

# Need of Digital Literacy and E-Content Crisis Management in India: A Study from the Bharatiya Perspectives

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**Abstract:** Social media crisis management has become the need of the hour in ensuring proper effective implementation of it in its true letter and spirit. Tweeting on Twitter or posting on Facebook or forwarding messages through Whatsapp and other social network sites/ Apps have become a common phenomenon in the present days in communicating one's view to the other. Though these media platforms have assumed a good, effective and irreversible position in more or less every person's life, still proper and effective management of such is somewhere lacking. Thoughts of Bharatiya Culture somewhere differ from the modern approach of using of gadgets and mobile technology which in large scale diverting the energy and attention of youths from productive outcome. Developing social media crisis response plan is the pressing requirement of present time. The current study aims to explore these patterns in an intervention study for the oppressed adolescents highlighting few case studies and observations. The Researchers have carried out the research through Doctrinal Research by way of extensive surveys of documents and the reports available concerning the research area.

**Index Terms:** BMDL Social Media management, Cyber Security, Family-based intervention, Teenage depression.

## I. INTRODUCTION

Modern world is witnessing enormous use of digital devices and is seeing the transformation from paper work to digital dependency. Being digitally literate has become the need of the hour. The growing need is creating such an impact on every person, resulting which Government of India has taken all possible initiatives to make India as Digital India. During the journey from real world to the virtual world, social Medias are getting flourished day by day. The reformation of digital world is somewhere lacking in proper and effective management in handling social sites. The volatility of digital world is also affecting the valuable time, energy, attention and resources of India.

## II. SILENCE AND INNOVATION

Everyone enjoys silence which gives freedom to create something new and imagine in the immense mental space. Silence initiates flow of thoughts. People are getting more prone to the use of electronic resources and accordingly Silent

spaces in one's life are getting affected. John Dewey has stated that self-reflection is important to human development and learning. He further emphasized that "experiences alone were not enough. What is critical is an ability to perceive and then weave meaning from the threads of our experiences." Growth and use of technology has become inevitable in present world which result into more experience and satisfaction to the users. Technology advancement is also resulting into increase in conversations in the world. The real conversations is turning to a new shape engaging people through virtual engagements and are engaged to be connected with other people using the latest technologies. Unauthorized intrusion into digital information is becoming breach of privacy and accordingly law is inflicting punishments expanding the horizon of the definition of privacy which is taking new shape gradually.

Alan Cooper argues that "Sadly, it is the best and most experienced of them who are afflicted the worst. They reflect cynicism and ennui about their efforts because they know that their skills are being wasted. They may not know exactly how they are misapplied, but they cannot overlook the evidence". The gradual increase in controversy over declaring what is privacy and what is not has divided legislature and judiciary in different dimensions. Many decisions were taken by judiciaries in time to time clearly shows a different thought which legislature couldn't think and legislate on it before.

## III. FEVER OF TAKING SELFIES

Nowadays generation is referred as "Selfie generation". From last few years the fever of taking and posting an image of self is increasing day by day. According to Google statistics about 93 million selfies were taken per day on 2014 and now it is predicted that this figure will increase by 50% till 2020. This phobia of "Selfitis" results in increase in deaths in all over world and India is topping the chart among all.

A study was conducted between March 2014 and September 2016 reported that 60% of individuals die while trying to take their own pictures.

Graph-1: DEATHS BY COUNTRIES



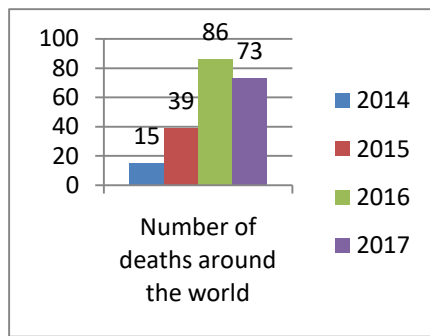
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Source: “Me, Myself and My Killfie” by Carnegie Mellon University and Indraprastha Institute of Information Technology, Delhi (IIIT Delhi) Report 2016

A recent study in June 2018 published in 2018 published in “Telemathics and Information” reported that this selfie phobia results in having negative relationship between husband and wife.

