills to take advantage of employment opportunities and savings for retirement, is a central issue on the agenda of the people interviewed. That is the main contribution of this work to specialized literature.

However, the psychology that studied the phenomenon of economic, political and social exclusion of the elderly through the models of occupational health has not explained the prevention of diseases and accidents, as well as adherence to the treatment or rehabilitation of injured workers. or patients with respect to their prospective old age, retirement and retirement-pension.

The models that explain the asymmetries between demands and resources, opportunities and capacities, requirements and efforts, sanctions and rewards in the occupational field do not even consider or consider the future situation of young people who do not have a stable job and therefore will not save for his retirement and maintenance of his old age.

V. Conclusion

In this sense, this work has shown: 1) occupational health beyond the organization or labor institution, youth and the prevention of diseases and accidents; 2) the close relationship between occupational health with retirement, economic pension or family support in old age; 3) the link between occupational health and the electoral political context.

However, the results of this work are limited to the seven older adults interviewed and the topics addressed through the interview guide and the discursive analysis matrix.

Therefore, it is recommended: a) to deepen the social representations of the elderly with respect to health issues that are disseminated in the media; b) contrast the social representations with their experiences of support for the elderly, pensions and other income or benefits that the government grants or disseminates in the electoral contest; c) develop an instrument to measure the social representations of occupational health; d) establish the reliability and validity of the instrument, e) contrast the model of trajectories of relations between categories and variables related to the establishment of an agenda, evocative positioning and symbolic processualism.

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Specification a Model for Study of Insecurity Systems

By Cruz Garcia Lirios

Abstract- The objective of this essay is to establish the relationship between insecurity and sociopolitical dynamics. For this purpose, the presidential and parliamentary democratic systems from which the system of election, concentration of power and exercise of responsibilities as the foundations of contemporary society are reviewed are reviewed. The risk society is described as the socio-political context that determines citizen participation and the exercise of political power. The analysis will allow to open the discussion on the importance of the democratic regime in reference to decision-making for the governance of uncertainty, risk and insecurity.

Keywords: Insecurity, uncertainty, risk, presidentialism, parliamentarism and semi– presidentialism.

GJMBR-G Classification: JEL Code: M19

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I. Introduction

The Risk Society can be analyzed from two dimensions to clarify the axes of thinking around social insecurity. It is the immeasurable and unpredictable dimensions around the magnitude and impact of risk events.

The Risk Society involves a triad in which the State, the media and civil society are involved. The risk corresponds to a phase of persuasion antecedent to coercion that characterized authoritarian and totalitarian regimes. In this sense, the media are a persuasive instrument of democratic states. Mainly, presidentialism combined with parliamentarism, seem to be the democratic regimes most in need of persuasion of civil society.

The Risk Society, when moving from a safe situation to another insecure, has been influenced by political systems, forms of state and government regimes that try to minimize financial uncertainty, reducing the ambiguity of political decisions.

The history of societies in economic crisis refers us to the actions of the State, its governance style and organizational structure of government. Faced with a contingency, the most economically developed countries overcome economic, political and social crises by implementing adjustments in the governance structure.

Such are the cases of Spain and Italy who, despite experiencing major economic crises, have historically overcome them by modifying their regimes and forms of government.

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Until the 1990s, the proportional representation election system determined, in the Italian government, a multi-party system that combined the customs of corruption to create an election system, particularly corrupted by the exchange of votes for the representation of the mafias. in minority parties. This process of social decomposition changed at the same time that the simple majority and citizen participation replaced proportional representation and collusion between mafias and the ruling party.

The new election system allowed the emergence of parties and adherents who came to enrich the Italian political system. In spite of the constant destitution of its ministers, Italian democracy is strengthened by recharging in the public figures, the responsibility of leading the country based on decisions rather than the market or popular mobilizations.

However, presidentialism and parliamentarism by requiring the concentration of power in the figure of the executive are perfect systems in their elections and the assignment of responsibility. National security is determined by the will of the popular vote. Paradoxically, risk society is a system of public decisions made by an executive figure in power.

Perhaps, this is the main risk if it is an economic crisis. If a political system organizes the election of a presidential or parliamentary system, then the elected minister or president will imply a representative citizen bias. Since presidential and parliamentary democratic systems tend to centralize their decisions regarding national security and international cooperation against the enemies of democracy, the semi-presidential system seeks to balance the concentration of power and its decentralization by maximizing executive responsibility and minimizing the power of parliament.

National security, in the semi-presidential system, is protected by the executive's mistakes in turn whenever it is sought, as in the other systems, to concentrate power and responsibility rather than overcome the glimpses of crises, mainly financial ones.

The semi-presidentialism, is a form of democracy that seeks to replace the president by the Prime Minister. Sociopolitical studies on insecurity can be analyzed from their schools of thought. Such academic paradigms are influenced by geopolitics. Since insecurity is considered a cycle of underlying violence when decapitalization, unemp-loyment and ungovernability are its main indicators.

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This is how the geopolitical division directly affects economic growth strategies that require a security system in which the investment is guaranteed for reproduction. The gendarme state, under the geopolitical perspective, is the preamble of ungovernability. Precisely, when governance does not guarantee investment and its reproduction, insecurity emerges as a barrier. In this sense, the traditions that study the problem are divided into two geopolitical areas: the informational north and the maquiladora south.

Developed countries in Information Technology or Communication (ICT) have shown a very peculiar relationship or problem in which insecurity is the result of these technological advances

II. Risk Society

Insecurity is an adverse consequence of the informational development of central development countries (Beck, 1992). Knowledge has led to competition for resources, a cascade of investments among the economies inserted in the world systems (Beck, 1995). With respect to peripheral development countries, the most adverse consequences underlie. If the advances involve greater risks; unexpected and unpredictable, then its consequences will be immeasurable and uncontrollable (Bulkeley, 2001). In developed areas, technological risks are more frequent than natural risks than in peripheral areas are more common (Fonseca, 2008). In the central areas, the risk trend is of a technological nature (Giddens, Bauman, Luhmann and Beck, 1996). On the contrary, natural disasters prevail in emerging areas even in spite of technological dependence on informational northern economies (Giddens, 1990).

In this way, natural phenomena such as hurricanes and floods, are more likely to impact more strongly in peripheral economies where technology is not a priority (Beck, 1998).

In this context, uncertainty is shown as the most significant social effect of information technology modernity. The Risk Society, being a consequence of economic growth, frames all the consequences, mainly those of a technological nature (Alfie and Méndez, 2000). The impact of technological risks implies the socialization of uncertainty.

If in the past individuals wielded expectations, speeches and achievements around security and identity, today their actions precede their uncertainty (Luhmann, 1994). As a modus vivendi, risks are new forms of coexistence (Beck, 2003). Three are the consequences of modernity; speculative capital flows, informational flows and migratory flows. Technology, far from providing security, moves its users to an alternate reality in which the internet increases global uncertainty.

Social networks show images and phrases to upset the symbols, meanings and values of Modernity and exalt the nascent Post modernity. However, the same networks warn of informational insecurity in which identities are replaced and personalities distorted (Beck, 2002). Insecurity is the cause and effect of Post modernity while security, perhaps an invention of modernity, sought to build strengths to centralize the political powers that would make decisions of collective interest.

Modernity freed the individual into a consumer entity (Beck, 2006) . Expression, transit and choice were consolidated as the factors of the Risk Consumption Society. Since s merchandise s was rum a means to achieve Safety dad, now Postmodernism is an end. It is an aversion to the future in which the consequences are informational. That is, technology made possible the yearning for authoritarian regimes of omnipresence. Technology when capturing images makes the present of the modern individual more hedonistic.

If the information age consists of an era of images, then modernity is a phase prior to uncertainty, virtuality and risk. Authoritarian regimes could not prevent the proliferation of images (Giraldo, 2004). Insecurity, as an effect of an authoritarian regime, was panoptic violence. Authoritarian regimes spied on their dissenters and adherents. The Modern State was erected as a symbol of national security and identity.

The advent of religious globalization exported the unification of images from colonialist countries to colonized countries (Valencia, 2004). This had an impact on migratory flows whenever they sought security lost in their place of origin. Willing to work flexibility, they would correct their lack of roots due to the production and consumption of goods. They went from an insecure society to a consumer (Beck, 2007).

Migrants from the central economies had austerity in their places of origin as the main resource to deal with them. Now, in the central economies, they had to adopt consumerist lifestyles to cope with the global economic crisis at the government level and staff resuelv in with re - borrowing (Grant, 2007). Indeed, consumerism and austerity are responses to political and social economic crises. Both in a context of uncertainty, are aversions to the future. If austerity is the preservation of resources, consumerism is improvising expectations and needs (Beck, 2000). Maquilador south and north informational seem to be governed by and l cycle of uncertainty that goes from crisis to austerity and re-borrowing consumerism.

The socialization of insecurity is the apprehension of the present. In developed countries it is considered an area of opportunity and in peripheral

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countries it is the legitimation of its underdevelopment. In both hemispheres, the communication that served as a link between the cycles that go from insecurity to certainty, is now little less than information. The recognition of the other as an interlocutor vanishes.

III. With Final Considerations

This essay has established the relationship between insecurity and post modernity. The economic, political and social context is a network of uncertainty in which every time decisions are taken at a constant risk. To the extent that they seek to minimize costs and maximize profits, presidents and prime ministers adopt a rational path based on growth objectives.

As a context of images and phrases that socialize uncertainty, post modernity is a network of emotions that reaches the political and economic sphere. It is enough to observe the process: decapitalization ➔ deceleration ➔ crisis ➔ re-indebtedness to confirm that security no longer belongs even to the economic plane. In addition to the non-governance, economic crises show uncertainty from stock markets to informal employment.

