

A Study on Application of New Media for Yoga Learning among Women

(With Reference to Young Women of Raipur City)

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Abstract

In the present scenario women are often seen becoming figure conscious particularly the young ones aged between 18 to 30 years adapting various physical exercises. Yoga is one such natural exercise. A research regarding this phenomenon was conducted among the residents of Raipur, the state capital of Chhattisgarh. A sample size of 20 respondents was taken on the basis of the area they visit for performing the yoga asanas in early morning hours.

The research problem included what type of New Media is preferred by the young women, Are there any particular asanas they often practice, Do they encourage others for performing yoga and has Indian government's call for yoga promotion influenced them. The hypothesis for the first research problem was it might be Google, Youtube or Facebook. The second hypothesis was most of them are career focused so it is difficult to presume the asana preferred by them while the third hypothesis was they must be encouraging others and the fourth presumption was the government's call has influenced them.

Interestingly, the four hypotheses turned true after conducting the research.

Keywords: Yoga, Women, New Media

1. Introduction

Keeping in mind about the recent initiatives taken by the union as well as state governments to promote Yoga, the traditional exercise form of India, the topic 'A Study on Application of New Media for Yoga Learning among Women' has been chosen. Moreover, it relates with the sub-theme 'Yoga for mental and physical fitness' of this scheduled National Seminar on 'Women Empowerment and Sports'.

According to the art of living website, a daily yoga routine can be modified and adapted to suit a woman's changing needs in each phase of life, helping her to achieve peace of mind and bodily poise.

The 'Illustrated Light on Yoga' book written by BKS Iyengar, states that the word Yoga is derived from the Sanskrit root yug meaning to bind join, attach and attention on, to use and apply.

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Since the area of the state capital Raipur is large, we divided it in four parts namely Gandhi Park, Marine Drive, Anupam Garden and Bhatagaon.

The respondents were approached through schedule including around 10 close ended questions for their convenience. It took the researchers around one day to collect the data and three days to complete this research paper in the month of December, 2015.

2. Research Problem:

- 1) Which type of New Media is preferred by the young women for yoga asanas?
- 2) Are there any particular asanas they often practise?
- 3) Do they encourage others for performing yoga?
- 4) Has Indian government's call for yoga promotion influenced them?

3.Hypothesis:

- H1) It depends on their mood. It might be Google, Youtube or Facebook.
 H2) Most of them are career focused so it is difficult to presume the asana preferred by them.
 H3) Today's youth claims self an idol so it is obvious they must be encouraging others even for those healthy activities they do or even don't do.
 H4) Yes government's call must have influenced them. Many must not be following it physically but must be checking about yoga on New Media.

4.Data Analysis and Interpretation

We set four areas namely Gandhi Park, Marine Drive, Anupam Garden and Bhatagaon in the state capital to conduct our study by preparing a schedule of 10 objective questions. The findings are as follows:

Firstly, we asked the women respondents whether they practice yoga or not wherein 40% of them said that they do not practice yoga but 60% of them agreed with it. This helped us in proceeding with other questions concerned to our research topic. In the second question, we asked them whether they use New Media or not for learning Yoga asanas. 95 % replied they do use New Media while 5% accepted they do not use New Media for the same purpose. Following our second question, the third question was if they use New Media, which form is preferred of which 40 % said Facebook, 35% said Youtube, 15% replied simply Internet and 5% pointed Whatsapp. Remaining 5% do not use the New Media. In fourth question, when asked about their yoga asana preference, majority i.e 55 % replied NO while 30% highlighted Surya Namaskar because it covers the participation of many body parts. 10% said Cardio and 5% focused on Shilpa Shetty special unable to say the exact yoga performed by them.

Interestingly, in case of Yoga Guru which was mentioned in my fifth question, the fact finding was quite new for us. Most among the 20 women said they watch and read Shilpa

Shetty related special yoga asanas. It was around 50%. Consecutively, 20% do not believe in following a Yoga Guru. 15% however have a Yoga Guru that too a registered Doctor i.e Dr Vivek Bharti. The yoga asanas of Sri Sri Ravishankar are liked by 5%. Similar percent respondents like the asanas of Baba Ramdev.

Girls are figure conscious was proved by our sixth question wherein the respondents were asked do they search yoga related asanas for physical problem on New Media. 90 percent agreed that they do it for physical problems while 10 percent said they do not. Yet again in the seventh question we found the answer that girls are very much conscious for their figure as well as health. When asked why they practice yoga, 95% said it is for physical fitness. 5% said for other reasons but none said it is to get rid of diseases. When the respondents were asked whether they share the New Media contents with friends and family members in the eighth question, 75% replied yes they do. While, 25% said they do not asked about the effects in the ninth question, 45% said the effect is moderate. 30% said it is very effective and 25% said it is less effective. Most respondents seem encouraging others for checking yoga asanas on New Media in our tenth cum last question. Interestingly, 75% women encourage others for such activities. Merely, 25% do not encourage.

5. Conclusion

After this study the conclusion was drawn that most of the women practice Yoga and use New Media Tools like Google, Facebook and Youtube to learn this. An interesting fact was revealed that there is no particular asana in their preference but some of them are aware about Surya Namaskar and Cardio.

Interestingly Shilpa Shetty is the most famous yoga guru among women of Raipur and some of them follow Dr. Vivek Bharti.

Most of the women of the Raipur city are figure conscious and utilize the new media tools to search yogasana for their physical fitness and most of them even share the contents over New Media with their friends and family members.

On the point of effectiveness most of the women believe that using New Media tools for yoga learning has Moderate effect and few of them consider this as a highly effective tool.

Lastly, we found that the Indian Government's call to practice and promote yoga over various media platforms is effective upon the women of Raipur city, Most of them are not only practising yoga on daily basis but also encouraging others to get physical and mental fitness.

Reference

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