"Sentiment Analysis of Netizen through Youtube comment in the Digital Age: An Analysis of Tribal Videos on Gujjar Bakkarwal"

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Abstract:
This study explores sentiment analysis of netizens' reactions through YouTube comments, focusing on tribal videos related to the Gujjar Bakkarwal community in the Digital Age. With the rise of digital platforms as major sites for communication, YouTube has become an essential space for the expression of opinions and emotions regarding various socio-cultural topics. The Gujjar Bakkarwal community, a historically marginalized tribal group in India, has been increasingly represented in digital media, often sparking varied online sentiments. This research employs a content analysis approach to examine YouTube comments on videos featuring the Gujjar Bakkarwal tribe, aiming to identify dominant themes of sentiment, including positivity, negativity, and neutrality. By analyzing the textual data using sentiment analysis tools and manual coding, the study investigates how digital discourse reflects public perceptions of the tribe and its cultural representation in contemporary media. The findings offer insights into the complexities of online identity formation, the role of digital media in shaping public opinion, and the influence of social platforms on cultural narratives in the context of indigenous communities. This research contributes to the broader understanding of tribal representation, and online sentiment in the Digital Age.

Keywords: Indigenous Media, Netizens, Sentiments, Social Media and Indigenous Communities.

Introduction:
In recent decades, the rise of new media has revolutionized how stories are told, shared, and preserved. For indigenous communities, this digital shift offers a unique opportunity to reclaim their narratives, preserve their traditions, and ensure that their voices are heard in an increasingly globalized world. Historically, indigenous tribes have relied on oral traditions and face-to-face storytelling as means of passing down knowledge, customs, and cultural identity. However, with the rapid expansion of digital platforms such as social media, podcasts, and YouTube, new pathways have emerged for these communities to share their stories with broader, often global, audiences.

In the contemporary digital age, indigenous communities are increasingly turning to new media platforms, such as social media, podcasts, and YouTube, as tools to reclaim their cultural narratives and counter the pervasive forces of cultural erasure and misrepresentation. These platforms present indigenous groups with a unique opportunity to both challenge stereotypes and preserve their traditional knowledge, thus ensuring the transmission of oral histories, languages, and cultural practices to both local and global audiences. For communities historically marginalized by mainstream media, the rise of digital technology offers a transformative space to assert their agency over how their stories are told and perceived. This research paper aims to explore how indigenous tribes harness the power of new media to engage in a dynamic process of cultural preservation and revitalization.

While technology can often perpetuate forms of cultural homogenization, for many indigenous peoples, it has provided a platform for resistance and resurgence. Social media, podcasts, and video-sharing websites are not only helping to bridge generational gaps but also promoting cultural awareness and fostering solidarity across geographic boundaries. These digital spaces allow indigenous voices to directly challenge the prevailing stereotypes that often distort their histories and identities (Tuck & Yang, 2012). The potential of these tools to preserve indigenous ways of life is balanced by certain challenges, including concerns about digital sovereignty, authenticity, and the risks of cultural appropriation. As such, it is essential to critically examine both the opportunities and challenges that emerge when traditional cultural practices intersect with modern technology. This study will examine the role of digital platforms in transmitting indigenous oral traditions, knowledge, and perspectives. Through case studies of various indigenous groups using these platforms, the paper will explore how they use new media to build cross-cultural awareness, strengthen community ties, and resist cultural erasure (Nash, 2019). Furthermore, it will consider how these digital initiatives contribute to the broader movement for indigenous rights and autonomy in the 21st century (McCarty, 2017). The paper will also delve into the complexities of negotiating cultural authenticity within the digital landscape and investigate the implications of cultural appropriation in a space that is increasingly shaped by commercial interests.

Ultimately, this research seeks to underscore the transformative role of new media in the survival and revitalization of indigenous cultures, demonstrating how these technologies serve as both a tool of empowerment and a site of resistance. The analysis will show how Indigenous communities are leveraging digital platforms to ensure their voices remain central in global conversations about culture, identity, and history. The digital revolution has reshaped nearly every aspect of human life, and indigenous communities are no exception. indigenous voices and their concerns are now finding a platform on new media, offering unprecedented opportunities for self-representation and cultural resilience. This paper examines how indigenous tribes, traditionally reliant on oral traditions and now their life is portrayed on digital platforms such as social media, podcasts,

