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Role of Twitter as a Digital Platform in Sharing and Preserving Information on Indigenous Knowledge Systems: A content Analysis

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Abstract: The study focuses on assessing the available information on IKS through digital platform like Twitter where people share, connect and has the accessibility to reach to the wider population. The objective focuses on developing a structure available on information dissemination, preservation and awareness related to Indigenous knowledge system (IKS). Through Qualitative content analysis (QCA), the article assessed the frequencies of posts and usage of hashtag for awareness of the posts published on IKS during the years 2023-2025 by various verified government, private authorities and with the individual users for knowledge diffusion. The analysis reveals that digital curation of policies and preparedness of IKS is reflected in the engagements done through the twitter posts to cater the information on Indigenous knowledge system and its worldwide outreach. This study concluded that digital curation through Twitter platform plays a prominent role on the level of participation and in increasing the awareness outreach mechanisms by the Indian education system and individual users to digitize the movement of IKS and making the materials accessible online for public awareness. In conclusion, the findings supports the significance of social media platform Twitter in preserving the traditional knowledge by adaptation of the contemporary digital contexts.

Keywords: Indian Knowledge System, Traditional Knowledge, Digital Platform, Twitter

1. Introduction

Indian knowledge system encompasses knowledge and skills based on traditional resources mixed with the culture, diversities and values that were followed during the ancient times. With the advancement of modern practices and western cultures, the indigenous aspects of life goals and values are diminishing within our cultures. (Rao, 2004; Ellen & Harris 1997) gave certain characteristics of indigenous knowledge such as indigenous knowledge is deeply rooted and has practical engagements while Warren (1991) viewed indigenous knowledge as a culture blend of local based decision making within the communities for education and healthcare. Diratsagae (2013) represent the system as an experience and wisdom which has evolved in many generations across the fields of agronomy, taxonomy, mathematics, architecture and so on. Athayde *et al.* (2017) highlighted the importance of retaining and distributing the indigenous knowledge in the contemporary times. While the modern Bharat has evolved from physical to digital era; the technological invasion has been the backbone of the new modern Bharat. Digitalization has enabled fast pace communication among people (Papa *et al.*, 2020; Saini & Kharb 2025) has been able to critically assess the digital capabilities of India for achieving sustainable future. The emergence of digital platforms like Twitter, Instagram, Facebook has led to the unique power of disseminating of information across the globe with the power of one click (Tk & Ali, 2024). India has emerged as a leader of digital innovations and is building models that aims to bring the indigenous knowledge in the economy to provide a better link of traditional repositories



in modern ways. (Yoon, 2005; Kwan *et al.*, 2018) focused on the creativity and innovation of the digital platforms. Digital platforms have become a medium of preserving the information which is physically stored and has helped in restoring this information in a digital format that can be shared with anyone and everyone (Suchiradipta & Saravanan, 2022). Thus, the digital platforms can be a biggest repository of keeping the ancient indigenous knowledge and reaching out to the masses. Thus, this paper highlights the importance of digital platforms in preserving the indigenous knowledge. The research has been taken to cater to the importance of digital depositories and wider reach of digital platform like Twitter which is a prominent platform inclusive of government authorities and individuals presenting different viewpoints on the subject. It has focused on establishing information by various institutions and individuals in disseminating knowledge. Various literature has delved into indigenous knowledge with its varied aspect on medical, agriculture, climate, and cultural values (Smith *et al.*, 2017; Singh & Mathur *et al.*, 2016). Thus, the research gap exists in dwelling the information related to awareness, advocacy, and participation of government as well as non-government institutions on a wider platform like twitter. This research caters the policy interventions and level of knowledge sharing on indigenous knowledge system. The study mitigates the gap in the literature available and preservation of IKS in digital forms from the context of Indian education systems and is able to cater to the reach of IKS movement to the citizens in general by the way of a digital platform. Very few studies have been put forward which emphasized on the awareness and advocacy of IKS on digital arena. Henceforth, the following objectives are formulated for the purpose of the research: 1. to examine the role of a digital platform is preserving and sharing of indigenous knowledge. 2. To assess the participation and engagement of various users digitally in sharing the indigenous knowledge. 3. To evaluate the obtained tweets to assess the impact of indigenous knowledge system digitally.

The goal of our research is to understand the narratives available and expression of people on Indigenous knowledge system by analyzing the content available and creating the depositories of posts on twitter which otherwise has not been conducted by other researches. The objective of the review of the twitter as a digital platform was to gain the deeper understanding of the information being processed on the indigenous knowledge systems by individual users and specifically by some prominent public figures and verified pages of the government of India as IKS being part of the New education policy, 2020 has been taken forward as an initiative by the present government which is needed to be included in the curriculum of the graduate and post graduate courses by the education department. Thus, the present status will delve into considering the reach and sustainability of the research in India.