On the other hand, ungovernability not only refers to social movements, but also the absence of legal frameworks that guide initiatives, limit executive power and encourage legislation in favor of freedoms and equality. In this context, economic security is not the opposite of insecurity, it is only a phase of crisis, uncertainty and risk.

Learning to live under uncertainty, socializing risk and adapting to insecurity seem to be the elements to build a building of insecurity with modern foundations and postmodern finishes.

The society of uncertainty not only transits from modernity to postmodernity. Given the insecurity of the present, the risk society will be established as an alternative of life. It should be noted that the insecurity society, unlike the risk society, has its foundations in economic globalization. If capital flows and investment define global geopolitics, risks and uncertainty link localities into a single global challenge: insecurity.

Consequently, the loss of identity conflict will be a factor that will trigger symbols and meanings pa r to social change. In this sense, the new regimes of government and forms of State will evolve until they find the justice, equity and dignity required for governance.

From the local to the global, freedom of choice and consumption seem to coexist with austerity as responses to market oppression and the volatility of their investments in stock markets.

Unlike the economic world system, politics seems to be insufficient enough to be so insensitive to the processes that legitimize its functions. Such are the cases of the citizen mobilizations and the new laws of representation around which, the society hopes to recover the ethics, rationality and participation that were forbidden by its rulers, but the establishment of an agenda requires more than the political will: the citizen initiative.

Currently, citizens are reaching the limit of indignation with expectations of mobilization through informational networks to express their disagreement and anxiety. Both are consequences of insecurity, are indicators of uncertainty. The new generations will build tomorrow a knowledge that allows them to inhibit the media arsenal with which they are controlled today.

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Vices and Virtues of Make in India in Indian Economy: A Case Study on Green Sole

By Shrushti Bajpai
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Abstract- The concept of "Make in India" is no less than a revolution in today's time when the economy is facing so many challenges. Traditional means of progress can no longer satisfy the needs of development. For an overall and holistic development it is important to come forward with new ways of development and change. The concept of make in India is one such method or a way to bring about that change in the nation. Here, it should also be seen as to what are the pros and cons of this concept and is this campaign really viable? This paper aims at finding out answers to these questions: how will make in India help the economy in growing and what are the vices and virtues of the make in India campaign. It also tries to study how eco friendly ideas can create Make in India campaign a success through a case study on Green sole organization.

Keywords: *make in india, development, economy, competitiveness.*

GJMBR-G Classification: *JEL Code: E26, O57*

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I. Introduction: Make in India in the Olden Period

There was a time when India was famed for her fabulous wealth. The arts and crafts of India were backed by Indian rulers. They were unparalleled for their beauty and talent and were admired in the European countries. In the Mughal age the foreign traders used to engage local artisans at the manufacturing centers set up by them at various places in India. India is still a source of a number of amazing inventions and practices. In South India, many varieties of ornamental work in cut stones, ivory, pearl and tortoise shells were produced and pearl fishing was a major industry there. Diamonds were procured from the South and sapphires and rubies were imported from Pegu and Ceylon. For the cutting and polishing of these stones the main centers were set at Pulicat, Calicut and Vijaynagar. The inland trade was made possible only because of the well-maintained roads which linked various parts of the country. There were mainly two types of industries during the Mughal era- the agricultural based industries and non-agricultural industries and the use of machines and tools was not present and that is why most of the Mughal period industrial products were hand-made, and we see products made by local craftsmen and carpenters. There were prevalence of cottage industries and many specialized products were produced in different parts of the country like Kashmir was famous for producing woolen products and Bengal became famous for cotton textile industries.

During the Mughal Age, there were various agricultural based industries which functioned and the most significant was the production of various types of sugar products (gur, sugar etc.) from the sugarcane. Likewise, there was production of mastered oils from mustard seeds and coconut oil was produced from the coconuts. Some other agricultural products for instance tobacco, coffee, indigo and opium were produced in big numbers and the dyeing industry also grew immensely. Wines were produced locally and had huge market. An important industry was of silk weaving in Lahore, Agra and Gujarat. The cotton clothes were manufactured principally. Silk weaving was also a flourishing industry, mainly in Bengal. The reading materials of the foreign tourists and other contemporary literature show that there was a huge volume of national trade in Mughal era. Even the Kohinoor diamond which is supposed to be found at the Golconda mines is a pride of India which is now in the possession of the Queen of England.

In the year 1608, The East India Company arrived at Surat, in the ship *Hector* which was commanded by William Hawkins and after a few years a permanent factory was established there. Surat was utilized as the port by the textile manufacturers of Gujarat and it was regarded as the most imperative centre for the foreign trade of the Mughal Empire. There were hundreds and thousands of skilled weavers, dyers and washers employed in the textile industry of Coromandel, Gujarat and Bengal which helped in producing huge quantities of muslins, chintzes, cotton and quilts and these were sold majorly in England. In 1620, 50,000 pieces of chintz were imported to other countries and in around 1750s majority of the sales in London was from Indian textiles.

In the above background, India has also got an opportunity to reflect the vision, thought a philosophy of the Vedic heritage. The spiritual fervor attached to the commencement of civilization to us is a unique gift to the world where the saying is 'udar charitanaam tu vasudev kutumbkam' (for generous characters the world is one community) that means whatever India had even at the time of Vedas in the fields of science of medicines, armories, chemistry, mathematics, metallurgy, gemology etc, it was ever open for one and all. When Buddhism was transported to countries like china, java, Sumatra, Malaya, Cambodia etc. the ship

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and boat making methodology also passed on to those countries. Even rust free iron was known to Indians at that time, we have pillars of the same standing in open air. Much of our science and culture imbibed around our religious places, but then, we had tolerance, attitude for all religious faith and followings and even those who came lately with emergence of new religions, that is how we stood with the tolerance for various sects and rituals. In olden days, Indian materials like clothes, silk and metal products had a market in various other countries besides the agricultural produces and spices. With the Mughal period, crafts and gems industry feeded the required class abroad. In British period the products were further added like the church bells but that was not enough, after the new era of electronic and technological development, the Indian brains grossly went abroad and the foreign countries had the opportunity to use their skills for their own riches which was basically on deviation from the spiritual and philosophical tendencies of this country.

All in all it can be said, that India had a glorious past as far as trade and business is concerned and because of its rich and varied cultural heritage, it was favorite among the traders.

II. Make in India now

Make in India is a major national program designed by the government to promote investment, foster innovation and sustainable development with the help of various skills enhancement schemes and building state of the art infrastructure.

Now the question comes is this just a campaign like various other campaigns? Is this actually economically viable? Is it a dream? Or can it be converted into reality? What are the challenges that need to be taken care of while implementing this project? What will be its impact globally?

According to KPMG, the Make in India project is one of the worlds most innovative and inspiring infrastructure projects. There is a need to lift the global competitiveness of the Indian manufacturing sector. Government has launched the National Manufacturing Policy to address the issues of regulation, infrastructure, skill development, technology, availability of finance, etc. The aim of the MII initiative is to position India as a manufacturing center, and the government is putting all efforts to attract investors to invest in India.

These steps taken together will support the economy and the markets as it will help in accelerate growth, in creation of employment and in increasing investment level in India.

III. Vices of Make in India

a) Lagging in innovation and research and development

Heavy investments are needed in the research and development areas for generating long term competitiveness. However, the Government provides R&D support to many global companies but as far as the Indian companies are concerned, they have been slow towards research and development. Indian industries lack in the research and development component. Despite so much of progress, India is still lagging in innovation. This is further corroborated by the fact that there is low availability of scientists and the engineers in the nation. The investment in research and development is very low as compared to the western nations.

1. *Underdeveloped Infrastructure:* The power and transport infrastructure are cited as major bottlenecks. To attract FDI India needs infrastructure. From the moment you set foot in the country, you witness the ageing roads and railways, the unreliable power
2. *Labor and skill:* As far as imparting training to workers is concerned, India is way behind other nations. While engineering colleges mushroom, the same cannot be said of industry-specific technical skills for shop floors. A major effort has got underway under the National Skill Development Corporation (NSDC), but this needs time to develop. Dearth of vocational education facilities and lack of training facilities are a key part of India's industrial landscape. According to an article in the times of India, around 119 million additional skilled workforces will be required by 24 sectors such as construction, retail, transportation logistics, automobile, and handloom by 2022, says a government report. It is imperative for the government to plan the skilling of future workforce of India
3. *Where is the money?* – Money is needed to create infrastructure and industries. The public sector banks are in huge losses after making requirements to lessen bad loans.
4. *Labor Laws*- India's labor laws are rigid and inflexible that needs to be addressed.
5. *Lack of character*- lack of character among babu class is a continuous problem. It adds to entire concentration for illegitimate personal benefits. There is also an issue of unqualified officials due to entry through reservations.
6. *Inter-state differences*- There is political lack of single-mindedness and timidity in thoughts plus inability to implement the strategies and programs properly and ego of those at fountain head of power are glaring weaknesses in various strata in India. Latest CAG report exposes that sanctioned loan during 2009-2014 was not taken timely from international agencies like the World Bank, IMF etc. which has caused for damages of more than 600 crores.