and YouTube to sustain and share their cultural narratives. While the digital world can present new avenues for cultural expression, it also introduces a host of complexities regarding how indigenous identities are curated, consumed, and sometimes commodified on a global scale. New media's impact on indigenous communities extends beyond mere access to information; it has become a vehicle for self-determination and cultural survival. These technologies are uniquely positioned to challenge long-standing stereotypes that have historically been perpetuated by Western media, offering indigenous peoples the means to define themselves, their traditions, and their relationships to the land and environment in their own terms (Smith, 2020). Furthermore, the ability to reach diverse audiences has encouraged the fostering of cross-cultural solidarity and collective action, providing indigenous peoples with a platform to educate the global public about issues such as land rights, environmental conservation, and decolonization. However, despite these advantages, the use of new media is not without its challenges. Issues of digital sovereignty, data privacy, and control over cultural content remain significant concerns. The commercial nature of many digital platforms, dominated by Western corporations, poses risks to indigenous intellectual property, as well as to the authenticity and sanctity of traditional knowledge when shared in an online format (Battiste, 2019). Moreover, the potential for misrepresentation and the appropriation of indigenous culture online has sparked ongoing debates about the ethics of cultural sharing in a globalized digital space (Simpson, 2014). The power dynamics inherent in these technological spaces must be critically examined to ensure that indigenous communities can preserve their cultural integrity while benefiting from the opportunities new media provides.

Through examining these nuances, this research aims to contribute to a deeper understanding of how indigenous communities navigate the digital age, balancing the preservation of cultural practices with the demands and challenges posed by modern technology. By exploring specific case studies, this paper highlights how indigenous peoples are actively shaping their representation and cultural narratives online, not only to resist cultural erasure but also to advocate for the revitalization of their traditions in the face of globalization (Roth, 2021). The study also reflects on how these digital practices are influencing wider discussions about the role of technology in decolonizing knowledge and ensuring the sustainability of indigenous ways of life in a rapidly changing world.

In conclusion, this research underscores the transformative potential of new media for indigenous peoples, showing how digital platforms have become essential tools for cultural preservation, advocacy, and revitalization. While challenges remain, the possibilities for indigenous empowerment through digital technologies are vast, and as such, these platforms have become a critical space for safeguarding indigenous identities and narratives for future generations.

This paper investigates how indigenous tribes are using new media to not only preserve their rich cultural heritage but also to redefine how they engage with the outside world. As mainstream media has often misrepresented or ignored indigenous communities, digital platforms present an opportunity for self-representation and the empowerment of indigenous voices. By examining the ways in which these communities engage with platforms such as Instagram, Facebook, TikTok, YouTube, and podcasts, this research will explore how technology has enabled a new form of storytelling that blends traditional practices with modern innovation.

At the heart of this study is the exploration of how digital media can act as both a tool for cultural preservation and a means of activism, as indigenous tribes increasingly utilize these platforms to address contemporary challenges, such as land rights, environmental protection, and cultural appropriation. This paper will also address the complexities involved in using digital technology, including concerns about cultural appropriation, the challenges of maintaining authenticity, and the potential risks associated with the commodification of indigenous culture.

Through this investigation, this paper aims to highlight the critical role of new media in empowering indigenous tribes to both preserve their cultural traditions and shape their own narratives in the digital age. By exploring the intersections of technology, storytelling, and indigenous identity, we can gain deeper insight into the ways in which these communities are using new media to safeguard their legacies for future generations.

Objectives
1. To analyze the sentiment of YouTube comments on videos featuring the Gujjar Bakkarwal community.
2. The goal is to determine how YouTube comments reflect broader societal views and the potential influence of online content.

Research Methodology:

To investigate how indigenous tribes related content on digital media (such as social media platforms, podcasts, and YouTube) to share their stories and preserve their traditions received by netizens, this research will manually analyse comments on the Youtube videos. The methodology content analysis will be employed, to provide a comprehensive understanding of the topic. Below is a detailed outline of the research methodology.

Selection of Content:

Sampling: Purposive sampling was used to select the videos and comments for analysis. The comments section of each video served as the primary unit of analysis, with each comment treated as a single data point. Comments posted within the last three months (i.e. February 2025 to April 2025) were analysed to capture the most recent public engagement.

The content will be analysed for authenticity, audience engagement (e.g., comments, shares, likes), and the potential impact on wider public awareness of indigenous issues through comments, likes, views etcs.