2. Theoretical Framework

Fuzzy Trace Theory explains how people encode, store, and retrieve information. Given by Brainerd and Reyna, 1990 it points on two mental representations i.e. Verbatim Traces where detailed and precise information are taken and Gist Traces wherein meaningful summaries are taken which captures the essence of the information. The above research forms the elements of the "Gists" wherein the words like "Indian" "knowledge" "indigenous" were the recurring terms and formed the core elements of the Gists traces. These were not factual but general meaning laden Gists, the kind of discourses the FTT theory suggests how people use the interlinking part of the theory. The IKS relies on the gist- based story telling as in connecting the indigenous knowledge rather than build up technical or factual data. Furthermore, verbatim representations were identified such as: specific portals (https), weighted percentages and frequency data where factual data was represented.

3. Methods

Data were collected from 144 tweets related to the key word search "Indigenous Knowledge Systems" from January 2023 to January 2025. Initially 200 posts were selected from the twitter but due to duplicity of tweets, 25 tweets were excluded and 31 tweets were not included due to lack of information on the objective of the research and thus it was reduced to 144. These posts were included based on meeting of the objective of the research.

Hashtags (#) were used as a primary retrieval tool to ensure the content is aligned with the theme of the paper i.e. indigenous knowledge system. The categories were made in the excel sheet with included user name, user handle and complete text of the tweet. The data were divided into two proceeding data sets, one of the government authorized handles and the other included data on individual handles. It was done to gather the insights of the authorities as well as individual users to examine their role in awareness and advocacy for the initiative.



This study employs the analytical framework of Qualitative Content Analysis (QCA) (Mayring, 2000; Schreier, 2012) which represented systematic examination of the textual data accommodating both the manifest content (explicit statements & number of hashtags) (Kleinheksel *et al.*, 2020) and latent content (underlying meanings) (Berg, 2001; Catanzaro, 1988; Downe-Wambolt, 1992). It was followed by thematic analysis (Braun & Clarke, 2006) which highlighted the patterns in how indigenous knowledge is framed and promoted by different categories of tweet handles. This provided the content related specifically for indigenous knowledge, its awareness and related information. The data was thoroughly read and tweets were coded into broader categories like spreading awareness, initiatives taken and materials with their sub themes and tweets associated with the codes. NVivo as a qualitative software was used to analyze some themes (Dhakal, 2022). The themes were further represented in text query search and mapping categories used in NVivo. Though the goal of the research was to gather the information from the hashtags which was from the viewpoint of the users, the researcher also focused on the criteria of (i) the information gathered through the search result (ii) the content availability and the user's narrative on the knowledge of the subject. The analysis was done thematically to highlight the insights of social media narratives on the subject.

4. Results

Data range: The search was done on the social media application Twitter, where tweets ranging from 2023-2025 were taken as these years were prominent in the discussion and awareness about indigenous knowledge system by the Government of India and its affiliated ministries like University Grants Commission and Ministry of Education. Figure 1 illustrates the overview of the data acquisition process from Twitter. It describes the method in which tweets were screened and exclusion of the records on the basis of incomplete knowledge about the study.

