

# I keftd eqs es I ksky ehfm; k dh Hkfedk

'orsk 'kekt  
gelnr dckj\*

## I kjkak

I keftd ehfm; k I kedu; I adl I dkn] jktuhfrd] vkfkd vlj I keftd ekeyka e] I keftd I adkq mRi knka; k ycu ds cpkj & cl kj ds fy; s tkuk tkrk gA I keftd ehfm; k ikjLifjd I adk ds fy, vartky; k vl; ek/; eka }kjk fufeh vkHkl h I engka dks I nfhkr djrk gA ; g 0; fa; kavlj I epk; ka ds I k>k] I gHkxh cukus dk ek/; e gA bl dk mi; sx I keftd I adk ds vykok mi; sx drk I kexh ds I akku ds fy, mpp ikjLifjd ep cukus ds fy, ekckby vlj oc vk/kfjr cksI ksfed; ka ds c; sx ds: i ea Hk nck tk I drk gA bl v/; ; u ea I ksky ehfm; k vlj ml ds I keftd eqs es I ksky ehfm; k dh Hkfedk ij chko dk ev; kadu fd; k x; k gA

I ksky ehfm; k , d rjg I snfu; k ds foHku duka ea cBs mu ykoka I s I dkn gsftuds ikl bV/jus/vrjtky dh I fo/kk gs bV/jus/ tks , d nli jsl s tM/I x.kdka dk , d fo'ky fo'o&0; kih us/odZ; k tky gsb ds tfj, I puk dk vknu&cnku djrs gs Hkjr ea varjtky 80 ds n'kd es vk; k] tc , u/ /Educational & Research Network) dks I jdkj] byDV/fuDI foHkx vlj I a e jk"V" mlufu dk; De UNDP dh vlj I s chl kgu feyka I kedu; mi; sx ds fy; s varjtky 15 vxLr 1995 I smiyck gvk] tc fonk I plj fuxe fyevm us xv/os I foI 'kq dhA njvl y] bV/jus/ ij vk/kfjr I adk& I ka dh ; g vo/kk .kk ; kuh I ksky ehfm; k dks I dkn epka ds rks ij ekuk tk I drk g] tgareke , d syks ftlgkas okLrfod : i I svHk , d nli jsl dks nck Hk ughag , d nli jsl sc [kch ifjpr gspysgA vki I h I [k&nck] i <k&fy [kck] ek&elrh] dke&vks dh ckra I fgr I iuka dh Hk ckra gsrh gA

Definition "Social media is "the relationships that exist between networks of people-

(Walter & Riviera, 2004)

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## I keftd ehfm; k ds cdkj

ftuea fd bV/jus/ Qk]e] oc y,x] I keftd (y,x] ekb0kkykfxa] fodht] I ksky us/odZ i ,MdkLV] Qk/sxkQ] fp=] pyfp= vkfn I Hk vkrs gA I ksky ehfm; k ds fy, dbz cdkj ds I plj cksI ksdh mi yck/k gA

- I g; kxh ifj; kstuk /ofdi hfM; k/2
- Cy,x vlj ekb0kky,x /vVj/2
- I ksky [kcj us/odk I kbV4 /mX vlj ydjuv/2
- I kexh I epk; 1/4 /vVj vlj Msyh eksku/2
- I keftd us/odk I kbV /Qd cpl/2
- vkHkl h [ky nfu; k /oyM v,Q o j0k/v/2
- vkHkl h I keftd nfu; k 1/4 dM ykbQ/2

I ksky ehfm; k ds foHku ek/; eka I snfu; k ds nks vge I ksky us/odk I kbV4 Qd cpl vlj fvVj ftl dk eq; ky; vesjdk ea g] ijh nfu; k ij jkt dj jgk gA ekyme gks fd Qd cpl dh LFki uk 2004 ea gkoMZ fo'ofok] ky; ds Nk=ka us dh FkA 'k#vkr ea bl dk uke Qskek'k Fk vlj t0jcxZ us bl dh LFki uk fo'ofok] ky; ds I jfkr dh; Wj us/odZ dks gbd dj ds fd; k Fk ogH fvVj bl nfu; k ea 21 ekp] 2006 dks vk; k vlj rd I sydj vkt rd ; g fur; ubz cy/in; ka dks Nw jgk gA