Analysing Impact on Public Awareness:

Visibility and Reach: Analyse the reach of the content. For example, are certain hashtags or topics becoming trending or viral?

Engagement Metrics: Quantify how many likes, shares, comments, or reactions each post, video, or podcast receives. This can help measure how well the content resonates with the audience.

Limitations: One limitation of this research is that given the rapidly evolving nature of digital platforms, the research may capture a snapshot of media use that may change over time. Furthermore, the diversity among indigenous communities means that the findings of this study may not be universally applicable to all tribes or nations.

Expected Outcomes:

The research is expected to reveal how indigenous communities content on digital media platforms provide insights into the ways in which digital storytelling helps to foster cultural pride, build solidarity, and amplify indigenous voices in a global context. By combining these methods, the research will offer an understanding of netizens and their perception related with the same.

Data Collection

Platform: YouTube						
Channel Name	**Video Name**	**Views**	**Likes**	**Subscribers**	**Comments**	**Upload Date**
India In Motion	How Bakarwal Shepherds Live their Nomadic Lives in the Himalayas	163,088	3K	281K	328	28-11-2024
The Young Monk	The Bakarwal Tribe of Kashmir | Life of Kashmiri Bakarwals | Tribes of Himalayas	502,965	4.8K	122K	242	06-08-2022
Happy go travelers	The Bakarwals of Jammu & Kashmir | Life of Bakarwals | Tribes of Himalayas | Unseen Jammu Kashmir	491,353	2.6K	7.17K	203	30-09-2023

Sentiment Analysis

Table 2: Sentiment analysis of comments across three Tribal Videos on Gujjar Bakkarwal, detailing the distribution of positive, negative, and neutral comments for each video:

Video	Positive Comments	Negative Comments	Neutral Comments	Total Comments
How Bakarwal Shepherds Live their Nomadic Lives in the Himalayas	55	04	10	69
The Bakarwal Tribe of Kashmir | Life of Kashmiri Bakarwals | Tribes of Himalayas	02	0	1	03
The Bakarwals of Jammu & Kashmir | Life of Bakarwals | Tribes of Himalayas | Unseen Jammu Kashmir	05	0	03	08
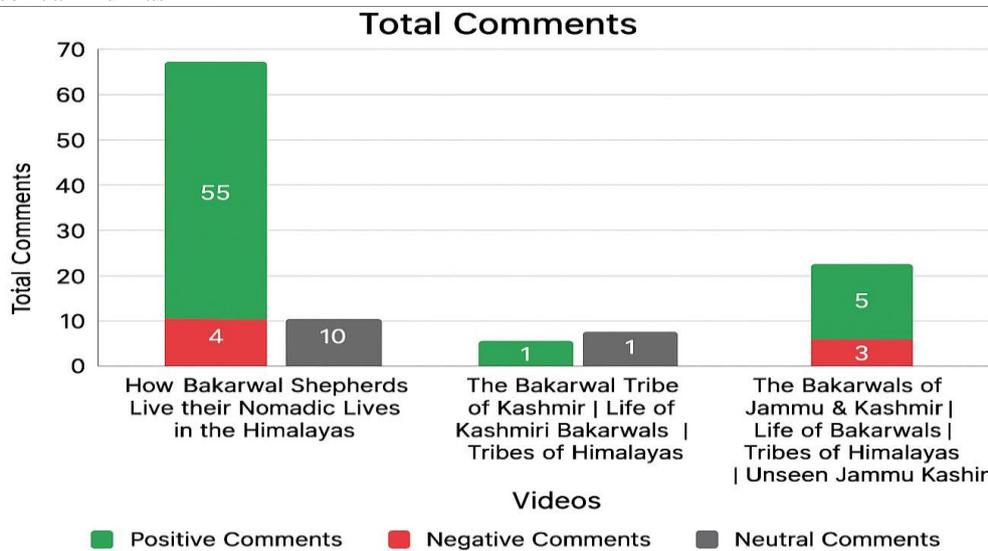
Figure 1: This figure represents the positive, negative and neutral comments received by the videos taken for study.