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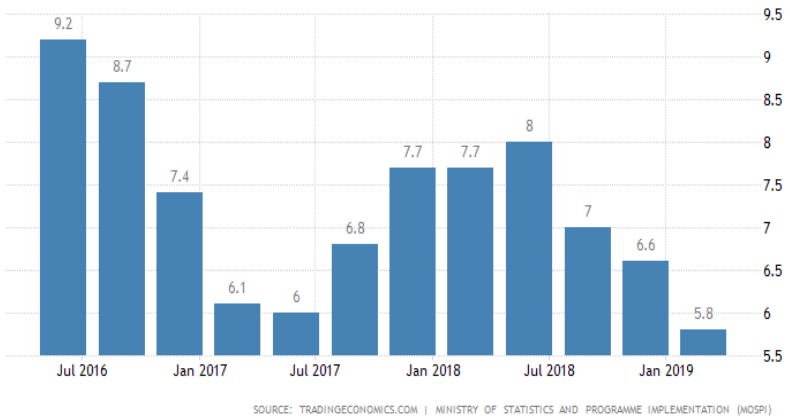
7. *Complex nature of laws*- Various laws and amendments lead to more complicated interpretation and procedures that an entrepreneur gets lost in holding and up keeping of files in India.

IV. Virtues of Make in India

1. It will help in the transformation of the nation as more and more foreign manufacturers will be coming in India and making their products in India itself, it will surely advance Indian economy.
2. The second point is an expansion of the first point only, the impact of the setting up of many foreign companies in India, will eventually lead to more employment opportunities. As we know, one of the hurdles that India faces in the way of its economic development is the lack of industries and thereby little or no job availability with the people. India has the largest and youngest populations in the world that is why it is regarded as the young nation and which is why it becomes very important for the Government to create good quality and quantity of jobs in the coming days to ensure a decent standard of living for its countrymen. Therefore, if Make in India campaign works, it will make the employment sector better.
3. Make in India will increase the GDP of the nation. The contribution of the service sectors and the industrial sectors has improved to a great extent. India has now become the 7th largest economy of the world.

V. Growth of India in Terms of GDP (2016-2019)

Table 1

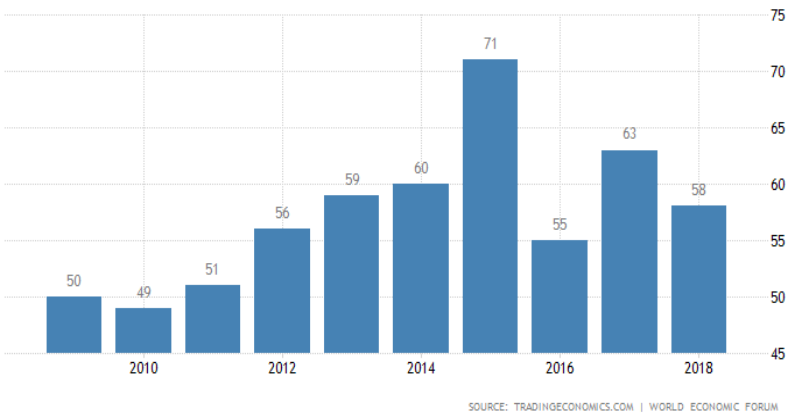


Source: https://tradingeconomics.com/india/gdp-growth-annual

1. The competitiveness background: in the year 2016, India's rank in the competitiveness index was 55 out of 140 economies. As per the latest data, India is the 58 most competitive nation in the world out of 140 countries ranked in the 2018 edition of the Global Competitiveness Report published by the World Economic Forum.

VI. India's Ranking in Global Competitiveness Report Since 2010-2018

Table 2



Source: https://tradingeconomics.com/india/competitiveness-rank

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2. Enhancing competitiveness: as far as the virtues of the Make in India program is concerned, our nation will definitely get benefited from the drive initiated by the Prime Minister Mr. Narendra Modi. India ranks 58th in the Global Competitiveness Index in 2018 which implies that improvements are constantly taking place but more attention should be given to technology and innovation.

VII. SWOT Analysis of Make in India

STRENGTH	WEAKNESS
• Fastest growing economy • Demand • Labor cost advantage • Rich natural resources • Talented human resources • Government policies • Sound international relations • Democratic government • Producer incentives • Language skills	• Lack of technological up gradation • Lack of efficient infrastructure like transportation, power etc • Corruption and red tapism • Poor labor laws • Overhauling regulations of Land acquisition • Low productivity • Environmental issues like pollution etc. • Delays and inefficiency
OPPORTUNITY	**THREAT**
• More than 1.2 billion domestic consumers • Huge global export market • Introduction of the GST , will spur growth • Research & Development • Infrastructural improvement • Import substitution	• Competition from China • Poor global ranking for "EASE OF DOING BUSINESS INDEX" • Terrorism • Law and order

VIII. Make in India 2.0

a) *The second term of MII will focus on the following sectors*

The authorities have taken into consideration certain sectors which have the prospective to become global leaders and accelerate the growth rate of manufacturing like capital goods, auto, defence, pharma, renewable energy, biotechnology, chemicals, electronic system design and manufacturing, leather, textiles, food processing, gems & jewellery, construction, shipping, and railways. These sectors have been given important consideration as they will help in creating more number of job opportunities for the people of the country.

IX. Make in India Through Green Ideas

The present Government started Make in India initiative to showcase the power of India in the manufacturing sector and we are witnessing a rise in foreign investments as well. We are a heavily populated nation, with about 1.25 billion of population; consequently there is no dearth of ideas to start new and innovative ventures. The areas of sustainable development along with renewable energy are gaining importance. For instance, bio coals are being manufactured in India with the use of agricultural waste called Parali, ground nut husk and mustard seeds and these are mixed and then processed and after that bio coals are made which can be used as a substitute of coals and these are 99.9% environment friendly. Likewise there are various other innovative ideas which the government should promote under the Make in India campaign which will not only help in building entrepreneurship skills but it will also ensure a sustainable development of the society as a whole.

X. Greensole: A Case Study

"*What is waste for you can be gold for someone else*". This organization is started by Shriyans Bhandari and Ramesh Dhami, two young social entrepreneurs who are acting as change makers and have taken a business way to solve problems faced by the society. These change makers use the sole and other usable part of the discarded and old footwear and after the up cycling of those shoes they create new footwear which is 100% sustainable. Their vision is to contribute to social good, by creating a self-sustaining infrastructure that facilitates the provision of the basic necessity of footwear to everyone, forever, environmental good, by refurbishing discarded shoes with zero carbon foot print and economic good by giving employment to refurbish shoes.

At Greensole, they recycle discarded shoes to comfortable footwear, keeping them away from landfills and provide them to children in need. Along with that they also retail, up cycled footwear towards building a self-sustaining social venture. With this innovative

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venture, they are not only protecting the environment but are also providing employment to people.

Globally every year more than 35,00,00,000 pairs of shoes are discarded, while as per the recent report by WHO, 1.5 billion people are infected by diseases that could be prohibited by the use of footwear. While manufacturing a pair of shoes involves a total of assembling upto 65 discrete parts in 360 steps, which generates 30 lbs of emissions; equivalent to leaving a 100-watt bulb burning for a week.

a) Achievements

Till date they have provided 1,52,223 footwear to poor people, they aim to increase it to 10 lakh in the year 2020. With this social enterprise and reusing the waste footwear and thereby making new ones, they have saved 5,52,000 Carbon Dioxide emissions

XI. Conclusion

The Indian economy which is deemed to be the only growing economy at present is multidimensional like the state owned enterprises, semi state, private, private-public, they will have international partners. Thus, it is but for sure that not only India will earn, but it will stand as a role model for many other countries to follow her footprints. It will bring more openness and competitive choice of products together with services to the end consumer with multilevel benefits to the chain management from wholesaler to the retailers that means more flow and movement of money and employment which will not remain confined to big cities but will reach to the remote areas surely and this shift is very important for our nation as it will enhance the economic growth and will help in creating more jobs for the youngsters. India has all the indispensable resources which are needed to become a global manufacturing power, but for that it has to overcome all the obstacles that are coming in its way. The youth is the future of the country and with this study, it can be easily concluded that the dream project of the Government, Make in India, is accepted by the youngsters as they have a positive approach towards the program and they have accepted this as an opportunity for economic growth as a whole. Overall it can be said that an innovative mind is needed to bring a socially inclined business plan and the above case study on Greensole can be taken as an example that environment friendly innovative ideas can certainly help in making the Make in India campaign a success.

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Impact of Internet Usage on Undergraduate Academic Performances (Special Reference to You Tube Online Video Platform Usage)

By W.D.N Madhavika & R. M. N. M. Rathnayake
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Abstract- The study focuses on the undergraduates' academic performance and influence from YouTube. Non probability convenient sampling method has been utilized to select the sample. The sample included 60 undergraduates from a leading higher educational institute in Sri Lanka, representing three faculties (Business, Engineering and Computing). To collect the data, both quantitative and qualitative methods were used (in-dept. interview & questioners). Based on past literature, conceptual framework is derived. Through the indepth interview, reasons behind the excessive usage of YouTube are found. Usage patterns of You Tube are identified by using quantitative methods and identified that how its impact on undergraduate academic performance. Based on the findings of the study reveals that undergraduates primarily use YouTube as a mode of entertainment while few are using YouTube to enhance their knowledge in academic activities.

Keywords: *youtube, excessive usage, purpose, influence.*

GJMBR-G Classification: *JEL Code: L89*

IMPACTOFINTERNETUSAGEONUNDERGRADUATEACADEMICPERFORMANCESSPECIALREFERENCETOYOUTUBEONLINEVIDEOPLATFORMUSAGE

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Impact of Internet Usage on Undergraduate Academic Performances (Special Reference to You Tube Online Video Platform Usage)

W.D.N Madhavika [α] & R. M. N. M. Rathnayake [σ]

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I. Introduction

YouTube is one of the most popular Online Video Platform (OVP). It allows users to view, upload, share, rate, comment on videos. This online video platform spreads over the world within a very short period. And also, students today are more digital-oriented and driven by pre-information age (Almobarraz, 2018).