## I ksky ehfm; k dk nk; jk

bV/jus/ ij fu; a .k djus ds fy, dgha bV/jus/ dks Cy,d fd; k x; k rks dgha d, ihjkbV] ekugkfuf mRi hMa vlj voekuuk dks gffk; kj cuk; k tk jgk gsrkd bl I s I ksky ehfm; k es vl keftd rRo dks fu; a .k dj I dA Hkjr ds xckjkr ea tggagkfnZ I vsy ds vknsy dks nck krs gq bV/jus/ dks can dj fn; k x; k Fk] ogheq; bz ea ckyk I kgc Bkdjs ds fu/ku ij egkj"V" dh , d yMeh ds de/ vlj ml dh I gsyh ds ml de/ dks ykb d j us dk [kkfe; ktk fdl rjg Hkcruk i M] ; g crk fdl h I s Nq h gpl ugha gA

I ksky ehfm; k ij gkas okyh cgl a I ekt ds , d Nk/s I s fgLI I s tM/ gsrh gA dbz ckj rks cagn Nk/s I s fgLI s ds eukjat u I s tM/ gsrh gA Hkjr ea I okZ/kd pfpz I ksky ehfm; k ds Iy/Q, elQd cpl vlj fvVj ds VM ds v/; ; u I s bl crk dks I e>k tk I drk gA Hkjr ea I ksky ehfm; k o bV/jus/ blrky djus okyka I s ; gka ds ernkrvkka ds ckjs ea dkbZ I kQ&I kQ utfj; k cukuseaenn ughafeyrh gA Hkjr ea bV/jus/ blrky djus okyka d k pfj= opLooknh gA bl ea 'kgjh] ; pk vlj i # k opLo I kQ&I kQ nck tk

I drk gA cgd [; d xteh.k vls vl; vk; qoxka dh vkcknh bl ehfm; k dk blreky djusokyka dsnk; jsl sckgj gA Hkjr eaekckby o bA/jus/ ds tfj; s I kky ehfm; k dh igp rsth l sc<+jgh gB yfdu vHh Hk cgr cMh vkcknh bl ek/; e l snj gS eckby dh igp Hkjr dh 70 Qhl nh vkcknh rd gS yfdu eckby ij l fO; : i l s bA/jus/ dk blreky djusokyka dh l [; k egt 15 Qhl nh gS vls tc eckby ij l fO; : i l s l kky ehfm; k dk blreky djusokyka dh ckr vkrh gS rks; g l [; k vls de gkdj dby 7 Qhl nh jg tkrh gA c/McM dh igp Hkjr ea 4-9 Qhl nh ykska rd gA

**I keftd eiqs**

I keftd eiqs vls l el; kvka dh mri fuk Hkjr ds ykska dh /kfeZl vls l ka—frd cFkVka l s gkrh gA ; s l keftd l el; k, a cgr yEcs l e; l s fodfl r gpbz gS vls vHh Hk vyx #i ea tkjh gA bl ds vykok Hkjr cMh i ekus ij cgr l s; q ka dk xokg jgk gA; g cgr l s fonsh vkOe.kdkfj; ka us bl ds yEcs bfrgkl ea Hkjr ij geyk fd; ka Hkjr rh; l ekt cgr xgjkbl l s /kfeZl fo'okl ka l s tMh gprk gA ; gk fofHku /kfeZl fo'okl ka dks ekuus okys yks jgrs gS tS %fglnh eLye] fl [k] bl kb] i kj l h vkfnA ; s l Hk nsk dh l keftd&l ka—frd fdLeka ea tMh gA Hkjr rh; l keftd l el; k, a Hk ykska dh /kfeZl cFkVka vls fo'okl ka ea fufgr gS vls ; gh l Hk dkj.k l s Hkjr es l keftd eiqs vls l el; kvka fodfl r gpbz

Hkjr es l keftd eiqs xjhch] vl k(kj rk] vf' k(kk] cky&fookg] vdky] Hk[kejh] cky Je] l eyaxdrk] cjkstxkj] LokLFk] vLi"; rk] fyax vl ekurk] ngst cFk] cky vls efgyk; kA 'kSk.k] tkfrok] vkfnA