Language: English language only

Media types: Twitter

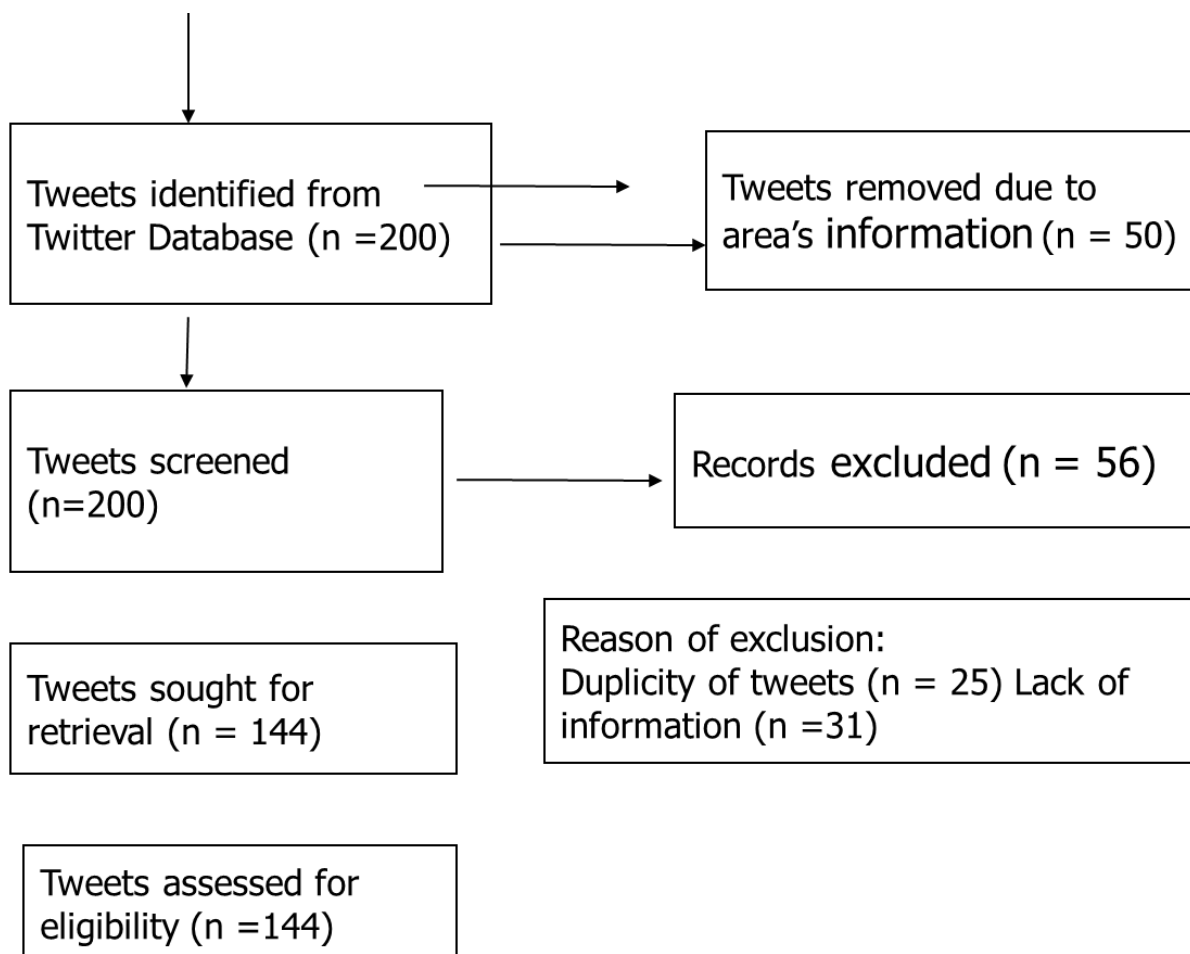


Figure 1. Overview of the Data Acquisition Process from Twitter.

4.1 Analysis and Findings

The combination of different keywords was used as shown in Table 1, which were related to the objective of the study. Key search terms and potential search strategies are presented in the Table 1. Social media review key search terms and potential search strategies.

Table 1 examines the key terms and words used in search engine to fetch the posts related to major theme indigenous knowledge systems and its related initiatives, strategies, and information and its related sub-themes with search engines of words like "Indigenous AND knowledge", "Traditional AND Knowledge", "Indigenous knowledge systems OR Traditional Knowledge", Strategies OR Programs, "Challenges, OR problems", "Initiatives OR Information", "Information AND Indigenous knowledge system", "Features OR Programs".

Table 1. Social media review key search terms and potential search strategies.

Themes	Key search term	Example potential search strategy
Indigenous knowledge	Indigenous, traditional, indigenous knowledge, old knowledge	Indigenous AND knowledge, Traditional AND Knowledge, Indigenous knowledge systems OR Traditional Knowledge
Indigenous knowledge initiatives and strategies	Strategies, challenges, initiatives, government initiatives	Strategies OR Programs, Challenges, OR problems
Information sharing	Indigenous Information, indigenous knowledge information, Features, Programs	Initiatives OR Information, Information AND Indigenous knowledge system, Features OR Programs

Table 2. Distribution of User's Identity by Frequency

User identity	Frequency
Government verified pages/Government officials	79
Educational institutes	20
Individual pages	45
Total	144

Table 3. Thematic classification of content and corresponding Frequencies

Themes	sub themes	Examples	Frequency
Spreading awareness	information, social media platforms, knowledge sharing, Advocacy, Guidance	Information on the indigenous knowledge systems through social media posts, general posts of the individuals or government agencies or educational institutions	80
Initiatives taken	conferences, workshops, government departments, Policy, Short term courses, training	Information about the conferences held or workshops taken to build knowledge training and skills	54
Materials	Books, articles published	Material published in books.	10

The above Table 2 describes the identity of the users taken for analysis. The research has divided the identity of the users' information with sections of posts from government verified pages/government officials, educational institutes, and individual pages which has enabled the researcher to briefly describe the types of user's identity so that the user's content patterns can be identified. Most of the tweets were posted by Government verified pages/Government officials (frequency: 79), analyzing the level of wider reach the government wants to take up on



the IKS. It was followed by individual users (frequency: 45) which shows that the system has been able to disseminate the information to the general audience as well. Educational institutes (frequency: 20) have also posted their work on IKS through Twitter as a digital platform to create awareness and interventions been done by universities at various levels.