This study aims to find YouTube usage patterns and the excessive usage of YouTube at the level of undergraduates. As a generation of hyper-connected learners, they consider Web-based technologies integral to generate content on You Tube, well match for use in the classroom for a several reasons. YouTube has a huge content library that provides instructors with an unlimited library from which the users can choose. The average YouTube user spends between 15 to 25 minutes on the site, posting videos, watching videos and, providing video feedback. The population analysis of YouTube users aligns with college-aged students quite well. 37% of users are between the ages of 18 to 34, which is the biggest age combination of any segment. Therefore, students are likely to be familiar with the receptive to view You Tube videos. Therefore a huge number of undergraduates use YouTube for their academic purposes and non-academic purposes. Non-academic purposes mean most of the time, undergraduates use YouTube for stress releasing and entertainment purposes. As academic purposes of undergraduates, use YouTube platform as an aid in coming up with creative assignments, projects and many more academic works.

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II. Literature Review

At the very beginning, You Tube is beneficial for students as a learning tool, as well as being a vital tool for teaching several skills and tasks in a formal setting or at home (Almobarraz, 2018). In addition to that it was found that the usage of YouTube in the classroom had a positive impact on the overall engagement of students and their behavioural, emotional and cognitive engagement (Almobarraz, 2018). However, More N. (2015) argued that student engagement enhance the educational experience of online learners, in particular suggesting that the course delivery method should be considered when making decisions about the use of online videos and video sharing services.

YouTube has also been found to be the best fit to the characteristics of the next generation (student raised since the introduction of the World Wide Web) of digital learners and a valid approach to tap their multiple intelligences and learning styles (More N. , 2015)

The possible usages of YouTube in the educational process, stating that YouTube videos can be used directly in the classroom as part of the teaching process. They can be used to introduce new concepts, display information during instruction, or at the end of the lesson to confirm number one points. YouTube videos can also be used as an educational resource, where the teacher uses the video as a model for classroom activities and discussions. (Al Zboun, 2018)

YouTube videos increase student engagement, critical awareness and facilitated for deep learning. Furthermore, these videos could be accessed at any time of the day and from a place to suit the students. Apart from that, YouTube is also used to illustrate theoretical content, involve students, and inspire innovative teaching methods. They recommended faculty member to use this technology to stimulate student discussions, share information, and create a learning community.(June, 2014)

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Usage of YouTube in the world explained by More N (2014)approximately, 60 hours of videos are uploaded to the YouTube-Server every minute or one hour of video is uploaded to the YouTube every second, over 4 billion videos are viewed each day, and over 3 billion hours of video are watched in each month (More N. , 2014). An average user spends 20 minutes per day on the site and more videos added to YouTube per month than the three major US TV networks created in 60 years. On Facebook alone, 500 years of YouTube videos are watched each day and over 700 YouTube videos are shared on Twitter each minute. YouTube has made traditional education to transform in meeting the demands of times since students nowadays are engrossed in video or live streaming websites. Using the internet in education has an impact on teaching and learning process especially in classrooms. (Bahian, 2016)

The integration of social media within the education sphere is claimed to be easier because, college students tend to have an account on many social media sites, such as Facebook, Twitter, Instagram, YouTube, Google+, etc. (Alshuaibi, 2018). Further Lai. (2013) stated that educators, librarians have been using YouTube and other Web Technologies to enhance services (Lai, 2013). As an example the National Library of Medicine has even created its own YouTube channel to offer tutorials on their health databases and also when we find the impact, Ensour (2015) Stated YouTube programs are of great importance, especially those are not subject to the local controls, and there are no means or specific ways to protect users from their bad effects and the spread of YouTube programs among the peoples of the world, especially young people in a very dramatic way of affecting the lives of the people directly and sometimes indirectly, either negatively or positively based on the above, the problem of the study is summarized for searching the impact of using YouTube on Undergraduates' academic Performances.(Ensour, 2015)

Several past studies have been taken a quantity of videos, type of videos, and purpose of using YouTube as their independent variables.(Moghavvemi, 2017), (Al Zboun, 2018) (Ensour, 2015) (Jackman, 2014). According to the previous studies, the current study has also considered the same measures to determine the independent variable as YouTube usage.

III. Problem Statement, Objectives and Conceptualization

a) *Problem Statement*

Since most of the undergraduates repetitively use YouTube, it's worthwhile knowing the impact that YouTube usage makes on the undergraduates' academic performances. In past literature, it was found that the world is currently facing countless development and changes, which may have a significant impact on society in general and on students in particular (Al Zboun, 2018). One of the most significant developments in the world of Internet is social networks including Facebook, Twitter, YouTube and others. Social media sites (Facebook and YouTube) are considered the new technologies that help in the development of academic learning process. However, an empirical gap was identified in the Sri Lankan context when, reviewing the related past literature. There were no study undertaken to determine the impact that YouTube usage on the academic performance of Sri Lankan Undergraduates. Based on this knowledge gap, study intended to find answers for the following research questions throughout the study.

RQ1: How YouTube usage patterns impact on academic performances of Sri Lankan undergraduates?

RQ2: How the excessive usage of YouTube influence to the academic performances of Sri Lankan undergraduates?

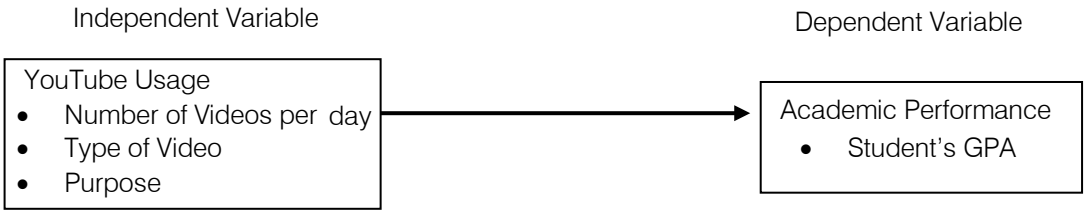
b) *Objectives*

The main objective of the study is,

- To determine usage patterns of YouTube by Sri Lankan undergraduates.
- Sub objectives
- To determine the relationship between YouTube usage patterns and academic performance of Sri Lankan undergraduates.
- To explore the reasons behind excessive usage of YouTube, among undergraduates.

c) *Conceptualization*

Based on previous literature the conceptual framework is derived as follows,



This study seeks to test the following hypothesis:

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H0: There is no relationship between YouTube usage and Academic Performance

IV. Research Approach

a) Sample and data collection procedure

The survey was prepared based on the value of the YouTube service and how it influences students' academic performance. The main objective of the study is to determine usage patterns of YouTube. Based on the main objective designed a questionnaire, it consists with three sections.

1. Demographic information of the respondent
2. Information related to the usage patterns
3. Information related to excessive usage

The questionnaire includes close-ended questions which can directly identify the answer (e.g., How many times do you spend on YouTube?, How many YouTube videos do you watch in single sitting?) and Likert scale questions which respondents answered whether they agree, strongly agree, moderately agree, disagree and strongly disagree with the statement. Each option has a score, which can be used to analyse results. So it helped to identify their positioned place and to get support to do the analysis part correctly.

The sample was selected based on non-probability convenient sampling method in which the sample size was 60 representing undergraduates from three faculties (Business, Computing and Engineering) in a Sri Lankan leading higher educational institute

Based on the interview approach, six students who has got addicted to YouTube were selected. The interview questions were mainly based on Moghavvemi's (2017) research paper and some moderations were done by the authors in order to match with the Sri Lankan context.

b) Data analysis

The participants were asked to fill out a paper-based survey and the data were collected from 60 students. Then collected data was analyzed through descriptive statistics via IBM SPSS version 22. Then using correlation and regression analysis, the relationship between variables were tested based on the mean value of the usage pattern of YouTube by undergraduates.

V. Data Analysis Result/ Findings

a) Qualitative Results

In the interview session, main focus was on the excessive usage of YouTube.

Q1: For what purpose do you use YouTube?

Q2: Why do you excessively use YouTube?

For the 1st question, "or what purpose you use YouTube?" a majority of students give the same answer, which was that they use YouTube for entertainment and academic purposes. 5 out of 6 students gave the same answer while one said that he uses YouTube only for entertainment purposes.

2nd Question "Why do you excessively use YouTube?" students came up with different answers as follows.

- 1: "*because it helps me to pass the time and get rid of loneliness. Most of the time, I'm stuck at the boarding; not only YouTube every social media helps me to rid of the loneliness".*
- 2: *"I quickly get stressed when doing the hard work, YouTube is the only solution for me to release my stress by listening to calm music videos and some kind of funny videos and all".*
- 3: "*I would like to watch, what's the new in the world, exploration in technology it gives me pleasure. And when I'm watching videos, I lose track of time because YouTube suggest recommended videos for me, so I'm also going through those videos".*
- 4: "*When I'm in boarding, I got family sick. Because I'm new for this environment. For reducing that feeling, I go for videos on YouTube; it gives me a perfect time. YouTube has categorical videos; we can go for which we want".*
- 5: *"I use YouTube for academic and also entertainment purposes, but when I have a stress feeling, I use that as a stress release tool. In that case, I excessively use YouTube; I lose track of time".*
- 6: *"I use YouTube for entertainment and also clear my mind. Usually, when I'm waking up in the morning, I go for my subscribed videos on YouTube. Now that takes a part of my life".*

Based on the above answers, it can be concluded that most of the students excessively use YouTube to release their stress and to let go of the loneliness feeling.