The bar graph illustrates the distribution of positive, negative, and neutral comments across three videos focusing on the Bakarwal community of Jammu and Kashmir. The first video, "How Bakarwal Shepherds Live their Nomadic Lives in the Himalayas," received the highest number of comments overall, with a total of 69 comments. Among these, a significant majority were positive (55 comments), followed by 10 neutral and only 4 negative comments, indicating a highly favorable audience response. The second video, "The Bakarwal Tribe of Kashmir | Life of Kashmiri Bakarwals | Tribes of Himalayas," had very limited engagement, totaling just 3 comments — 2 positive and 1 neutral — and no negative feedback, suggesting a small but generally positive reception. Similarly, the third video, "The Bakarwals of Jammu & Kashmir | Life of Bakarwals | Tribes of Himalayas | Unseen Jammu Kashmir," garnered 8 comments, with 5 positive, 3 neutral, and no negative comments. Overall, the bar graph highlights that across all three videos, the positive sentiment dominates, with very few negative remarks, reflecting an overall appreciative audience attitude toward the content on the Bakarwal lifestyle.

Data Analysis
Video 1: How Bakarwal Shepherds Live their Nomadic Lives in the Himalayas
Positive Sentiment
Admiration & Enjoyment
- @sripadgoswami8152 – *"Very nice video on life lifestyle of Bakarwal in Kashmir thanks"*
- @berteisenbraun7415 – *"They need to build a wool plant to make wool products."*
- @aftabghazi208 – *"Very exciting and inspirational video… Great effort and highly appreciated. Salam from Pakistan"*
- @basit3549 – *"One of the best videos I have ever watched on YouTube."*
- @safeeya.s – *"I absolutely love your style and dedication... With peace, Safeeya."* (CA$10 donation)

Emotional & Cultural Connection
- @abraraziz3467 – *"With a heavy heart… We are Gujjars… used to visit pastures with my grandfather."*
- @WisdomInVerse – *"Despite India's modernization, our people hold on to our unique way of life."*
- @shakirshakir-yf7ge – *"Wanted to complete a cycle with them… our lives are enslaved by worldly needs."*
- @chetrypaolo – *"I'm living in town… but in villages, there is full life* ❤"

Support for the Community
- @India In Motion (and replies from others): *Calls for land rights, government support, fair wool prices, solar lights, tents.*
- @Damor-DeepakParmar – *"Sarkar ko Bakarwal tribe ko zameen ka haq dena chahiye."*
- @psm4727 – *"Govt should provide them tent and solar lights.*

Negative Sentiment
Prejudice & Stereotyping
- @smarts6108 – *"Mooseleems* 😒😒*"*
- @deckiedeckie – *"Incidents of homosexuality run rampant among these folks"*
- @niaxi1998 – *"Clearly this area should be of Pakistan."*
- @sadhikamenon-k3o – *"So sheep hoarding & grazing is not a job?"* (in response to someone's comment about employment)

Political & Communal Tensions
- @maximmaxi-gk2bp – *"Hope RSS aur BJP wala yahan na aaye."*
- @ashaqulhussain – *"General category aspirants want 10% reservation and abuse this community."*
- @ninadsheth8422 – *"They play both sides India and Pakistan so that's extra money…"*

Neutral or Inquisitive Sentiment
Curiosity & Technical Questions
- @tituthakur6063 – *"How did the person cross the river after all logs were removed?"*
- @unbox_travel – *"So how much percentage DJI dominated your Panasonic camera these days?"*
- @themountainsleopard – *"How much time did you spend with the Bakarwals to make this documentary?"*

Language & Cultural Interest
- @suneetamishra8768 – *"Excited to observe the mixing of Punjabi in their language."*
- @emraanchoudhary905 – *"Punjab usually means Jammu in the language of Bakarwals."*

The documentary received overwhelmingly positive feedback, including emotional resonance from people of similar cultural heritage, admiration for cinematography, and calls for support to Bakarwal nomads. While a minority of comments introduced prejudice or political tension, these are far outweighed by genuine appreciation and respect.

Video 2: The Bakarwal Tribe of Kashmir | Life of Kashmiri Bakarwals | Tribes of Himalayas
Positive Sentiment
Admiration & Enjoyment
- @farooqmalik447 – *"Very nice"* (A simple, appreciative comment.)
- @robertfuest007 – *"Bakarwal dhor chare chhe."* (A positive observation, appreciating the herding lifestyle of the Bakarwal.)
- @shyamveertanwar167 – *"Veer Gurjar samaj* ❤ *Bhai ji aabhar aapka* ❤*"* (A heartfelt appreciation for the community, showing cultural pride and gratitude.)

Neutral or Inquisitive Sentiment
- @robertfuest007 – *"Bakarwal dhor chare chhe."* (Could be seen as a neutral comment acknowledging the Bakarwal's lifestyle, though it's likely meant positively, it's more an observation.)