The above table 3 and figure 2 illustrates the themes and sub themes considered while thematically analyzing the tweet so that the insight into nature and content of twitter posts can be identified. "Spreading awareness" (frequency: 80) has emerged as the most prevalent theme which indicated focus on information dissemination. Tweets around raising awareness, general knowledge sharing and advocacy for indigenous knowledge system were primarily revolved around this theme. While "initiatives taken" (frequency: 54) as a theme was the second most frequent theme providing updates of seminars, conferences and short-term training programmes taken by various institutions and individuals to promote skill enhancement and knowledge development. Materials (Frequency: 10) published like books or articles represented a lower frequency suggesting more published content is needed for wider reach of the information on indigenous knowledge system.

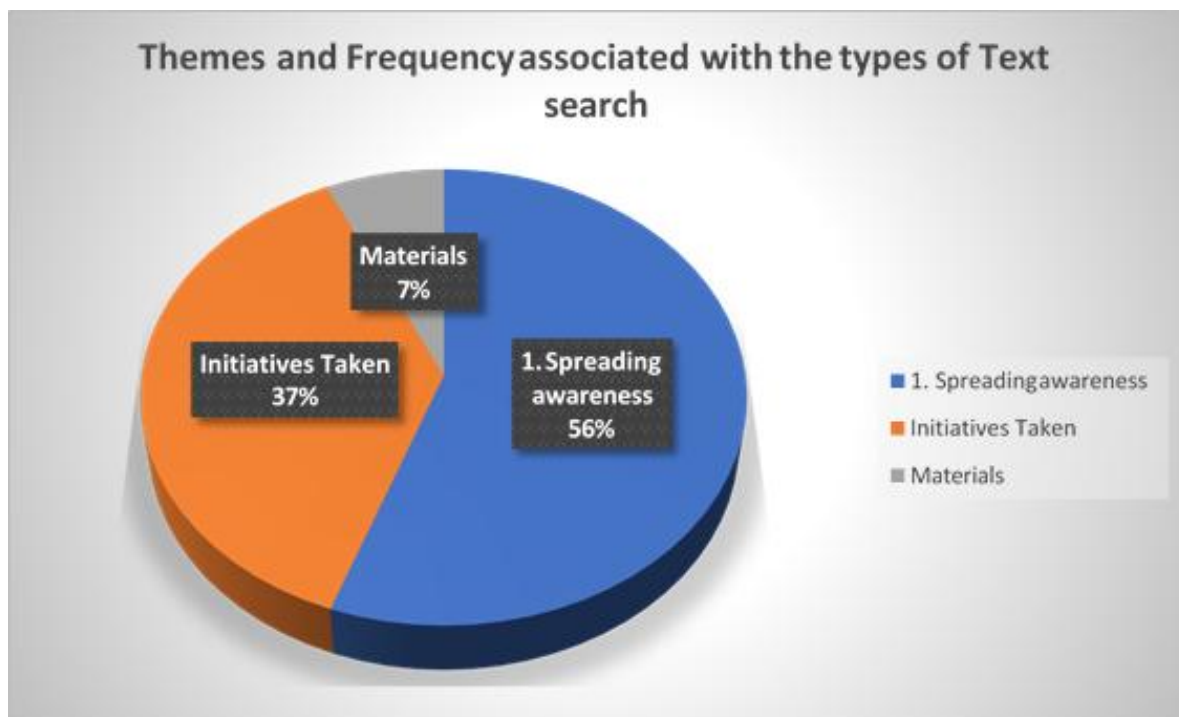


Figure 2. Distribution of themes based on frequency in Text Search.

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4.2 Critical Analysis

4.2.1 Word Cloud Analysis of Interaction of Twitter Posts of Higher Education Authorities and Indian Ministers on Indigenous Knowledge Systems

Word cloud has been used to offer visualization of results; which is generated through frequency of the words used in data sets. The analysis of twitter posts has been visualized through the word cloud as shown in Figure 3 and certain keywords haven found to be majorly used while interaction and discussion of Indian knowledge systems is made through the posts.