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b) Quantitative Results

GPA frequency

Table 1: GPA Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.6 - 4	2	3.3	3.3	3.3
	3.0 - 3.5	21	35.0	35.0	38.3
	2.0 - 2.9	36	60.0	60.0	98.3
	Below 2	1	1.7	1.7	100.0
	Total	60	100.0	100.0	

In the sample, 60% of the undergraduates are in the GPA level between 2.0 – 2.9.

Table 2: Descriptive Statistics of GPA

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Average GPA	60	1.00	3.80	2.9042	.53189
Valid N (listwise)	60				

The average GPA of the sample selected is 2.9042, which seems to be in fairly good level at terms of academic performance.

Gender frequency

Table 3: Gender Frequency

Male and Female

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	28	46.7	46.7	46.7
	Male	32	53.3	53.3	100.0
	Total	60	100.0	100.0	

In the sample out of 60 undergraduates, 28 were represented by female 46.7% from the sample, while 53.3% were males.

Age frequency

Table 4: Age Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 - 20	8	13.3	13.3	13.3
	21 - 25	48	80.0	80.0	93.3
	26 - 30	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

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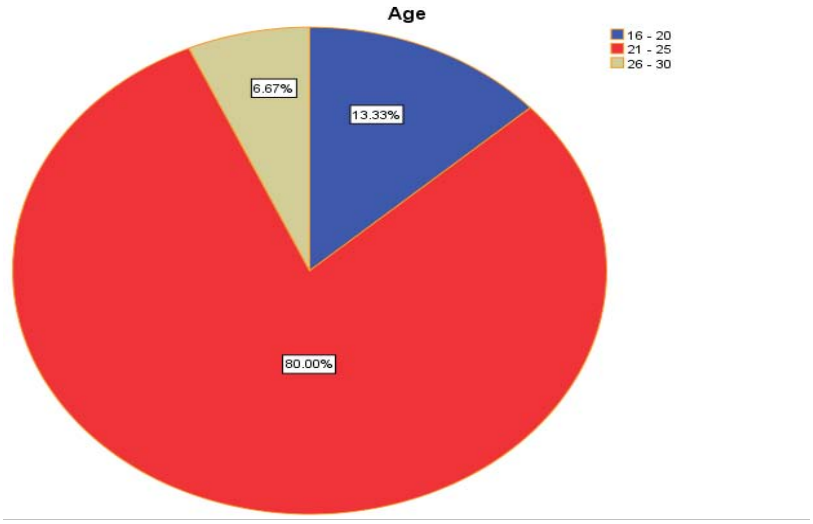

Figure 1: Age percentage

The questionnaire consisted of three age categories like 16 - 21, 21-25 and 26-30 age group. As percentages highest (80%) goes to 21-25 age group, and lowest (6.7%) goes to 26-30 age group.

Usage patterns

Table 5: Frequency Patterns

Descriptive Statistics

	N	Mean
Time spend on YouTube	60	2.13
Frequency on videos	60	2.47
How often do you visit YouTube	60	2.12
Valid N (listwise)	60	

Frequency patterns

i.e. ("Time spend per day" 1=less than 1 hour/ 2= 2 to 3 hours/ 3= 3 to 4 hours/ 4= 4 to 5 hours/ 5= more than 5 hours) ("Frequency on videos" 1= 0 to 5 videos/ 2= 5 to 10 videos/ 3= 10 to 15 videos/ 4= 15 to 20 videos/ 5= more than 20 videos) ("How often they visit" 1,2,3,4 & 5 in order to Always, Usually, Sometimes, Rarely & Never)

Based on data collected, it was observed that most of the students usually explore 2 to 3 hours (per day) by spending their time on YouTube and majority of the students watch 5 to 10 videos in YouTube at one sitting.

Type of videos

Table 6: Type of Videos

Descriptive Statistics

	N	Mean
I watch Educational videos on YouTube	60	2.48
I watch Movies on YouTube	60	3.40
I watch Sport videos on YouTube	60	3.48

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I watch Comedy videos on YouTube	60	2.75
I watch Gossip videos on YouTube	60	3.70
Valid N (listwise)	60	

i.e. (Those all types of videos measured as a liker scale, in here we use 1= Always/ 2=usually/ 3=Sometimes/ 4=rarely/ 5= Never)

Based on the above, most of the students usually watch Educational videos. Sometimes they watch Comedy, Movies& Sports videos in YouTube and rarely watch gossip videos via YouTube.

Purpose of using YouTube

Table 7: Purpose of using YouTube

	N	Mean
I use YouTube for Educational Purpose	60	1.97
I use YouTube for Stress release	60	2.35
I use YouTube for improve English	60	2.58
I use YouTube for as a hobby	60	2.83
Valid N (listwise)	60	

i.e. (Those all types of videos measured as a liker scale, in here we use 1= strongly agree/ 2= Agree/ 3= Moderate/ 4= Disagree/ 5= strongly disagree)

Here most of the student use YouTube for their educational purpose (1.97) & Stress release (2.35) equally. Based on the findings, students have fewer usage of YouTube for English improvement as a hobby.

Multiple Regression Analysis

Table 8: Regression analysis of Frequency Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.151	.358		8.810	.000
	Time spend on YouTube	-.108	.073	.212	1.467	.004
	Quantity of videos	-.136	.063	-.340	-2.157	.005
	How often do you visit YouTube	-.067	.104	-.099	-.648	.003

a. Dependent veriable:Average GPA

The dependent variable is taken as GPA whereas independent variables are time spent, a number of videos watched, how often visit YouTube. All three independent variables are proved to have a significant relationship with the GPA since the p-value for all three variables are less than 0.05. Based on the multiple regression analysis, the equation illustrating the relationship between academic performance (GPA) and the three independent variables (time spent, number of videos watched, how often YouTube is visited) is derived as follows.

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GPA (Academic Performance)=3.151 -.108 (Time spent on YouTube)-0.136(Number of videos watched on YouTube perday) - 0.067(Number of times YouTube is visited per day).

Based on the derived equation, it is visible that there is a negative relationship between the academic performance, and number of videos watched, time spent on YouTube and number of times visited YouTube per day. Thus, it suggests that there seems to be a statistically significant negative relationship between the YouTube usage and academic performance of Sri Lankan undergraduates.

VI. Discussion

The study focused on the importance of YouTube for Sri Lankan undergraduates and its impact on their academic performances. Based on the analysis, it was found that there is a statistically significant negative relationship between YouTube usage and academic performances of an undergraduate. Moreover, due to the impact of independent variables (time spent, number of videos watched, how often YouTube is visited) there is a significantly negative impact on the GPA of the undergraduate. To explore the reasons for excessive use of YouTube, 6 in-depth interviews were conducted, and through the interviews it was found that most of the students excessively use YouTube, to release their stress and to let go of the loneliness feeling. Linking to the past literature the same result can be found. Further it has proven through a study conducted Malaysia (Moghavvemi, 2017).

Based on the study, YouTube usage patterns of the study (quantitative analysis) were determined. The study found that most of the undergraduates use YouTube for educational purposes rather than to watch the videos on Gossips. Yet, based on the qualitative analysis, it was found that YouTube is the main source of stress releasing tool of the undergraduates who are boarded and away from their family. Also, it was found that there are some undergraduates use YouTube to improve their English knowledge as well.

VII. Conclusion

YouTube is an interesting tool used by most of the undergraduates. Within the academic environment, to what extent it's use can enhance students learning methods has always been a doubt. As indicated by the present study, using YouTube as a learning tool has a great impact on student's academic performances. So the findings confirmed YouTube could be effectively integrated into performances because it allows students to be more cognitive as well as there is a significant impact on the academic achievement. Also, most of the undergraduates especially who are away from their families, use YouTube as the source of stress releasing. Based on this research, it can be concluded that you tube is not negatively affecting on academic performances of undergraduates. Finally, the study suggests a future research opportunity in same study area under the topic of "Within the higher educational industry, how YouTube play anactive role as a teaching tool".

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The Implications of Social Media use on Development in Africa: A Development Theory Perspective

By Gloria Thabang Mohale

Abstract- Social media, most obviously, have an effect on development. Global trends show that, countries that have liberalized the usage of social media have experienced extensive development across diverse fields. Despite the extant literature on social media, little effort has been made to assess the role of social media in development in Africa based on the development theory perspective. This article therefore used the development theory to assess the role of social media on Africa's development. Development theory serves as an ideological function and therefore, social media users are able to articulate and share ideas on this platform. Overtime, they are able to form a coalition directed towards an ideology for the purpose of development. The study also uses a desktop approach to describe the various phenomena associated with development in Africa. The study realized that despite the negative connotations associated with social media in Africa, they have led to massive development on the continent especially in the field of health, culture, politics and religious convictions and education.

Keywords: *social media, africa, development, development theory, face book, twitter, whats app.*

GJMBR-G Classification: *JEL Code: L82*

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Gloria Thabang Mohale

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I. Introduction

It is an undeniable fact that the internet has become the most important achievement of modern society (Madon, 2000). Revolutions in social media have improved access to education, information technology, science and entertainment. Asurand Huberman (2010) further adds, social media swiftly alter the public discourse in society and sets trends and agendas on topics such as environment and politics, technology and the entertainment industry. Thus (Page, 2013) asserts that individual's hesitance to use these platforms eliminates the individual from cyberspace. Therefore, social media allows its users to generate and exchange information and has capability to connect societies from the nook and corner of the world through a single platform which attracts more and more people towards it (Irshad & Soomro 2018). Frøyen, (2019) depict that social media has deeply transformed humankind's culture and values. In just a few decades social media platforms managed to permeate the society and ultimately changed their lives. In fact, social media plays an integral part of daily habits of people. As opinionated by Pieterse (2010) Development theory serves as an ideological function and therefore, perception registers and shapes reality whilst knowledge reflects and constructs reality. In fact, from the development theory perspective, social media users begin to articulate and share ideas on the platform, it unites their cause of action to form a coalition directed towards an ideology for the purpose of development of their society. Thus this platform gives people the opportunity to air their views on the problems and progress of society in evaluating successive governments' policies.

