

# Chapter 10

## Impact of Social Media Network Data on Conservation of Bioresources

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### ABSTRACT

*The effectiveness of the transmission and sharing of data and information among people has been revolutionized by the internet and digital technology. Social networks have shortened the communication space among the technology users. Their relatively easy access through computers, cell phones, and many other devices has made them easy to use, so they are probably the most widely used today. Social network and internet media (SIM) has revolutionized providing useful resources for scientific research, especially in engaging citizen scientists in research. There are also various possible drawbacks in spite of the benefits of the SIM. With the increasing use of social media worldwide, sites with rich species diversity face potentially the greatest anthropogenic threats (resulting from high numbers of visitors), which results in the extinction of valuable species from the native area. Despite shortcomings, SIM can provide conservation education and awareness and also reconnect to the natural world.*

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## **INTRODUCTION**

All biological forms in the world are variable at all hierarchical levels (genetic, species and ecosystem). Obviously, biodiversity has provided the basis for several hundred million livelihoods, communities and economies, including farmers, fishermen, forest residents and handicraft workers. It offers raw materials for a range of nutraceutical and healthcare systems. It also provides a genetic foundation for the ongoing improvement of crop technology, fisheries and vital discoveries in research, industries and other sectors. Globally, biodiversity is steadily declining (Wagtendonk & de Jeu, 2007). It is because a major part of human activities such as deforestation, land degradation, hunting, forest fire etc. directly and indirectly related to the present rate of extinction and depletion of the gene pool (Stevens et al, 2013).

According to the Millennium EcoSystem Assessment, by the end of the century, climate change is potentially one of the main drivers of loss of biodiversity. In addition the IPCC Fourth Assessment Report cautioned that in the immediate future more worsening climate-related events will occur. The nature and the usefulness of the new tools in conservation initiatives or efforts required to be critically evaluated by current legal and institutions frameworks. Rapid and precise identification is therefore important for successful biodiversity research and management. At this critical moment, social media outlets tend to be one of the key forces for more action to tackle all these problems. It has an immense role to play in raising public consciousness about the sustainable use of natural resources and biodiversity conservation for the existence of human race. We can improve our conservation efforts and establish better strategies for the efficient protection of biodiversity by disseminating knowledge about environmental activism, awareness, and education through social media. Digital technology has an increasing impact on how people experience, think and deal with nature (Kahn, 2011 ; Verma et al, 2015) Conservationists also embrace the innovations of the information era with hope because they offer more data, faster processing, improved accessibility to information, new communication paths, exciting visual representations which empower decision-making support systems. Keeping in view of the benefits of social media this emphasis centred on the current state of global diversity and the conservation function of social network data to sustain it

## **ROLE OF SOCIAL MEDIA IN CONSERVING BIORESOURCES**

As other programmes, social media plays an enormous role in preserving biodiversity by building knowledge and exchanging ideas for better policy making, thereby encouraging conservation of biological sources, and their sustainable use, equal distribution of advantages (ICRISAT Annual Report 2012). Social media has now become a necessity in our society. It is estimated that 29 percent of the world's population utilize social media sites. Through social media, individuals are more linked with one other and other global/local concerns. Thanks to the emergence of social media which has resulted in a visible change in the lives of many people. Global Web Index has shown that the typical social media user spends 2 hours and 25 minutes per day utilizing social networks and microblogs. With billions of active Facebook users, Facebook tops the list in terms of number of users, reach and scope. A very astonishing thing is Facebook is accessed by mobile devices by 83 percent of the world's users. It's a direct result of cheaper smart phones being introduced in recent years. Social network and Internet media (SIM) has revolutionised the supply of tools helpful to scientific research, in particular to engage and empower individuals in research to interact beyond geographical or social border.

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