Professor Harsh Purohit has for the first time conceptualized the Bharatiya model of Digital Literacy (BMDL). It expresses concern about usage of social media and accordingly there arises enormous impact on the creativity of youths and stakeholders, few of which are:

*A. Impact of use of electronic gadgets on adolescents*

Young age is a time when people discover themselves identifying their uniqueness. To identify one’s uniqueness, silence in one’s life is very much needed. Silence reflects the experiences which can be discovered giving time to oneself. Silence develops the idea when people can identify their instincts, aspiration, and the value a person believes in his life. Young people have the power to reflect and grow is they can be isolated from the noisy world and prolong use of mobile technology keeps adolescent busy with no productive work resulting negatively impacting on the learning instincts of them.

*B. Embarrassments for Family Members*

The mental health status of adolescents is gradually moving into deep state of depression. Long time use of gadgets is resulting developing of common mental health problem which is affecting the solidarity of the family. Excessive use of the internet by adolescence increases the family's conflict and the bonding between the family members. Prolonged use of social media exposes the family members into excessive pressure and resulting into destabilizing it adversely affecting the thought process and Bharatiya emotional caring attitude of parents towards their child. Frustration and lack of control are the common results of such frequent use.

**Graph: 2- INTERNET AS A COMMUNICATION TOOL**

The Internet as a Communication Tool % of internet users who say the internet has improved...				
Connections to friends	33%	25%	21%	20%
Connections family members	23	27	22	27
Ability to meet new people	12	9	14	64

Source: Pew Internet & American Life Project Networked Family Survey. Dec 13, 2007- Jan 13, 2008. N=1,537. Margin of error is +\_ 28% based on internet users.

Source:

<http://www.pewinternet.org/2008/10/19/the-internet-cell-phones-and-family-communication/>

*C. Impact of digital devices on productive work*

Digital devices create distractions through a stimulus function which interrupts the concentration and functioning capacity of an individual consuming valuable time. Usually digital distractions last longer than physical distractions. In the present world, people are getting involved with various electronic gadgets resulting into increase of distractions from the assigned tasks. Overcoming the distraction also takes enormous time in comparison to other physical distractions. Distraction affects the accuracy of the individual and often that results into ignoring real task or giving due weightage to the other persons need. People in the real world get unnoticed physically because of such distractions which were the traditional resources of Bharatiya culture.

**IV. HINDRANCE OF DIGITAL WALL**

India is the country of emotions and expressions where we all believe in concept of “Vasudeva Kutumbakam” in this race of becoming digital we come under the trap of “social isolation” which means where an individual has an unreasonable and excessive fear of social situations. Although more than 95% of population is using social media and majority are teenagers, they are having many thousands virtual connections but are they real? It is the question. In the line with these unfortunate changes, management thinkers and psychologists have proposed terms like Fear of Missing Out (FOMO).

Use of excessive social media sites results in various psychological and health problems. In 2016 the research was conducted in Babes- Bolyai University in Romania and it was found that there is positive relationship between social anxiety and social networking. In 2010 a study was conducted by Dr. Joanne Davila of Brook University on teenage girls and found that excessive usage of social networking sites especially face book caused “Face book Depression”.



## V. CHANGE OF ATTITUDES OF PROLONGED ELECTRONIC GADGET USERS

It is considered that these additional pressures hinder family solidarity and create new conflicts in the family. Bharatiya culture believed on the concept of undivided family and condemned the concept of Nuclear family. Bharatiya parents still believe that that the virtual environment requires more parental supervision. These teens consider virtual relationships as "personal belongings". Parents who feel that their child has moved to different directions, finds that they lost the authority to protect their child.

Although surfing on net and social media platforms are tools for connecting people staying at different places, but people during the age of their adolescence are more prone to use the social media platforms. Young people are more likely to get engaged to virtual friends and always wanted to explore more friends.

## VI. TECHNOLOGICALLY HANDICAPPED

Due to the enormous increase of technology in our day to day life, we are becoming more technologically dependent and our confidence to handle the situation on our own is gradually reducing. For instance remembering the contact numbers of one person is becoming tough these days in comparison to our old technology of Land phones. Connectivity problem making us completely handicapped and pruned people feels tough to overcome of this situation. Aged parents are considered as useless who fails to tune up with the change and progress of technologies.