In addition, internet users cancarry out business and financial transactions with various products offered, e.g., by banks (Flavian et al., 2005). In so doing, Kaplan and Haenle in (2010) argues that, social media provide opportunities for many business executives. Hence, consultants and decision makers can classify ways in which firms can gain profit using applications such as Instagram, Facebook, YouTube, and Twitter (McCain & Barlow, 2015). Moreover, with the use of social media, firms can engage in timely and direct end-consumer contact at relatively low cost along with higher levels of efficiency. This ultimately suggests social media as being an essential platform for gigantic multinational firms, as well as medium to small scale enterprises, nonprofit and governmental agencies. Therefore, it is expedient to note that social media have become an integral part of the lives of all classes of people in various endeavors (Golbeck et al., 2011). Furthermore, in the field of e-government, Gersh on et al. (2018) posited that due to its ease of use, speed and reach, internet penetration is a vital component and a driver for e-government. Not only does it provide a platform for dialogue and engagement among citizens, government and businesses but also offers citizens an opportunity to engage in governance, including demand for accountability.

In the academic discourse, academics also use social media. The usage of social media is confirmed through the enhancement of study experience to students through the provision of e-support services (Dabner, 2011). Social media are used to facilitate communication among and between students in virtual communities. For example, Facebook is regarded as their most favorite and recommended to be the means of communication and interaction among students (Mack et al., 2007). With social media, virtual communities and virtual learning environments are

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highly promoted (Hussain, 2005).Not only do students freely interact in their virtual communities with members of the community but are also able to share information, study experiences and research projects. In the report of Armstrong and Franklin (2008), it was found that students use social media to enhance and strengthen learning through reflection and collaboration of activities in virtual environments. The continuous interaction of students on these platforms creates a community discourse where students are able to share their views on problems of society and propagate developmental ideologies.

Despite the advantages of social media, some users abuse them by using them for malicious purposes against other users, organizations and public services. The rapid growth in the malicious use of social media has ultimately given rise to fraud, racism and other illegal unhealthy behaviors such as addiction. Therefore, this article e seeks to assess the effect of social media in Africa's development from the development theory perspective with a desktop approach. The rest of the article is organized as follows: Definition of terms, followed by development theory, the next is literature review on social media and development, recommendation and policy implication and conclusion.

II. Literature Review

a) Social Media

Social media networks are applications that allow users to connect through creating personal information profiles, inviting friends and colleagues to have access to those profiles, also sending e-mails and instant messages between each other (Kaplan & Haenlein, 2010). Photos, blogs, videos, audio files and information are incorporated in the personal profile. social media sites like LinkedIn provides a platform for professionals to publish their accomplishments, best traits, achievements and skills that help them get recognition among potential employers, colleges and like-minded individuals. Additionally, they can highlight their brands and startups or search for jobs relative to their domains.

Walker (2018) asserts that Instagram allows users to capture and share instant, real-time experiences through a mobile application. Di Min in et al. (2015) claim that Instagram as an image-based platform primarily used for sharing self-generated content varies from other sites such as Twitter and Facebook, which are used to pass on content and links provided by other users, public figures or businesses frequently. Moreover, Instagram has been used in various studies including nature tourism, from visitor monitoring in parks to understanding tourist preferences for nature-based experiences (Hausmann et al., 2017; Tenkanen et al, 2017) where as Asur and Huber man (2010), corroborates that twitter is a tremendous popular online micro blogging service launched on July 13, 2006 with its vast user base composed of several millions of users (321M unique users in Jan 3, 2019). It is regarded as a directed social network, in which a user has a set of subscribers known as followers.

Numerous cases emerged on Facebook regarding Identity Theft. Facebook introduced a security feature that alerted its users in the form of an email or SMS pertaining to unauthorized access to their account. This typically takes place when someone tries to log into ones' account from a different location or from a device that one does not normally use for logging in. in the similar vein, Instagram has an option under its control setting where one can authorize or revoke certain third-party apps such as Word Press to access their accounts. Social media sites developers are more vigilant and aware at present and are also constantly taking measures to curb its affects due to the fact that some countries have claimed that women get impersonated on these sites and suffer from social and cultural ramifications.

However, since social media are a double-edged sword, African countries experience the negative effects of adopting the technology of social media as it results in violence against girls and women in Africa through cyber bullying and cybercrime. Cyber bullying statistics worldwide reveal alarming facts about virtual harassment, its impact, and the many different shapes and forms it can take. This report is based on global statistics. Cyber bullying is a form of harassment that employs electronic forms of contact. Online bullying statistics encompass a variety of shapes and forms of this aggressive behavior—hate speech, sexual remarks, stalking, trolling and ridicule. Bullying in general leads to feelings of "incompetence, alienation and depression" (Le Roux et al, 2010:51); in schools, it has been shown that cyber bullying may result in "low self-esteem, family problems, academic problems, school violence, delinquent behavior and suicidal thoughts" (Goodno, 2011:645). If we ignore this toxic behavior, it can easily escalate to criminal levels like impersonation, leaking private images/video, even death threats.

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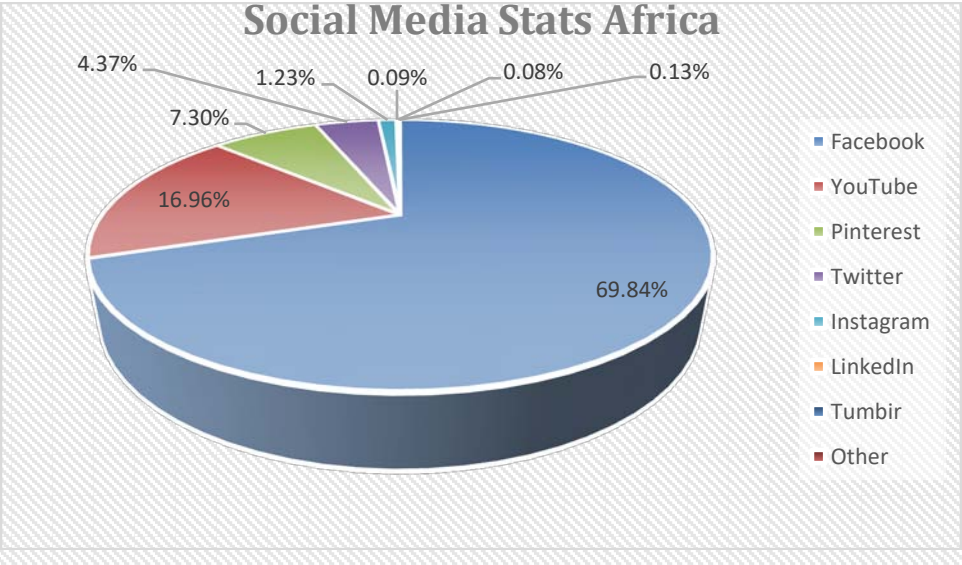

Source: Stat counter Global Stats

Figure 1.0: Social Media Stats Africa

III. Development Theory

In conceptualizing development theory, it is imperative to understand development. According to Sen (2001) development is defined as the freedom of choice and action by continuously increasing them. Greif (2006) corroborates that development is a complex historical process whose factors interrelate economically, politically, socially and culturally to influence the welfare of concerned individuals. Hoff and Stiglitz (2001) suggest that development does not only exist as a process of capital accumulation but rather exist as a process which ultimately changes organization. Therefore, North (2001) puts a positive correlation that development is the process of formation, change, and development of political and economic markets including the way in which the process transpires. Development is conveyed as remedies for the shortcomings and maladies of progress and serves as a mirror of changing economic and social capacities, priorities and choices (Pieterse, 2010). Therefore, Development theories bring about an understanding on how the processes of change in societies take place. Pieterse (2010) denotes that development theory comprises of grand theories with broad explanatory frameworks. He refers to 'development theory' a sa part of social science which emphasizes the influence of classical economic and social thought. He further adds that social forces must carry development theory for its significance. Thus, there should be a counterpart of their worldview and articulation of their interests which ultimately serve an ideological function. Perception registers and shapes reality whilst knowledge reflects and constructs reality. Hence, knowledge is politically shaping perceptions, agendas, and policies (Pieterse, 2010).In the contextual approach to development theory, both political contexts and influences from social science count (Corbridge 1995; Leys 1996; Cowen, 2003).Hence, it is regarded as an organized intervention in collective affairs according to a standard of improvement (Pie terse, 2010). A development theory perspective about how social media affect development, accentuates how people are organized on these social media networks with information at their disposal to bring about a positive social change in their various communities. The articulation of their own views and organizing of masses on these networks or platforms helps build a common interest culminating into ideologies to propagate development in society.

IV. Methodology

It is very empirical that the objectives of the findings are run under a litmus test. Therefore, the paper adopts a desktop approach by using secondary data from peer review journals, articles, reports, books, websites inter ali a for the purpose of conceptualizing the implications of social media use on Africa's development. The purpose of using the secondary data stated in the methodology is because, they present past literature and findings of social media use on the continent's development. Further, it gives an overview of various happenstances of social media and its impact on Africa's development for the purpose of detailed analysis of the subject matter.

V. Social Media and Effect on Development around the Globe

In his study of human development, Marshall McLuhan asserts that the world has become a 'global village' and human beings are social animals (Volkmer, 2003). The oneness of the globe through social media gives the opportunity to people to interact amongst

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themselves. The most commonly used social media networks include Facebook, Twitter, Instagram and WhatsApp.

