

The Role of Digital Media in the Growth of Yoga Professional in Thrissur City

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Abstract

Health care industry is one of the fastest growing industries in the world. The business world is watching this booming industry. Directly we can't see the competition in this field but business wise things are little crowded. Yoga studios are mainly dependent on the yoga mentors. Now a days, the world is facing a general problem that is information explosion which means an explosion of knowledge. The digital media brings the entire world to the individual. So, this distant learning helps the instructors to study various teaching methods. For this study, I have chosen Thrissur district to see the influence of digital media in the growth of Yoga professionals. A sample of 60 Yoga instructors are taken for the study to see how far the digital media has helped them to develop their subject knowledge.

Keywords: Yoga; Yoga Professionals; Yoga as Career; Influence Digital Media; Growing Industries; Health care Industry.

Introduction

Yoga is a psychological, physiological and spiritual discipline that has been an integral part of our Indian culture for centuries. Yoga is a science of life. In Sanskrit yoga means Union. A yogi's ultimate aim is to be able to attain this Union with the Eternal self with the help of certain mental and physical exercises. In recent times, yoga is mainly looked upon as a set of techniques useful for achieving fitness in daily life and prevention and cure of some specific diseases or disorders.

Modern yoga arrived in the United States during the late 1800's after the Chicago speech of Swami Vivekananda. In 1950's UK established postural yoga. B.K.S. Iyengar brought Iyengar yoga in Britain during 1954. Pattabhi Jois's Astanga yoga has also gained popularity. 15 Million Americans

now practice Hatha yoga and the figure is rising in Australia as well. All over the world the number of the yoga practitioners are increasing.

Now a days the Health care industry is one of the fastest growing industries in the world. The business world is watching this booming industry. Directly we can't see the competition in this field but business wise things are little crowded.

Yoga studios are mainly dependent on the yoga mentors. So the qualified vacancies of yoga mentors are increasing. In this post internet era, many opportunities are open to us to get information from all over the world at our fingertips. This has even revolutionized the way yoga is taught. Digital learning has provided us expanded learning opportunities effectively from mentors across the world. We can practice with a wide variety of high-quality, experienced teachers online by getting access to classes with wonderfully talented, senior teachers from around the world. So you can learn from the best even if you're miles away from anywhere. The possibilities are endless and new techniques are taught ensuring equal access within a budget. Thus digital learning provides an effective way to maximize resources, cut costs and heighten both reach and impact for students and mentors alike.

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Statement of Problem

Technology is spread in all sectors recently and the learning behavior of people had also changed. It has been noticed that there was not much study conducted about the effect of digitalization on yoga learning. In this context, the relevance of the study is evolved. This study is conducted to analyze the role of digital media in the growth of yoga professionals in Thrissur City, Kerala.

Objective of the Study

1. The main purpose of this study is to know how the digital media help yoga professionals for their career growth.
2. To study how yoga professionals upgrade their knowledge in this modern era.

Research Methodology

Sources of Data

Primary Data: Primary data is collected from yoga mentors through structured questionnaire. The questionnaire was administered among the sample population of Thrissur locality.

Secondary Data: The data from secondary sources like websites, books etc. are considered for the study.

Sample Size: Sample size taken for the period is 60 yoga professionals.

Sampling Technique: Convenient sampling technique followed in the research study.

Tools for analysis: Percentage and weighted average method is used to conduct the study.

Period of study: The study covers a period of one month.

Limitations of the Study

1. The respondents taken to conduct the study is limited to Sixty.
2. The study is limited to Thrissur locality.
3. The analysis and interpretation is purely based on the data collected from various respondents. The accuracy of interpretation depends upon the accuracy of these data.

Review of Literature

According to the studies conducted by Shaybal Chanda; Dr. Jagjeet Singh and Dr. Vijay Narayan

Verma, Indian wellness market had a turnover of \$13 million in 2015 where as global yoga market was estimated about \$80 million, India had just grabbed a small pie of it; among the top 20 wellness tourism countries India positioned at 12 in the year 2014. Indian government had estimated the size of the wellness sector is about Rs 490 billion and AYUSH ministry trained 734 yoga professionals. Ministry of AYUSH is also heading with a plan to groom 50,000 professionals over the next few years.

As per another study done by Kshitij Shinghal, Tech-yoga is latest development in the field of yoga. Tech-yoga is the terminology which means giving this age old practice a modern spin i.e. integrating technology with yoga to make practicing yoga more easy and comfortable. Tech-yoga has encouraged even more people to give yoga a try especially the youth. Technology has played a role in this increase, having made yoga more accessible, and with a click put millions of practitioners from all over the world in touch. Millions of yoga apps are available online to teach different types of yoga for fixed goals. You can make your own yoga community, challenge friends, check and share progress to motivate others, etc. For a better experience, these apps can be paired with several gadgets such as sensor integrated yoga pants, yoga mats, shoes etc. to make the collection of data easier. These hardware together with different yoga software help the users enormously.