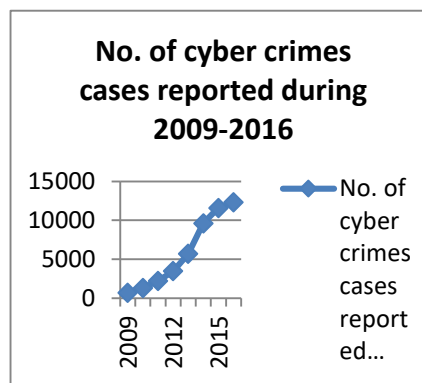
## VII. UNPRODUCTIVE USAGE AND IMPACT ON SOCIETY

The greatest disadvantage of more technologically dependent is that there is no physical contact amongst the communicators. More often using of digital communications ignores the real positions of the other contacted persons. Often it distracts the person from his busy schedule and there remains little time when people get peace of mind. People communicates the other person always on the assumption that the other is free to listen his communication consequently effects the productivity of other's work.

## VIII. RISE IN CRIMINAL ACTIVITIES

Excessive use of digital means results in increase in criminal activities too as there was a recent study on "New Terrorism and New Media" by Hafia University which revealed that the terrorist groups are using social-media sites to spread their propaganda and raise funds, as well as to recruit and train new members. Social media allows terrorists to interact with each other and because it allows them to get new recruits. Even there is increase in number and value of cyber frauds like Phishing, Vishing and Skimming nowadays.

## GRAPH: 3- NO. OF CYBER CRIMES REPORTED



Source: National Crime Record Bureau 2016

Even recently we witnessed various instances where during emergency situations first of all social media was blocked so as there will not be any chaos, on 18 July 2018 Department of Telecommunications in India wrote to all telecom operators and industrial associations and requested them to explore various ways and options on how Face book, Instagram, Whatsapp and other mobile apps can be blocked on internet. Although ASSOCHAM says that these ways of blocking apps may violate fundamental right to speech and expression.

## IX. PRIVACY OF VICTIMS

Advancement of technology in mobile phone equipping with camera technology has resulted into breach of privacy. Large numbers of children users have become the users these days and are not aware of the menace of technology and legal complications in its true sense.

Sometimes using of mobile camera breaches the privacy rights of the victims. In many occasions victims' photographs are captured without his/her knowledge or consent which is sometimes used for inappropriate situation. This is clearly a privacy attack and accordingly disturbs the victim and his/her family. Availability of something in internet become difficult to trace once it reaches on the web of Internet.

## X. THE CHALLENGES

There are growing concerns for more usage of the Internet by sex offenders in India in making child vulnerable to sexual activities. These activities are growing in an enormous speed. Web enabled phones are getting more popular these days and becoming a tool to make children vulnerable.

## XI. SUGGESTIONS

- Digital literacy is need of an hour; "The American library Association's Digital Literacy task force" defines "Digital Literacy is the ability to use information and communication technologies to find, evaluate, create and communicate information, requiring both cognitive and technical skills".

Now days it's even impossible to imagine life without usage of digital devices. Right from online shopping, chatting to calculating finance with help of spreadsheets digital media is found everywhere.

- To protect children from the potential dangers of Internet environments, efforts are regularly been made by strict legislative measures to control the Internet contents. However the objectives couldn't be achieved because of many barriers. It is mainly imposing impractical restrictions on the valuable Right to freedom and expressions. Strict measures with effective management systems are the need of the hour in making balance between freedom of expression and proper use of digital devices.
- One of the solutions could be redefining the concept of Digital Literacy and in this backdrop it is worth looking at the Bharatiya Model of Digital Literacy (BMDL) which is unique in itself. The idea of BMDL model is the brain child of Professor Harsh Purohit Dean FMS WISDOM Banasthali Vidyapith. This model advocates that "Digital literacy is that subset of holistic learning that captures the awareness, knowledge, skill, attitude and behavior of individuals and communities at various levels, for understanding and using the existing and emerging digital technologies for productive activities for self and everyone while ensuring the ethical usage, balancing, legal compliance, and cyber-security". The model advocates that just by using digital devices an individual is not said to be digitally literate he or she should be aware of cyber security, ethics and should not addicted to electronic gadgets.
- Hence, if the Government of India modifies the content of its training in Digital Literacy while parents understand the dimensions of their children going digital in a holistic manner and the users act with wisdom, the ongoing problems can be dealt holistically because the BMDL presents ideas on both proactive and reactive frontiers. In line with this, the policy issues and legal acts can also be examined. More importantly the synchronization would also help to evaluate linking the law with policy and culture with creative insights.

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