Figure 3. Word cloud representing frequently occurring terms used in Twitter Posts related to IKS by verified government authorities.

The word cloud in Figure 3 above illustrates the frequency of various terms, providing a visual representation of the dominant themes present in tweets from prominent pages such as UGC India and the UGC chairman, particularly in relation to indigenous knowledge systems. By using the NVivo's Word frequency, word cloud was generated based on the textual content of the tweets. Query Key terms like "education," "UGC," "knowledge," and "Indian" form the core of the word cloud, highlighting their significance in discussions among verified tweet pages. The UGC India verified account primarily shares information about indigenous knowledge to raise awareness on the subject. The presence of terms like "https", "launch," and "portal" indicates that much of the content shared by these pages originates from Twitter which was used as a platform for announcements, digital initiatives and policy updated related to the indigenous knowledge system. Additionally, the discussion surrounding the cluster words such as "institutions", "students", "systems", and "universities" suggests a focused examination of academic institutions and learners. This indicates that the discourse also involves stakeholders within the higher education system. Furthermore, government agencies have established a digital presence on the topic of indigenous knowledge systems, as evidenced by tweets from @ugc, @pmoindia, and @eduminofindia.

4.2.2 Visual Representation of Text Search Query of Twitter Posts of Higher Education Authorities and Indian Ministers on Indigenous Knowledge Systems

The figure 4 generated through NVivo, depicts visual representation that consists of the mapping of the text search query related to the "indigenous knowledge system". It represents the clusters formed on the basis of occurrences of the terms related to IKS. The center is depicted with the phrase "Indian knowledge" in which the left side indicates how Indian knowledge is referenced for/of/on training programmes, educational institutions and draft guidelines underscoring the active role of academic institutions and efforts to formalize with terms like "UGC mandates" and "Universalization of traditional." The role of online lecture series on indigenous knowledge and modern innovations examines the role of advocacy the traditional knowledge with modern techniques. The right side depicts the search query of systems in relation to the Indian knowledge systems wherein it has focuses on reclaiming the traditional knowledge through curriculum development.