DVDs or online yoga videos are used to practice yoga any time at the comfort of own home. Tech-yoga clothes can be paired with smartphone or tablet connected with app that receives and process the data from its sensors so that this app can guide you about each session.

These techniques are effective in familiarizing and making yoga popular among the youngsters. According to Kshitij Shinghal integrating yoga with technology will result in creating an entirely new market of tech-savvy practitioners-internationally. This will not only help in creating awareness about yoga but also promote yoga thereby increasing total number of yoga practitioners: Yogis.

Jayesh M. Patel (2017). There are many web based tools which can be used in the classroom for digital education like twitter, Glogster, Prezi, Diigo, Dropbox, and Moodle. Teachers and students are interested in web based digital learning but because of lack of knowledge they are not initiating the same. Web based tools will make the learning interesting and students will get motivated which normal classroom cannot do. Currently the teacher

centric approaches are making learning boring even for interesting chapters, use of digital technology makes even boring content interesting and joyful.

Data Analysis & Interpretation

Table 1: Demographic Profile of the Respondents.

		Number of Respondents	Percentage
Gender	Male	45	75
	Female	15	25
	Total	60	100
Age	25-40	30	50
	40-55	12	20
	55 and above	18	30
	Total	60	100
Category	School, College teachers	27	45
	Own Studio	9	15
	Private teachers	24	40
	Total	60	100
Qualification	Certificate	21	35
	course TTC	3	5
	Diploma	15	25
	P G Diploma	9	15
	Degree	6	10
	Master's	6	10
	Degree Total	60	100

Table 2: Influence of online media on your career growth.

	Number	Percentage
Yes	48	80
No	12	20
Total	60	100

Table 3: Resources used to upgrade knowledge for professional growth.

Resources	Age	Number	Percentage
Books	25-40	15	25
	40-55	33	55
	55 and above	12	20
	Total	60	100
Guru	25-40	9	15
	40-55	24	40
	55 and above	27	45
	Total	60	100
Digital Media	25-40	39	65
	40-55	15	25
	55 and above	6	10
	Total	60	100

Findings

The main objective of the study is to understand how the digital media help yoga professionals for their career growth. As per the study digital media is indeed very helpful in accelerating career advancement.

1. As per the study, it is estimated that more than 80% of yoga professionals in India depend online media for their professional growth.
2. Youth and middle aged people use a wide variety of online platforms to upgrade their knowledge as compared to the elderly professionals.
3. Most of the yoga professionals aged above 50 years are more interested in books than digital media.
4. The old aged yoga professionals prefer to attain knowledge directly from gurus.
5. Youths prefer to explore practical sessions rather than theoretical knowledge.
6. Middle aged people search for in-depth theoretical knowledge.
7. It was interesting to note that digital media was not at all used for learning Mudras, Pranayamam and meditation.
8. Youth are interested in using online media as it helps to save time with quick access to information.
9. Youth says they prefer virtual sessions as it can be watched repeatedly again and again as per their convenience.
10. Classes can be attended at their convenient time and place. It reduces travel time and even if you are out of station you can attend the classes without fail.
11. Different types of teaching methods can be learned from mentors all over the world.
12. Youth spend more time on learning using online media than middle aged professionals.

Discussion

Even though the data signify that majority of the respondents support online yoga education, it can have its drawbacks as well.

1. Commitment is less sometimes than the regular classes attended in the studio at a specific time and place since there is no strict schedule.
2. Due to information overload, anyone can post

online classes in internet and proper credibility check has to be done to ensure the quality of the classes.

3. When doing the classes without the support of experienced mentors to check your correct posture and safety, chances of getting injured is high.
4. While practicing the yoga alone at their convenient places, some people miss the energy that radiates from groups.
5. Internet is not always reliable and technical issues can be irritating.
6. Access to internet is still a distant dream to a large part of Indian population and online education is not at all familiar for them.

Conclusion

Technology is revolutionizing almost all aspects of our lives including education sector. The global impact of digital media on career development of yoga professionals is very strong. The youth finds it easy to make use of technology and they prefer to use it for knowledge enhancement. However, the elders still prefer to learn directly from Gurus. It is a fact that technology has helped to reach beyond the classroom boundaries and vice versa. But even in a technology driven learning environment, the role of Gurus will remain as important as ever. In the modern era, teachers cannot survive forever without the application of technology. Likewise, digital learning technology cannot survive without

the existence of experienced and knowledgeable teachers. Both must go hand in hand maintaining a good balance and technology can be used as a helpful tool for career advancement. Blended learning, which mixes traditional face-to-face with technology is more effective than the traditional learning methods, where one can get the best of both worlds.

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