

RETHINKING, RESHAPING, REDESIGNING ON SOCIAL MEDIA FOR INCREASED LITERACY AMONG MASSES: AN ANALYTICAL FRAMEWORK

*NAVNEESH BHARDWAJ

**DR. VIVEK SINGH

ABSTRACT

In today's rapidly changing era where new journalism is rapidly changing its original form. Journalism is changing its traditional style everyday. It seems like yesterday when social media arrived in the nation.

It is about the last decade the complete scenario of digital media changed a lot. Everyday we saw a new and immersive term and method of communication on social media.

It is not only a platform of media and communication, it becomes a part of the lifestyle for the people all around the world. It is known that when something convenient is invented, some of the complications also come along with it. Similarly, many types of complications are coming out with social media as well. It has been observed that new rumors spread on social media every day and their consequences are dire. Not only in rural areas but also in big cities, many mischiefs are born from social media. Any type of content that has been published on social media is being spread in the name of news and without any test, it will be used to publish it. Educated people who are intelligent, sometimes even those people do not recognize this wrong news and become its victims by spreading fake news. Now the time has come in the society that media literacy should be emphasized on increasing from the perspective of social media. In this research paper, we will discuss in detail about the awareness campaign and efforts being made on Media Literacy.

Keywords: Social media, Media literacy, Impacts of Social media, Media Frauds, Media Awareness.

I. INTRODUCTION

In today's changing times, journalism is also coming in front of us in a new form. New apps and softwares arrive on digital media day by day, which provide us with facilities related to the media and communication industry. As long as we understand any particular app or software or any new platform of journalism, at the same time many new changes and updates come in it. In this way, there is nothing wrong in this progressive thinking, but it is a matter of concern for those who are not concerned with media literacy. There are millions of people who blindly share any information on social media, whose forwarded wrong information also causes a lot of problems.

* Research Scholar, School of Film, Media & Television Studies, IIMT University, Meerut

** Assistant Professor, School of Film, Media & Television Studies, IIMT University, Meerut.

Not only from the perspective of news, but also to protect the rights of people on social media, it is necessary to pay attention to social media literacy. Not only spreading wrong news is a crime on social media but money related scams, blackmailing, cyber bullying etc. have also increased very fast.

II. LITERATURE REVIEW

In the report of (Federal Trade Commission,2021) 95000 cases worth \$ 770 million were done through contacts on social media in the year 2021.Talking about this loss, this amount is 18 times more than in the year 2017.

According to (National Crime Records Bureau, report 2020) there is a massive increase of 214% compared to last year.Total 1527 cases of fake news were registered in 2020,Whereas in 2019, only 486 cases were registered.

Residents of rural areas generally believe almost every news and talk that takes place on social media. According to a (2016, report by the Stanford History Education Group), the rise in the number of smartphones and tablets has made it easier for today's generation of students to access information than ever before.At the same time, 80% of the students who use different social media platforms indiscriminately are unable to differentiate between advertisements and news. This means that students are finding themselves unable to differentiate between truth and falsehood in the massive amount of information they are confronted with.

As social media has expanded in the last few years, since then the number of frauds happening there is also increasing rapidly. Nowadays, on some platforms such as (OLX) scammers are doing fraud. Being an army man in the market, it is said on social media that due to transfer, they want to sell their goods at a very low price. On the other hand, fake documents e.g. Aadhaar cards are also sent online to the person buying the goods so that he/she can believe.When the person pays the amount online convincingly, scammers promise to send the goods online but the goods are not sent and they get fraud in this way. In today's era, everyone is using online banking to make their life simple and convenient. People in our country use the UPI medium most at this time to make payments. According to the Ministry of Union Finance, more than 95,000 fraud cases of UPI transactions were recorded in the country in 2022-23, The cases nearly doubled in a year span. At present, there are a lot of UPI frauds happening on social media, but there is no successful way of prevention except media literacy.

Whenever there is talk of social media literacy, there has always been talk of stopping obscene publication and nudity on social media in the country of India. But in the last few years, as social media has expanded, there has been a huge jump in the number of obscene publication cases.

According to an article of (TOI, 2022) the most popular platform of Meta ‘Facebook’ woes in India, most of the female users are not using facebook due to obscene and vulgar content. In (December,2022) facebook banned over 19.3 million pieces of content due to nudity and violent content.

In today's era, the demand for increasing literacy on social media is increasing even more that news of riots are coming to the fore considering viral news as truth.