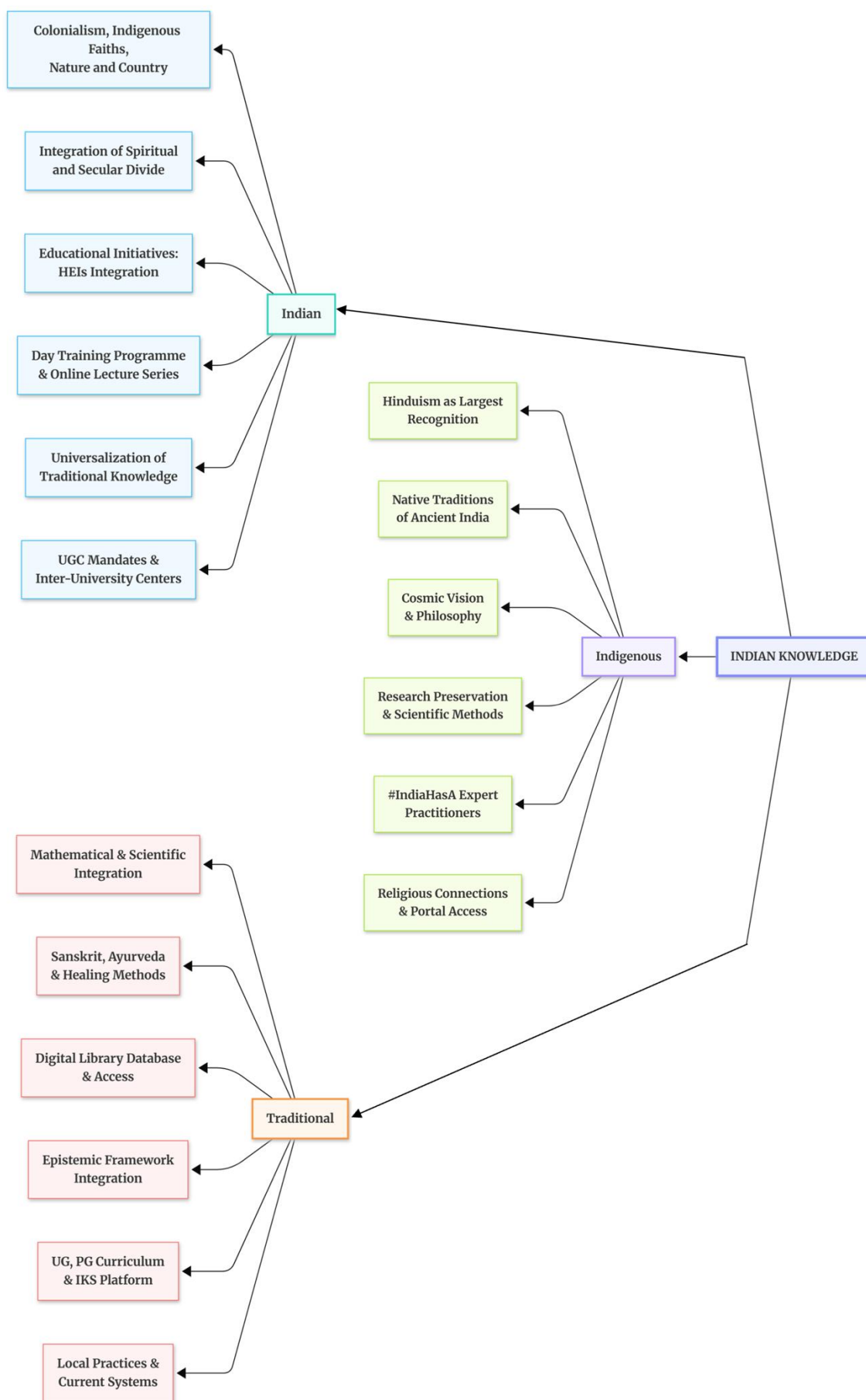


Figure 4. Text Search Query Mapping used in Twitter Posts by government authorities.



The terms like hosting at "Manthan seminal hall" and "Bharathiar" central demonstrated that the discussion is more materialized through seminar halls and training programs. The hashtags like "#UTIKS" examines the role of digital hashtags in promoting and spreading the information about the indigenous knowledge systems. Thus, this layered map clearly demonstrates the holistic legitimization of indigenous knowledge systems and bringing in the educational landscapes through inclusion of the IKS in curriculum of undergraduates and post graduates' courses in the higher education systems.

Table 4. Prominent verified users and their frequency of tweets on Indigenous Knowledge systems

S.NO.	# of prominent verified users who mentioned Indigenous knowledge systems in their tweets	Frequency of Number of Posts tweeted on Indigenous Knowledge systems
1.	UGC India (University Grants Commission, India)	55
2.	Universities (various central and private universities)	20
3.	Dharmendra Pradhan (Education Minister, Government of India)	10
4.	Mamidala Jagadesh Kumar (Chairman, University Grants Commission, India)	9
5.	Hardeep Singh Puri (Cabinet Minister, Government of India)	2
6.	Office of Mr. Anurag Thakur (Cabinet Minister, Government of India)	1
7.	Dr. S. Jaishankar (Cabinet Minister, Government of India)	1
8.	Prakash Javadekar	1

The above table 4 illustrates the frequency of tweets posted by the prominent verified authorities on indigenous knowledge systems. The highest educational authority University Grants Commission has delved into the awareness and advocacy of IKS through their channels as 55 tweets evolving around IKS was tweeted by their verified page. Various Universities also advocated for IKS in a manner that they conducted various workshops/seminars etc. and primarily used twitter as a mode of communication. While other prominent ministers of government of India such as Chairman of UGC, Mamidala Jagadesh Kumar (9 tweets) and Minister of Education, Dharmendra Pradhan (10 tweets) has tweeted about indigenous knowledge system to promote, preserve and advocate for IKS. This analyses that the educational systems are persistent in addressing the indigenous knowledge systems.

Table 5. The word frequency data and the weighted percentage analysis

Word	Length	Count	Weighted Percentage (%)
UGC	3	74	2.97
India	5	29	1.16
Education	9	27	1.08
Indigenous	6	25	1.00
Knowledge	9	24	0.96
Higher	6	18	0.72
Research	8	18	0.72
Institutions	12	17	0.68
Universities	12	13	0.52



representation of systematic models and certain parameters which are reposting the existing knowledge. To elevate the traditional status, terms such as "wisdoms," "stream of consciousness" and "revolution has been revived" has been able to highlight the spiritual dimension of the knowledge pertaining to the indigenous systems.