In addition to the idea of social media as a resource, the new technologies also serve as communication channels, through which potential protesters are targeted by 'recruitment agents' who inform them of upcoming protest events and encourage their participation (Royster, 2005).The most infuriated and risk-acceptant citizen will not be able to participate in an anti-government demonstration if the individual is not well informed about such an event. The likelihood of a person becoming mobilized increases with their network 'embeddedness' and movement leaders can use such embededness to help recruit larger numbers of participants. Overlapping memberships allow information about upcoming protest events to travel beyond the boundaries of a network of hard-core activists and 'spill over' to networks of less-engaged citizens.

Social media networks encompass audio and visual capabilities, which consist of web-blogs, wikis, social bookmarking, media sharing spaces, RSS Feeds, micro-blogging sites, Facebook, LinkedIn, etc. and have potential to promote synchronous or asynchronous interactions (Armstrong & Franklin, 2008).Another important function of social networks in this context is to build a collective identity supportive of protest actions, which is achieved through interpersonal conversations with other network members. Collective identities motivate protest participation by providing the potential participant with a sense of in-group solidarity and an oppositional consciousness of 'us' versus 'them'. It can thus be assumed that the internet is conducive to increasing awareness about collective action events, such as mass demonstrations of the kind observed during the Arab Spring. This was increasingly coordinated by digital elite that could collate, translate, and communicate disparate nodes of grievance in the country in ways that galvanized a more national focused critique of the Bin Ali regime.

Castells (1999) denotes that availability and use of information and communication technologies are a pre-requisite for economic and social development worldwide but does not mean that technology really solve social problems. In a study conducted by Buntar (2012), it was found that the dismissal of any false information by the Royal Brunei Police Force was likely to distract public order. Kon (2013) further reiterated that promotion scams on cash loans with on-the-spot approval was likely to be circulated on WhatsApp. Roslan (2014) also adds that, one of the major concerns of social networking is the spread of salacious videos and images. According to Roslan (2014: p. 190), "we thrive on information, be it small or big, important or non-important, but to ostracize someone over Whats App?" He noted that although WhatsApp has some important benefits which include simplicity in communication, however, it was likely to a wanton repercussion on a company's reputation and in addition creates unnecessary anxiety or panic to the public. Therefore, it is important that the public should exercise discretion when disseminating social media content through these media (Roslan, 2014). For instance, Brunei's law on disseminating of Public Information; Section 34 of the Public Order Act, Cap 148 asserts that, any individual found to be involved in the spread of false information which violates the promulgated act was liable to a fine of USD2,5000 or a three-year jail term.

He further accentuates that information and communication technology is a two-edged sword in stimulating development and thus allows an increase in the competitiveness of countries to leapfrog stages of economic growth through modernizing their production systems faster than in the past. He stipulated Asian Pacific economies as an example, in particular the cases of Hong Kong, Taiwan, Singapore, Malaysia and South Korea. This is so despite the current financial crisis, which is unrelated to competitive performance but related to the attractiveness of booming Asian economies to global capital flows. Besides, the economies' retardation becomes cumulative due to the difficulties encountered in adapting to the new technological system.

Additionally, Information Age depends on the capacity of society's education in order to assimilate and process complex information. This initially involves education system, from the primary school to the university. Cain et al. (2009) affirmed the enhanced usage of Facebook by pharmacy students with low understanding of the issues related with e-professionalism and accountability. Social media plays a communication facilitator to students; they believe that usage of social media will enhance educational access and interaction (Hussain, 2012). Moreover, social networking fills in the learning gap informally between "digital native" students and "digital immigrant" faculty (Hussain, 2012).

VI. Social Media and Effect on Development in Africa

Social media has been entrenched to majority of people which in due course result into its impact in social, political, and economic life in Africa (Adelaja, 2013). Szarka (1990) portrays that usage of networks reduce transaction costs and risks for entrepreneurs and improve learning and information-sharing possibilities. In a region where capital markets are basic, financial disclosure limited, and contract law very weak, interpersonal networks are critical to take risks and shift economic resources. Global linkages are critical for the passing on of information and ideas and for gaining experience via learning from others. Huggins (2000)

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mentions that, entrepreneurs and new companies must engage in networks to survive. Barr (2000) discloses that studying business networks in Ghana constitute that; network diversity amid manufacturers in Ghana is significant on account of productivity divergence between enterprises. In the same study it is revealed that networking assists Ghanaian entrepreneurs in achieving gin creasing returns to scale and facilitates in expansion of enterprise.

VII. Social media Connectivity, Interaction and Communication

Genres that are popular in social media integrate the public nature of interest-driven computer mediated communication with more intimate dynamics of interpersonal computer mediated communication (Ellison & Boyd, 2013). Social networking sites also decrease the level of communication barriers and they have developed into a genre of social media that lowers barriers to communication and assists in the display of identity information (Ellison & Boyd, 2013`). Lotan et al. (2011) also connotes that social media connects journalists and citizens particularly during political uprisings. For instance during crisis incidents in Rwanda, South Sudan and some other African Countries, social media acted as the speedy platform for youth to air their grievance and provide a deep resistance. Iwilade (2013) points out that, media platforms allow African youth to renegotiate their power in the political process more specifically during the protest discourses that takes place in Africa. Thus, social media provide various ways of renegotiation patterns of authority and control and deepening stability challenges in the continent.

Through social media, voices of people are heard globally. Asur and Huberman (2010) add a positive correlation that the social media feature; speed, ease of use and reach has eventually changed society's discourse in relation to environment, politics, and technology (Adelaja, 2013). He further portrays that it has not only changed the society's viewpoint and use of information but also have sites that open different portals that provides information and creates more diverse news outlets. This is veracious because people nowadays rely on social media for obtaining information worldwide instead of listening to radio, reading newspapers or even watching news on television. The use of social media acts as a guide for terrorists with operational tool in their enrolment, training and communication with their followers as well as their potential recruits. Social media propaganda is also employed in publicizing attacks and kidnappings. For instance, in April 2014, it was reported that 276 schoolgirls in Northern Nigeria were kidnapped. The groups also criticized opponents and demonstrated their tactics through the use social media propaganda (Cox etal., 2018).

VIII. Navigating Crisis: African Youth and Protest Discourses

This segment tends to show how youth have utilized web-based social networking for dissents and for molding social talk since 2008. It centers explicitly around challenges that have been driven by intensifying financial conditions in two nations: Mozambique (sustenance mobs of 2010) and Nigeria (fuel endowment dissents of 2012). These two dissent developments have a few similitudes which make them suitable to light up the contentions being made here. In the first place, both rose because of government choice to expand the cost of basic amenities. Secondly, the choice to expand costs was due to monetary challenges being looked at by the states as a result of the worldwide financial compression and was in this manner to fortify the monetary position of the government. Third, the two dissents were to a great extent inserted in youth populaces and were driven fundamentally by youth tension (Iwilade, 2013). At long last, the two challenges were essentially prepared and composed utilizing new media innovations. Web journals, content informing offices and online life destinations, for example, Twitter and Facebook gave significant spaces inside which contradiction was both enunciated and facilitated. Obviously, there were additionally a couple of relevant varieties in the two cases. In Mozambique for example, versatile instant messages played an unquestionably more critical job than in Nigeria where Facebook and Twitter were progressively obvious. Mozambique challenges were additionally more profoundly installed in poor uneducated youth populaces, not at all like in Nigeria where the lower white-collar class were instructed youth increasingly noticeable. These varieties, nonetheless, the two cases are wealthy in experiences that exhibit the way youth shape challenges and the talks that support them, utilizing the instrumentality of new media.

A study by Iwilade (2013) also articulates that social media was used for protests and for shaping social discourse since 2008. He further explains that coordination between Maputo and Matola riots would not have been possible without the application of social media were the main channels of communication channels and debate. Social media, therefore, area sphere dominated by youth discourses and cultures, as it turns out to be unprecedentedly relevant for shaping public debate and power and control interactions that emerge, which is different from traditional forms of communication such as newspapers and radio (Iwilade, 2013).

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IX. Politics and Religious Conviction

In religious settings, social interaction facilitates communication of imperative political information and spiritual matters and transforms citizens into more active participants in the political process. McKenzie (2004) reveals the attribution of politically based conversations in religious social networks influence black political behaviour; informal political discussions apparently surface from regular interactions amongst congregants regarding church services and church–related community outreach efforts. Social media have really transformed Africa by providing access of sharing ideas and participating in politics. They also allow people to actively participate in national politics by commenting or sharing their views through their personal blogs or other social medial web pages. Religious conversations through social networks augment black political involvement not only by overcoming the paradoxes of participation but also developing a motivating political consciousness in citizens, thus provides feedback to group civic norm (McKenzie 2004).Of ua for (2010) explains how the new media influence 'media reportage' in Nigeria. He stipulates that new media have resulted in significant impact on Nigerian politics by raising people's consciousness to demand 'free and fair elections' in the country and the formation of 'social communities that champion democracy, lobby for political sensitization and political campaigns' (Ofuafor, 2010, p. 6). The impediments that hinder the use and access to new media technologies in Nigeria are therefore applicable to Zimbabwe and other developing countries. Besides, Moyo (2007) argues that news Websites run by Zimbabweans in the Diaspora are 'alternative media' in the sense that 'they give voice to the voiceless and articulate viewpoints that would otherwise not see the light of day under Zimbabwe's tightly controlled media environment'.