Whether it is fake news spread in the era of Covid 19 & news like child theft rumors, due to which incidents like mob lynching are also seen, these both things are the major concern. It is necessary to educate the masses about the difference between the news and fake news. The reduction in the prices of internet data is one of the biggest reasons for fake news. According to a report by the (Stanford History Education Group), the rise in the number of smartphones and tablets has made it easier for today's generation of students to access information than ever before. At the same time, the number of people using WhatsApp, Twitter, Facebook and other social networks is also increasing rapidly.

III. FINDINGS ON THE BEHALF OF A SURVEY

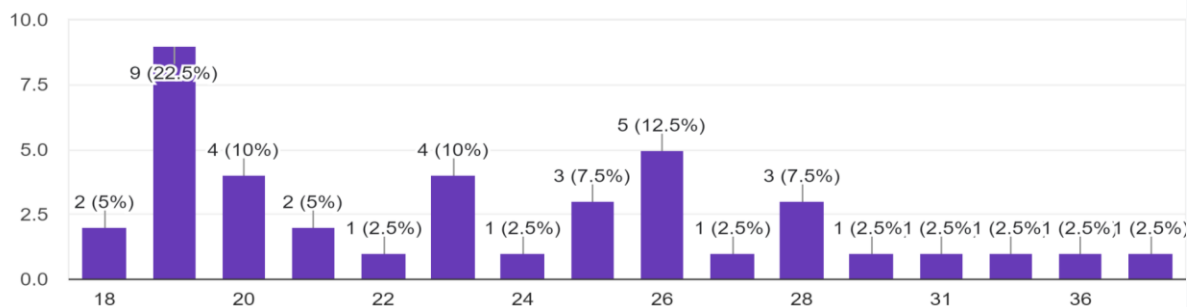
To figure out how much media literacy is needed in society and how many people have become victims of scams and misinformation on media platforms, we did a short survey on several questions. 40 people aged 18 to 40 years old filled this form through Google Forms.

Some of our questions are as follows:

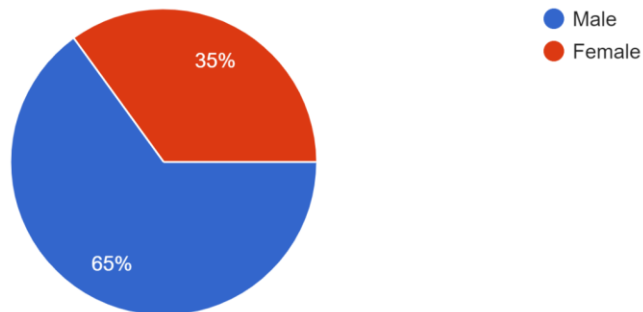
- Age
- Gender
- Have you ever been cheated on social media?
- Do you come across fake news in daily life?
- Have you been scammed on social media related to money?
- Have you ever forwarded fake news on Social Media ?