The comments are positive and respectful, with an expression of appreciation for the Bakarwal community and the documentary's portrayal. The third comment also shows cultural pride in the Gurjar community, adding a personal touch of gratitude.

Video 3: The Bakarwals of Jammu & Kashmir | Life of Bakarwals | Tribes of Himalayas | Unseen Jammu Kashmir
Positive Sentiment
Admiration & Enjoyment
- @MehbubGujaar – *"* ❤❤❤❤*"* (A pure expression of affection and admiration through hearts.)
- @sirajdurrani-i7l – *"* ❤😂🔪🔪😒*"* (A mix of emotional expressions—showing affection, happiness, and perhaps a touch of sentimentality or nostalgia.)

- @bakarwaltribe7379 – *"Madam I want to talk to you on bakarwal tribe could you plz contact me Because I also belong to the sad tribe and I want you to make such more videos on bakarwal tribe"* (An expression of interest and appreciation for the content, along with a personal request for more information.)

Cultural Pride

- @sherzamankhangujjar6143 – *"NOT BAKAREAL BUT GUJJAR BAKARWAL. GUJJAR NATION ZINDABAD."* (A strong statement of identity and pride in the Gujjar community.)
- @sherzamankhangujjar6143 – *"I AM PROUD TO BE A GUJJAR."* (An emphatic declaration of pride in the Gujjar identity.)
- @sherzamankhangujjar6143 – *"THEY ARE GUJJARS. LONG LIVE GUJJAR NATION. GUJJAR QOM ZINDABAD. SHER ZAMAN KHAN GUJJAR FROM PAKISTAN."* (A passionate expression of pride and support for the Gujjar community, reinforcing a sense of unity and cultural pride.)

Activism & Advocacy

- @Rizu_Barghat....67 – *"#justiceforbakerwaltribe"* (A call for justice, advocating for the rights and recognition of the Bakarwal tribe.)
- @Rizu_Barghat....67 – *"Bakerwal ek separate tribe ha Jammu Kashmir ma ...... Bakerwal community demand for separate qota..... Subcategorization in ST is only way to rehabilitate bakerwal tribe....."* (A comment advocating for the Bakarwal tribe's distinct status and the need for systemic support, showing concern for the community's well-being.)

Neutral or Informational Sentiment

- @bakarwaltribe7379 – *"Madam i want to talk to you on bakarwal tribe could you plz contact me Because i also belong to the sad tribe and i want you to make such more videos on bakarwal tribe"* (While this is a request for further dialogue, it's more informational, expressing a desire to engage with the content creator about the Bakarwal tribe.)
  Many comments reflect affection and cultural pride, particularly for the Gujjar identity, with an emphasis on community solidarity and advocacy for justice for the Bakarwal tribe. There is a notable advocacy element, with calls for social and political recognition of the Bakarwal tribe's status, as well as a desire for the community to be treated fairly. A few comments express interest in further engagement, particularly with the request for more videos on the Bakarwal tribe.
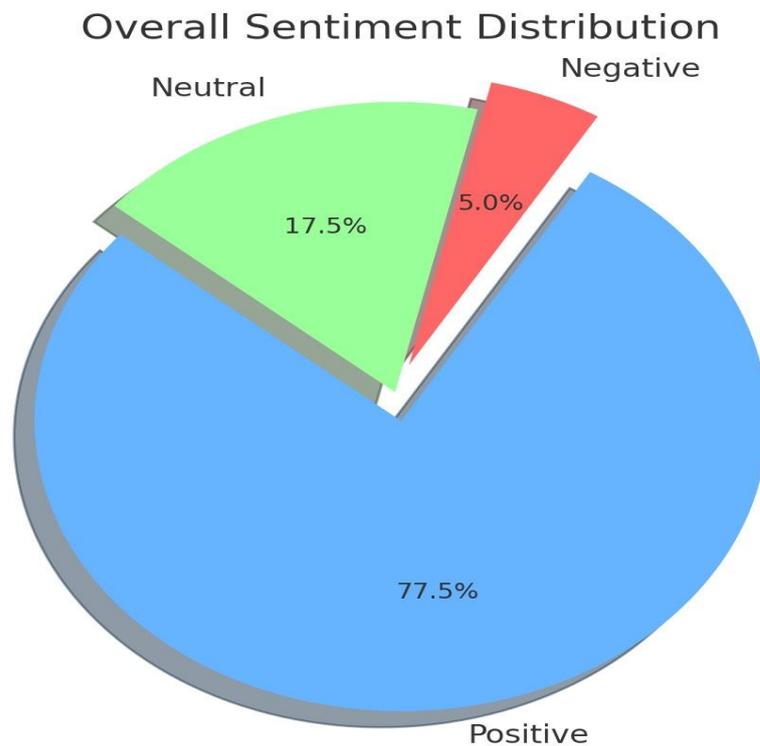
Figure 2: Overall Sentiment Distribution across three Tribal Videos on Gujjar Bakkarwal
The pie chart presents the overall sentiment distribution of comments gathered from all three videos about the Bakarwal community. It clearly shows that positive comments overwhelmingly dominate, making up the majority of the total feedback. Neutral comments form a smaller, but still notable portion, while negative comments represent only a minimal fraction of the overall responses. This visual breakdown indicates that viewers largely reacted favorably to the videos, expressing appreciation and support, with very little criticism or dissatisfaction. The high proportion of positive sentiment suggests that the portrayal of the Bakarwal lifestyle resonated well with the audience, generating empathy, interest, and admiration.