X. Culture

Through social media platforms, Africans can convey and express their perceptions, anger, hopes, and dreams because some of these platforms are uncensored. Society can also use either technological equipment or software to sustain their culture or to embrace others culture (Solo-Anaeto & Jacobs,2015). Communication and socialization enable transmission of culture and keeps it alive from generation to generation. Thus, communication is the substratum of any cultureas it is also mentioned in the cultural transmission function of the mass media that media creates sustenance of a culture through its coverage, reporting of people and activities of a particular culture (Solo Anaeto & Jacobs, 2015).However, most Africans consider social media as African culture pollutant as it poses negativity on Western culture content which basically relies on attitude, behavior and language. Johnson (2012) asserts that social media realities and globalization create new spaces and new contexts for the emerging new virtual and cyber communities in which amalgamation of various cultures of different civilizations and races takes place. However, social media have provided African countries with the opportunity to develop their own socio-cultural statements. Social media assist African society to develop, enrich and preserve its own cultural values ensuring that it is conspicuously represented in the emerging global culture (Ohiagu, 2014).

XI. Intercultural Communication

In accordance with Sawyer and Chen (2012) investigation, social media connect international students to their intercultural adaptation, and create a community for them to interact with people globally. This does not only result in strong bonds of community relationships and vast knowledge but also supports international students to overcome cross-cultural communication barriers pertaining to intercultural adaptation phase. Social media act as a guide for the communities with language barriers and other difficulties in their daily activities particularly in buying stuffs online, booking for events or celebration, arranging trip plans, making friends and sharing the idea in group or even creating study groups (Zaw, 2018).Ephraim (2013)articulates that activities of social networking such as chatting and uploading pictures are replacing previous online activities like sending e-mails, research and posting queries at an incredible pace. A prior South African Youth study reveals that the youth spend most of their time on social networks doing other things than chatting, uploading pictures, posting opinions, obtaining current and social news, and downloading wallpapers, ringtones and software (Ephraim 2013).However, since social media are a double-edged sword, African countries experience the negative effects of adopting the technology of social media as it results in violence against girls and women in Africa through cyber bullying and cybercrime. This takes place in various ways like posting information or pictures on platforms that are embarrassing. In another incident, Molosankwe (2019) on online newspaper 'The Star', reported that a young woman went missing in May 2019 in the South African city of Johannesburg after meeting a 25-year-oldsecurity guard known as Thabiso Mndawe on Facebook.

XII. Economy

Economy imposes hiring, price, productivity and innovation. According to Granovetter (2005)a form of social structure which is social networks has a great impact on the flow and the quality of information as it provides subtle information and difficult to verify or to believe impersonal sources but rely on well-known people. Granovetter (2005) imposes that through social interaction, information is disseminated unavoidably

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transmitting details about employers, employees and jobs which flow continuously through social networks of which community maintain massively for non-economic reasons. Therefore, the cost is less than the formal search intermediaries as individuals use social contacts and networks which are already in place and need not invest in constructing them.

XIII. Health

Social media for health communication informs the general public, patients, and health professionals communicating about health issues using social media platforms such as Facebook and Twitter" (Moorhead, 2013).According to Chou et al. (2009) social media may bear health-enhancing potential through several mechanisms. Internet-based social networks may increase perceived social support and interconnectivity among individuals and with the increase of user-generated content, information sharing is not only seen as democratic and patient controlled but also enables users to exchange health-related information needed thus, making the information more patient/consumer-centered. Public health programs have recently demonstrated success in adapting social media as a communication platform for health promotion efforts such as smoking cessation and dietary interventions which result in proliferation of their reach through cyberspace. Through social media tools, web users utilize effective tools and services to share and disseminate information by interactively collaborating with each other in digital communities through blogs, social networking and video sharing sites worldwide .Therefore, social networks are considered as effective media for communication discourse. Also, the intensive use of social media networks among the citizens of the Middle East and North African (MENA) regions indicate that the internet has the potential to be a multi-vocal platform through which silenced and marginalized groups can have their voices heard (Shirazi, 2013). It plays a vital role of the voice of the voiceless Case Study of South Africa

Looking specifically at Southern Africa, penetration rates are a mix of relatively low with 51% having access to the internet and 38% using social media (Business Tech, 2019). However, in South Africa, More than half of South Africans are connected: thus making 54% of its population which represents about 31 million people. It is estimated that they spend the 6thlongest time using the online with an average connection of 8 hour and 25 minutes daily far higher than the global average. This implies 5 million more South Africans are using social media than a year ago. According to the report, South Africa's social media activity is also one of the fastest growing in the world, where the country ranked 17th for its relative growth (with 28% increase in activity year-on-year) and tied for 9th for net growth, having added 5 million new users since January 2018. This is on par with Nigeria and Mexico – though far below China, which added 100 million new users in the past. South Africans also spend more time using social media platforms than the global average, with the report recording the average time spent at 2 hours and 48 minutes each day. The average social media user, globally, spends 2 hours and 16 minutes on social platforms each day – with extreme users (Philippines) spending over.

XIV. Recommendation and Policy Implications

Since the nature of peer-pressure relationships possibly influences the negotiation of cognitive conflict, the pace of social media network formation also overrides the development of trust. This article conceptualized the use of social media networking as a two-way sword, it is used in building networks and relationships which lead to new business and enhance business performance and the community building within social media networks is viewed as being central to building business value in Africa. On the contrary, social media use results in leakage of privacy, and physical problems to its users since they become more addicted to it. Social media should therefore be regulated in four motives; privacy, identity, utility, and propriety, which are explicated in depth. The first tactic involves the creation of more than one profile on a social media site to have separate persona within a single site. The second tactic should be the use of privacy settings in order to present a single persona within a single site in a different way to multiple audiences. Thirdly, the segmentation of audiences between social media sites, or a systematic limiting of access to certain persona based on contextual setting should be practiced. Regulation is generally classified as regulation by site and regulation by linkage. Regulation by site refers to the range of technical boundary-setting behaviors that restrict a third party's access to a profile in a social media site. On the other hand, regulation by linkage comprises a range of social and technical practices that restrict linkage between personas. This method of regulation involves interaction between social practice and technological affordance such as privacy settings. Regulation by linkage is a connection between identities that cross an established boundary. For instance, in the first form, linkage is identified between profiles: a person, who works in business development can have two public Twitter accounts, one for personal reasons and one for his or her business. Theories of boundary regulation, which locate the management of interpersonal disclosure within a framework of optimization should also be engaged to be able to explore how participant group regulation strategies most effectively produce a desired level of disclosure, and

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how this desired level of disclosure is constructed in relation to the group, the context, and the affordance of the site. The proliferation of popularity and constant innovations of social media platforms and applications has transformed ways of interacting, working, creating value and innovating in Africa therefore, authentic applications that are not involved in fraud should be authorized because some of these sites may be created for the sole purpose of Identity Theft by creeping into your personal details. Credibility, status and influence as well as media has to be enhanced in the social environment for the development of an ideologically-sound society.

XV. Conclusion

The present time is regarded to be the information age providing open access to all. The younger generation seems to be much inclined towards having information by using modern technologies. This generation is even called "NET- Generation". Educational usage of social media seems useful for all levels of education. The study indicated that social media is used to enjoy friendship and revealed that university students preferred Facebook as it is most popular media. However, they faced some problems such as leakage of privacy, and physical problems. Moreover, whilst social media may have eased the process of relationship building it has also added further layers of complexity. The era of social media networks has created significant opportunities for business relationship development yet there exists a paucity of research in this area. As I have discussed earlier, the emergence of social media networks has created unparalleled opportunities for businesses, international students and people globally. Social media support international students to adapt the different culture while living in new community. The pace and immediacy of network formations and interactions have been hastened through the presence of social media, therefore rapid relationships are being built yet importance is still attached to the Nightmares of social media on Africa's Development.

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6. Bookmarks are useful: When you read any book or magazine, you generally use bookmarks, right? It is a good habit which helps to not lose your continuity. You should always use bookmarks while searching on the internet also, which will make your search easier.

7. Revise what you wrote: When you write anything, always read it, summarize it, and then finalize it.

8. Make every effort: Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

9. Produce good diagrams of your own: Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

10. Use proper verb tense: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. Pick a good study spot: Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

12. Know what you know: Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

13. Use good grammar: Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice.
Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

14. Arrangement of information: Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

15. Never start at the last minute: Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

16. Multitasking in research is not good: Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

17. Never copy others' work: Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

18. Go to seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

19. Refresh your mind after intervals: Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

20. Think technically: Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

21. Adding unnecessary information: Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

22. Report concluded results: Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

23. Upon conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print for the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects of your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form which is presented in the guidelines using the template.
- Please note the criteria peer reviewers will use for grading the final paper.

Final points:

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

The introduction: This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

The discussion section:

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

Writing a research paper is not an easy job, no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record-keeping are the only means to make straightforward progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear: Adhere to recommended page limits.

Mistakes to avoid:

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.

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- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

Title page:

Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

An abstract is a brief, distinct paragraph summary of finished work or work in development. In a minute or less, a reviewer can be taught the foundation behind the study, common approaches to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study with the subsequent elements in any summary. Try to limit the initial two items to no more than one line each.

Reason for writing the article—theory, overall issue, purpose.

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

Introduction:

The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

The following approach can create a valuable beginning:

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.

Approach:

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

Procedures (methods and materials):

This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

Materials may be reported in part of a section or else they may be recognized along with your measures.

Methods:

- Report the method and not the particulars of each process that engaged the same methodology.
- Describe the method entirely.
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures.
- Simplify—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

Approach:

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

What to keep away from:

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings—save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part as entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.

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Content:

- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or manuscript.

What to stay away from:

- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

Approach:

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

Figures and tables:

If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

Discussion:

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Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

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Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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