Age

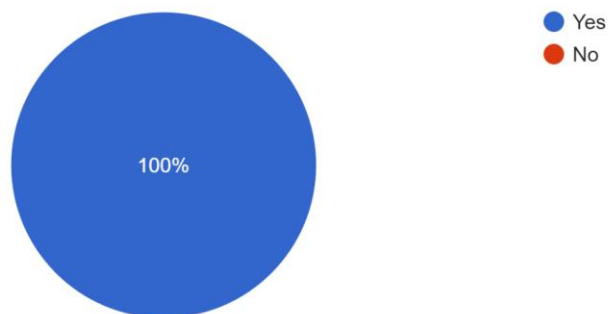
40 responses



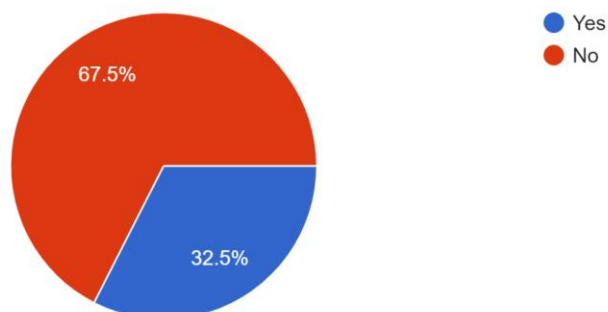
Gender
40 responses



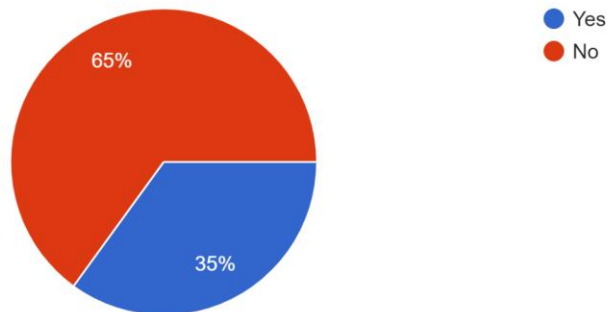
Do you use social media
40 responses



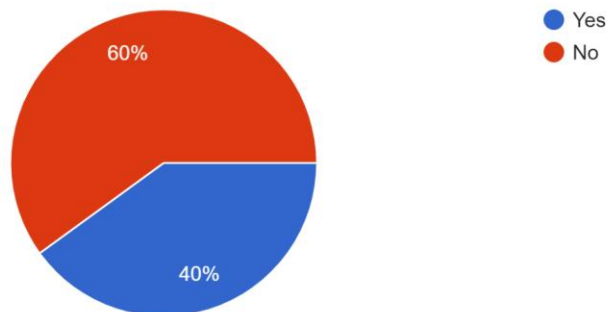
Have you ever been cheated on social media
40 responses



Have you been scammed on social media related to money?
40 responses



Have you ever forwarded fake news on Social Media ?
40 responses



On the question of have you ever been cheated on social media 67.5 % People said yes they have scammed digitally. On the other hand when we ask in the poll have you ever been scammed related to money 65% of people said yes for it.

Similarly when we asked about whether they have forwarded fake news ever on social media, 60% of people said, yes for the same. It is clear from the answers received through the survey that the lack of literacy on digital media still persists.

IV. RETHINKING ON SOCIAL MEDIA LITERACY FROM THE CONTEMPORARY PERSPECTIVE

In today's era, where social media is standing in front of us as a double sided weapon, it is natural that we have to emphasize on using it correctly.

(25th July 2014) Riots were seen between two communities at Gurudwara road (Saharanpur, Western Uttar Pradesh). After this, fake news was spreading very fast among

the communities on social media, to control it, the administration had to shut down the internet for about 10 days.

On (5th May 2017) riots were seen between two communities in (Saharanpur, Western Uttar Pradesh) in which social media was the hand of rekindling the spark after calming down. After which the administration had to keep internet services closed for 3 days.

Moving forward in the same sequence if we talk about the money related scam, UPI has emerged as a prime target for fraudsters. As per reports, in 2022-23, 55% of total digital fraud cases in India were directly linked to UPI. According to the Cyber Cell of the Union Finance Ministry, cyber criminals have committed around 95,000 UPI frauds in the year of 2022-23.

During the (CAA, 2019) protest, there was a lot of politics on the Shaheen Bagh issue, as well as the market of rumors on social media was also spreading hate among the masses. According to the report of (Indian Security Agencies) around 5000 fake social media handles were active in India right then to spread hate and riots in the country. They were continuously posting offensive material i.e. manipulated video materials, photographs and tweets.

All these things gradually tell us that media literacy needs to be reconsidered from the perspective of social media. MHA (Ministry of Home Affairs) Indian Government has rolled out a new initiative 'Cyber Surakshit Bharat' 2022 to support the growth and development of the country's cybersecurity. If we talk from the technical perspective on social media, new changes are being seen everyday. In the report ('Building Digital Skills for the Changing Workforce' by Amazon Web Services, 2022) It has been reported that the number of Indian workers with digital skills is expected to increase to 27.3 million in the year of 2023 and the report also states that 95% of working people in India admit that they need digital skills. In the year 2021, Meta (Facebook, Instagram) CEO Mark Zuckerberg said that he wants to establish Facebook as a Metaverse company that will make the audience's experience a reality. The purpose of virtual reality is also to generate emotion in the field of Visual Communication but technically these things will be able to get a good place in the society when the literacy will increase on social media.

V. CONCLUSION

In the presented research article, after a detailed discussion about rethinking social media among the masses, it can be concluded that there is no doubt in this matter that in today's time many types of frauds are happening on social media. Along with this, it is also absolutely true that the reason for all these things is the low media literacy. Generally, people often forward any news without verifying or investigating it, without thinking what the consequences will be. In such a situation, there is a need to increase literacy on social

media so that there is minimum loss of people both economically and socially and the society remains healthy. On the other hand, it is true that social media scams cannot be controlled completely, but if we are careful, we can face its adverse effects. If we talk about government machinery, a lot of efforts are being made to increase digital media literacy to make the masses aware but as a social citizen, we also have to try that it is very important to check any news or information before forwarding it. Looking at the possibility of the future, it can also be said in conclusion that the Rethinking, Reshaping, Redesigning process on Social Media For Increased Literacy will take a revolutionary place.

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