Key Findings:

1. **Cultural Pride & Identity**: Viewers express strong pride in the Bakarwal and nomadic communities' heritage, highlighting the need for cultural preservation amid modernization. The ethnic and religious identity of these groups, especially the Gujjar-Bakarwals, is a significant discussion point.
2. **Impact of Modernization**: Urbanization and industrialization are seen as threats to traditional nomadic lifestyles. Younger generations face economic challenges due to a disconnect from traditional ways and limited job opportunities.
3. **Environmental Concerns**: There's a focus on the environmental sustainability of nomadic practices, with concerns about deforestation, climate change, and the loss of natural landscapes.
4. **Role of Digital Media**: Digital platforms allow nomadic communities to connect globally, share cultural knowledge, and promote cross-cultural awareness, fostering cultural pride and solidarity.
5. **Preservation of Heritage**: There is a call for preserving the cultural practices of nomadic communities, with suggestions for exploring more regions to understand their diversity. This measure how well the content resonates with the audience.

Implications:

1. **Cultural Heritage & Identity**: Research could explore the role of digital media in preserving nomadic cultures and how religious shifts impact tribal identity.
2. **Urbanization's Impact**: Studies could investigate the challenges younger generations face balancing traditional lifestyles with modern economic systems.
3. **Environmental Sustainability**: Future research could examine how nomadic practices contribute to environmental conservation and how globalization affects these communities.
4. **Global Diasporas**: The role of digital platforms in connecting global diasporas and maintaining cultural ties is an area for further exploration.
5. **Religious & Ethnic Identity**: Research could investigate how religious changes within nomadic groups affect their cultural cohesion and identity.

Conclusion

The analysis of YouTube comments on videos featuring the Gujjar Bakarwal community reveals a predominantly positive and respectful sentiment towards the lifestyle, culture, and struggles of the community. The comments reflect admiration for the Bakarwal's nomadic way of life, with many viewers expressing emotional resonance and cultural connection, particularly from individuals with shared heritage. Positive remarks highlight the cinematic quality of the documentaries and show deep appreciation for the Bakarwals' traditions and values. Some comments also reflect pride in the Gujjar identity, underscoring a sense of solidarity within the community. Additionally, there are calls for social and political advocacy, with viewers urging the government to provide better support for the Bakarwal community, including land rights and necessary infrastructure.

However, the analysis also reveals the presence of negative sentiments, including prejudice and political tensions. A small minority of comments expressed stereotyping views or made politically charged statements, reflecting broader societal divides. These negative remarks, though present, are significantly outweighed by the overall positivity and respect shown towards the Bakarwal tribe. There is also a notable trend of curiosity and inquisitive sentiment, comment also shows cultural pride, with many users asking technical questions or showing interest in learning more about the community and its customs.

In conclusion, the sentiment of YouTube comments largely aligns with positive societal views of the Bakarwal tribe, showcasing admiration, cultural pride, and advocacy for their rights. The influence of online content appears to foster a greater appreciation for this marginalized community, while also raising awareness about the challenges they face. Although there is some negative or politically charged content, it is relatively isolated compared to the overwhelmingly supportive feedback, indicating the potential of such videos to positively shape public perceptions and drive conversations around social justice and cultural preservation.

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