**I kky ehfm; k dh Hkedk**

I keftd i=dkfjrk vyx vyx rjhdka l sykska ds thou dks cHkfor djrk Hk gA [knyh vFKD; oLFk] oShdj.k] xykdKV cfr; ksrk] okf.kfT; dj.k , oa fodfl r rduhdh o cks] ksdh ds bl ekgkSy ea Hk ehfm; k D; k l p ea viuh l keftd ftEenkh] fuHk jgh gA

**I keftd eiqs dks l plj es ykuk**

orZku l e; ea Hkjr rh; l ekt vuud l keftd l el; kvka l s i hfMf gS ftuds fujkdj.k ds fy, jkT; ] l keftd ehfm; k , oa l ekt }kjk feydj c; kl fd; s tk jgs gA Hkjr rh; l ekt dh cedk eiqs; k l el; kvka ea tul [; k eSk c<lkjh] fu/kZrk] cjkstxkj] vl ekurk] vf' k(kk] xjhch] vkrdokn] ?k] i B] cky Jfed] Jfed vl arsk] Nk= vl arsk] HkZVkpj] u'kk[kkj] tkuyok

chekfj; k] ngst cFk] cky fookg] Hkqk ckfydk gr; k] fookg&foPNn dh l el; k] cky vijk/k] e | i ku] tkfrok] vLi"; rk dh l el; k; s l Hk l ekt d l el; kvka ds vlrxZ vkrh gA

**I keftd eiqs dks l plj es ykuk**

bl es l kky ehfm; k dk vge Hkedk j°rh gA 0; fa is ty] l Qkb] 'kSk.k; fuekz k] vkokl ; kst uk] jk'ku&fdjkl u] vl ekur dsf[kykQ vokt] fctyh l adkh ekey] vfrOe.k] Hke eki h] f'k(kk] LokLF; rFk vl; dY; k.kdkjh dk; Oe l s tMh gq viuh l el; k; ka dk l ek/kku bl vf/kfu; e ds vlrxZ dj k pps gA

**I keftd eiqs dks l plj es ykuk**

I kky ehfm; k ds }kjk l ekt ds yksks dks ykd fuekz k dk; Z ds ckjs es tkx#drk QykuA ykd fuekz k }kjk cns k ea l Melka , oa i gka dk fuekz k] l qkj , oa l q<hdj.k rFk j [k&j [kko dk dk; Z l Eikfnr dj k; k tkrk gA jkT; l jdkj ds dfr i; fohkxka ds vlrxZ Hkouka ds fuekz k rFk muds vuq {k.k dk nkf; Ro Hk bl h fohkx ds Aj gA

**I keftd eiqs dks l plj es ykuk**

I kky ehfm; k ds tfj; s xM xoua ; kfu dh cgrj c'kk l u ds fj'rs dks LFkfi r djus dh dks'k'k fn [krh gA xM xoua ds fy, jkT; l jdkja vls ogka ds fohkx rsth l s [kq dks l kky us/ofdk l kbVt ij l fO; dj jgs gA dgk ; s tk jgk gS fd bl l s l jdkjh fohkx turk rd l h/ks igp l dks vls yks Hk ml fohkx l s l cB/kr viuh l el; k, a l h/ks l jdkjh vf/kdkfj; ka rd igp l dks bl l s HkZVkpj ij yxke dl xhA l kky ehfm; k dks xM xoua \* ds ek/; e ds rks ij i sk fd; k tk jgk gA bu fnuka , s h dbZ l kjh [kja n[ku&i <u&l quus dks fey jgh gS ftudk l kj bl rjg dk gkrk gS fd Qyka fohkx vc l kky ehfm; k ij l fO; gS vls ogka yks viuh l el; k, a j [k jgs gS HkZV vf/kdkfj; ka dh i ky [ky jgh gS HkZVkpj dh f'kdk; r djuk vl ku gks x; k gA