Table 6. The word frequency data and the weighted percentage analysis

Word	Length	Count	Weighted Percentage (%)
India	5	373	2.45
Knowledge	9	371	2.43
Indian	6	207	1.36
Indigenous	10	203	1.33
Https	5	133	0.87
Ancient	7	131	0.86
Systems	7	122	0.80
System	6	121	0.79
History	7	109	0.71
Heritage	8	99	0.65
People	6	81	0.53
Traditional	11	80	0.52

From the above word count table 6, the data reveals that the most dominating terms like "India"(2.45%), "Knowledge" (2.43%) and "Indigenous" (1.33%) constitutes major part of creating the reassertion of India's civilization heritage while suggesting that the individual users on twitter mostly emphasized on the discourses related to the indigenous knowledge systems and the terms like "Ancient" (0.86%), "Traditional" (0.52%) and "Heritage" (0.65%) retrospectively reinforce the collection of traditional times and glorified pasts. The word count of "System" (0.79%) and "Systems" (10.80%) dually represents the centrality of discussion about the systematic transformation of the indigenous knowledge systems.

The table 7 describes the frequency of various individual users who posted about IKS on twitter platform. Some Individuals pages (frequency: 21) posted on IKS from their personal pages suggesting the public awareness of indigenous knowledge system. Various private digital news pages (frequency :13) which are used to spread general information about the status of the nation and some prominent verified pages of the print news like The Hindu has catered to the information on IKS which has helped to reach the wider audience. Various Government or Private Institutes/centres/foundation's individual Pages on twitter (frequency:11) have also disseminated the information and awareness of IKS on Twitter platform examining the role of private sector as well in sharing and preserving the knowledge of ancient wisdoms.

5. Discussion

Digital media technologies are serving as transformative powers which has enabled mobilization of digital resources and widespread at a scale and speed previously unimaginable (Coleman & Freelon, 2015).

Table 7. Individual users, public pages and private entities' tweets on indigenous knowledge system with corresponding frequencies

S.No	# of the individual users who tweeted about the indigenous knowledge systems	Frequency	Username	Example quotes
1.	Individuals	21	chinkukimizogin, Yoursatya,	"Everyone is talking about how the heart of Indian Culture is its



			NirajRai3, ProfVemsani, geffbeck, Anviksiki, idrwalerts gargivach, ProfVemsani, monidipadey, TheSureshGopi, davidfrawleyved, idrwalerts, sanatanrasik, grok, jindadIKashmir, abandopa, indembastana, bigfundu, vibesbiowear, MuruMittigar	deep understanding of the mystery of consciousness” “How ancient India preserved #water through traditional methods. Experts say that traditional knowledge methods seems to be the only way to counter the approaching national water emergency”
2.	Individual Public pages of the digital newspapers/news channels on twitter	13	the_hindu, PIB_India, OpIndia_com, eOrganiser, EconomicTimes, tfipost, IndiaFactsOrg, IndiaInkHistory, NewsNowNation, ShikshaDotCom, ttindia, RisingKashmir, careers360	"Until around a thousand years ago, India had a single, highly evolved culture, a single unifying civilizational language (Sanskrit), a very large and powerful economy, and all the other hallmarks of civilization” “The lesson plans, which are available for free online, aim to showcase accurate and positive representations of Native peoples by illuminating contemporary Native art, voices, stories, issues, and ideas in popular culture. https://t.co/vQG51paIZJ "
3.	Government or Private Institutes/centres/foundatio n's individual Pages on twitter	11	IndiaAboriginal, IndianCountry, kissfoundation, _DigitalIndia, BORN4WIN, gkciet_malda, BhandarkarI, IKS_IITD, IndicaOrg, educationnw, CIS_Indus	"A two-day workshop, Shastras Unplugged: The Art & Science of Reading Them," was organised at IIT Delhi, facilitated by Prof. Shrinivasa Varakhedi @shrivarakhedi , Vice Chancellor, Central Sanskrit University @CentralSanskrit . The workshop introduced participants to the world https://t.co/q1JbXkXUK9 " "It explores the challenge of articulating Indian knowledge within its own epistemic framework while resisting the subtle grip of Western conceptual categories. Read full here: https://t.co/qQpniGjb6o https://t.co/2pwmyUx10f "

The aim to disseminate and document the indigenous knowledge have been created through the digital repositories and social media platforms which has enabled the integration of opportunities for cultural revitalization and preserving traditional assets of knowledge (Tella et al., 2025). In the analysis of the content available on IKS on the twitter platforms, the researchers developed various themes such as spreading awareness, initiatives taken and materials which has focused on the kinds of information that has been processed on the digital platform. The study has also curated the identity of users of the twitter who have posted on IKS such as posts from government authorities, private authorities, public and various institutions who have played active role in knowledge dissemination. Social media has played active role in transferring digital information and communicating it to the