**I keftd l el; kvka ds c; kl jr mik**

l ekt dh jpuk vls fuekz k ea l kky ehfm; k dh vge Hkedk gkrh gA ehfm; k l ekt dk nizk gA Hkjr ds l io/kku ds vuqPNn f<1/2 ds rgr cR; d ukxfjd dks vFKD; fa dh Lorark nh xbz gA vFKD; fa dh Lorark vFKZr vius Hkoka vls fopkja dks 0.kä djus dk gj ukxfjd dks vf/kdkj gA bl ds rgr dkbZ Hk 0; kfä u fl QZ fopkja dk cplj & ç l kj dj l drk gA

cfYd fdl h Hkh rjg dh l puk dk vknku&cnku djusdk vf/kdkj j [krk gS l ksky ehfm; k dk mi ; kx vkt l jdkja Hkh viuh ; kstukvka dks yskca rd igpku; turk l sl h/kk l okn LFkfr dju; tuer dk irk yxkusea djus yxh g; ysk fofHku l eugka dsek/; e l sl jdkj dh ufr; k; fu.kz ka ij cgl djus yxsga tksfd ykdra= dk vko'; d rRo gsehfm; k v; l jdkj ds chp ds fj'rs geskk vPNs ugha gks l drs D; k;d ehfm; k dk dke gh gS l jdkjh dkedt ij utj j [kuk] yfdu og l jdkj dks yskca dh l eL; kvk; mudh Hkkoukvka v; mudh ekakal sHkh voxr djkusdk dke djrk gS v; ; g ek; miyC/k djrk gS fd l jdkj tuHkkoukvka ds vuq i dke dj; vkt nsk vkr;okn) uDI yokn tS h xHkh l eL; kvka l stw jgk gS l ekt fgr dsdk; Z o l keftd l jdkjka dks dS s turk ds l keusyk; aftl l s turk tkx: d gk; l ekt dks v; ; ek ih<h dks fn'kk feys tS svud fo"k; ka l fgr dbz e;ka ij ehfm; k ek; # [k vf[r; kj fd, gq g; ogha l ksky ehfm; k dh cfrf; kvka l sn; kusea vkrk gS fd ; g e; ; ehfm; k dk dke dj jgh gS l dkjRed : i gks; k udkjRed l ksky ehfm; k ea r; ar cfrf; k g; h gS vc ; g t: jh ugha fd vki dh ckr fdl h l ekpj ; k U; ut; pky ds ek/; e l yskca rd igp; vkt gj 0; fa tks l keftd l jdkjka dks l dkjRedrk ds l kFk l ksky ehfm; k ij fo"k; dks yk jgk gS og okdbz i =dkjrk ds vl yh /keZ dks fuHk jgk gS v; bl dk l dkjRed mi ; kx dj nsk ds fodkl e; HkZVkpj e;] LoLFk v; LoPN o u, Hkjr ds fuekZk ea Hkxhkhj cu dj gj 0; fa vius nsk ds cfr dr; dk fuok; dj l drk gS bu fLFkr; ka ea l k; ds fy; sv; Hkh vf/kd ; kl djus dh vko'; drk gS v; yskca ds fnekx dh xgk; z ea cBs gq s xyr fo'okl k; ek; rkvka o cFkvka dks cnys fcuk bu fLFkr; ka dks l k; uk cgr dfBu dk; Z g;

bl m; s; ds fy; s l cl smi ; e; rjhd; yskca dks fofHku l keftd l eL; kvka ds ck; s ea f'kr djuk gskk v; m; ga viuh l kp cnyus ds fy; s c; jr djuk gskca D; k;d yskca dks [k; dks cnyus ds fy; s c; jr fd; s fcuk] dk; z Hkh l jdkjh ; k x; & l jdkjh l kFk ds ; kl vk/k&v/k; l kfr gkca l keftd l eL; kvka ds fujkdj.k ds fy, ; g vR; ko'; d gS fd budh c—fr dks l e>k tk, , oaLo: i ka dh 0; k; ; k dh tk, A fHku&fHku l keftd l eL; kvka ds e/; i k, tkus okys ij Li j l Ecl/kka dk fo'ySk.k , oa vuq khyu dj ge bu l eL; kvka ds 0; kogkj d fujkdj.k ds fy, , d ubZ l kp cLr; dj l drs g; ; fn ge Hkjr dks l gh ea 21oha 'krkCnh dk l Ppk fo'o usk cukuk pgrs g; rks ; svfuok; Z gS fd gea vius l keftd Lrj ea l k; djus pfg; A

I nHkZ l pth%

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