wider audience (Singh & Dubey, 2024) the far-reaching accessibility of social media has allowed the users to connect and communicate through the medium of twitter while allowing the users to access the information related to IKS anytime and anywhere. The rooted significance of Indigenous knowledge systems is transferred orally or through practical application. The tradition knowledge is the result of a society's interaction with daily existence which is now promoted digitally in order to preserve the indigenous parts of the civilization (Bansal et al., 2024) Thus, the study employed a social media platform like twitter to analyze the content on IKS as twitter is a medium of communication and host of various verified pages of government authorities and individuals. From University grants commission, a statutory body of government to Ministry of education, all verified accounts have actively discussed about IKS on their platforms also to preserve and share the information to the audience. Thus, by analyzing the number of posts shared by these authorities and by individual users, the researcher has tried to examine the level of awareness and curate numbers used to address the information. The study has also developed themes such as spreading awareness, initiatives undertaken and dissemination of information which reflected the gist-based process of the Fuzzy Trace Theory where users of Twitter have engaged with value-laden meanings of IKS. The gist cues have been represented by the posts that originated from verified users profiles which according to the theory implies meaningful interpretations and enhancing reliance on gist representations. At the same time, posts including specific portals and numerical data represented instances of verbatim traces which provided factual grounding however significantly less than the gist-based narratives.

The study analyzing the posts' content on twitter platform brings attention to the fact that all users are varied in identities, cultural backgrounds, occupations, designations, and ethnicity and thus this study has addressed all, in order to create a holistic point of view on IKS. Different perspective of the users was taken up and no exclusion based on caste, gender or races have been done to evaluate the inclusivity of the research. Similarly, twitter has provided a means to people to connect and communicate in their own ways through their own ideas. This research also brings the importance of easily accessible tool like twitter as a mode of study to be discussed for easy information sharing.

The researchers have analyzed that there is growing prevalence of IKS digitally which indicates a conscious effort to align traditional knowledge with modern technology. This study has been able to evaluate the broader public discourse and participation on IKS which has also contributed in policy acknowledgements. It will ensure that the future researchers will be able to bring broader conversations on digital ecosystems and its role in preservation and sharing indigenous community practices in contemporary society. The potentiality of digital platforms can be further researched in alignment with the AI tools for indigenous knowledge systems.

6. Conclusion

The study focused on examining the digital dissemination around Indigenous Knowledge System (IKS) on the digital platform of Twitter. It highlighted the representation of IKS through the content analysis of the 144 relevant tweets from various authorities engaged on Twitter on the topic of IKS through hashtags and their posts. The research focused on highlighting how the digital platform of Twitter has been utilized to discuss and promote the information based on IKS in the contemporary society. The distribution of type of users involved highlighted the importance of disseminating knowledge about IKS and thus examined the roles of various agencies and citizens in supporting and promoting the traditional depositories. The study thus has highlighted the discussion and awareness amongst the government pages and individual users by highlighting the hashtag posts used for promoting information related to IKS. It has also focused on the content shared by the academic institutions, universities and private entities for awareness, advocacy, and knowledge preservation on the digital platform. The research has delved into the meaningful insights of how traditional systems is now reimagined and represented in the contemporary times of digital era. While conducting the content analysis of the tweets, the study was able to assess the use of hashtags, mentions and links of the terms "indigenous," "knowledge" and "systems" which exhibits the use of digital platform for communication and knowledge sharing. The word frequencies were calculated to assess the volume of the information surfaced by the users. The findings indicate how the narrative of Indigenous knowledge is farmed within the academic institutions, by the individual users to connect with the indigenous traditions for historical continuity. The data further emphasized on the role of government and common citizens in fostering the narratives around the IKS. This was a way to bridge the gap between traditional systems and modern audiences.



The posts have reflected community-based experiences, academic structures, and historical narratives and has thus provided an inclusive layer about the research. The further evaluation of the user id distribution revealed the volume of support by government authorities and individual voices. Word clouds and text query search have further explored in link with the query 'Indigenous Knowledge System', the significance of indigenous and ancient knowledge on the digital platform of Twitter. The study underscores the potential and inclusive nature of the digital platform like twitter in facilitating diverse perspectives and in re-contextualizing the information on indigenous knowledge systems in India. Overall, the research highlights the growing impact of the digital platform in becoming a crucial medium for exchange and promotion of Indigenous Knowledge System knowledge widely. Thus, the study advocates for transformative use of digital platforms like twitter in supporting knowledge sharing and revival of traditional ecosystem.

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Does this article screen for similarity?

Yes

Conflict of Interest

The authors have no conflicts of interest to declare. There is also no financial interest to report. The author certifies that the submission is original work and is not under review at any other publication.

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