

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p>DIGITAL MEDIA AND SOCIETY IN INDIAN CONTEXT</p> <p><i>Dr. KAVITA KOLI</i></p>	1
2.	<p>MONTE CARLO SIMULATION METHOD Vs. BACK PROPAGATION METHOD ANN: A COMPARATIVE STUDY USING VOLATILITY INDEX OF INDIA</p> <p><i>SRINIVAS PV, CHRISTOPHER DEVAKUMAR & SELINA RUBY. S</i></p>	5
3.	<p>LONG RUN FINANCIAL PERFORMANCE ANALYSIS OF BSE ESG CONSTITUENTS</p> <p><i>AMEE I DAVE</i></p>	13
	REQUEST FOR FEEDBACK & DISCLAIMER	18

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DIGITAL MEDIA AND SOCIETY IN INDIAN CONTEXT

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ABSTRACT

The word "internet" refers to "communication media," as well as the structures and organisations in which people operate (the newspaper, theatre, television, publishing, and so on), as well as the cultural and material products of those institutions. Print and electronic media denotations moved from analogue (print and electronic) to digital media, encompassing media integration and separation. With the advent of the Internet in the 1990s, the media sphere was significantly restructured, ranging from the point of media creation to the mechanisms by which content and media images are transmitted, accessed, and absorbed by its viewers, as well as how the media is governed and owned by the state or the market. However, with the transition from analogue to digital in the 1980s, digital media originated as a term. Nonetheless, the influx of new media has transformed the media landscape as well as the technological, political, economic, and cultural realms of life. As a result, when researching digital media in culture, we investigate and examine the new dynamics of digital media in the social, educational, political, and economic spheres, all of which comprise society as a whole.

KEYWORDS

digital media, effects, youth, virtual space.

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INTRODUCTION

The manifestation of digital media has resulted in a dual identity in media logic, while previously media in general consisted of print and the audio-visual format. Via cultural, technological, and political cycles, the heritage of media as a single body has disintegrated and re-integrated to pave the way for new media. As a result, the fulcrum between conventional and digital media is skewed in terms of output, usage, and source habits. Because of the breakdown of space and time as well as a means of development, media as an entity has become a space of converging and diverging spaces with contrasting characteristics of conventional media and digital media. Television news sources, as well as online news outlets, have expanded the discourse and distribution habits of news in the arena of news, journals, and magazines. This is apparent in all aspects of life and culture. To grasp the magnitude of the growth of digital media in society, it is necessary to briefly trace the contextualization of digital media as well as the scope of growth and progress. To get a complete picture of new media, we'll need to consider its characteristics. Furthermore, we will examine how norms, myths, and principles relevant to digital media emerge in contemporary culture. The term "digital media" refers to the fact that all content or data in these media is stored in numbers, the most important of which is binary code of 0 and 1. Thus, technology is the distinguishing dimension of the media, since it witnesses the transition from storing information digitally on a computer to storing information physically on a computer. physical object, such as a USB hard drive, digital files, MP3, and so on. The vague existence of new media as a concept, which mainly relies on subjectivity, and the limited understanding of online media, which focuses solely on internet-based media, causes one to focus on digital media in this Unit in convergence with the facet of online media that the Internet has improved.

CHARACTERISTICS OF DIGITAL MEDIA

Digital: All data in a digital media process is translated into numbers. Digital knowledge becomes programmable, alterable, and susceptible to algorithmic manipulation as it is represented numerically. It can be compressed and decompressed using algorithms, allowing vast volumes of data to be easily processed and transmitted.

Immediacy: The urge of media viewers to be in direct contact with reality, seemingly unmediated and transparently This can be seen on social media, Twitter, and in the comments section of web content.

Interactivity: Jensen (1998) defines interactivity as "a measure of the media's capacity and willingness to allow the individual to exert control on the meaning and/or form of the mediated communication." Interactivity can be viewed as a value-added function in interactive media in this sense.

Proliferation: Since digital media formats and goods are quickly made and replicated, there are often new types of texts in new media. Online and viral media are recent examples.

Hypertext is a type of text that is made up of nodes or blocks of text that form the content, links between these blocks of content, and buttons or tags that enact the link from one node to another. Thus, in a digital media process, hypertext incorporates conventional text with immersive branching to produce non-linear text, allowing for data synthesis and retrieval at a later date.

Dispersion: In this context, dispersion refers to the dissemination of new media, as opposed to mass media, at the level of distribution and distribution, with the multiplication of sources and segmentation, and the resulting individualization of media use.

Virtual: The concept of virtuality arose as a result of the integration of digital imaging technology with older types of analogue media as well as computer-mediated telecommunications networks. The 'virtual' part of visual technology focuses on the Internet and the World Wide Web, as well as interactive, 3D, and stunning image technology, as well as screen-based graphics and animation.

Telepresence: The use of digital technology has the ability to change our sense of presence. We achieve the capacity to live in two separate spaces at the same time as a result of interactive media: the physical world in which our body is situated and the mental or interactional area of which we are present by the use of the medium.

Digital media has broken down communication walls, built decentralised communication channels, and enabled anyone to have a voice and participate. It allows students and other people with similar interests to collaborate on joint community ventures outside of class. It promotes innovation and engagement with a diverse spectrum of commentators on a variety of topics such as education, the environment, governance, race, sexuality, relationships, and so on. While it has provided many advantages, such as helping us to quickly communicate with friends and relatives all over the world and breaking down geographical border, social division and cultural barriers.

REVIEW OF LITERATURE

According to Williams et al. (2008), in a study of online social media profiles by teenagers, social networking profiles include individuals building and managing personal Internet pages that enable writers and other users to upload content, thus personalising digital platform. According to Lenhart and Madden (2007) in Adolescent social networking, social networking has "rocketed from a fringe hobby into a movement that engages tens of millions of Internet users" in the last

five years. The study proposes that adolescent online social networking accounts include personal, frank, and visible self-disclosure and peer engagement that can be evaluated to create an overall image of adolescent activity, highlight particular areas that need additional analysis, and discuss consequences for parental supervision and intervention.

Whereas, according to Boyd (2007), gender tends to affect engagement on social networking sites. Younger boys are more likely than younger girls to participate (46 percent vs. 44 percent), but older girls are much more likely to participate than older boys (70 percent vs. 57 percent). Older boys are half as likely as girls of their age to use the platforms to flirt and marginally more likely to use the sites to meet new people. Older girls are much more likely than younger people or boys of their age to use these platforms to chat with peers they see in person. According to Wintour (2009), in the article titled Facebook and Bebo risk Dehumanizing the Human Mind, social networking sites such as Facebook are jeopardising attention span. Wintour is referring to Baroness Greenfield, who argues policymakers have not yet considered the extensive psychological and cultural impact of on-screen relationships through Facebook, Bebo, and Twitter. She has told the House of Lords that early childhood experiences on social networking sites "are absent of coherent vision and long-term significance, and as a result, the mid-21st century mind could almost be in a state of disarray."

According to the Mumbai Mirror Daily (2006), many terrorists and underworld figures have become linked through Orkut, including Dawood Ibrahim, Chotta Shakkil, and many other underworld figures. Hatred groups - with spreading abuse among the people- India court accuses Google's Orkut of spreading hatred, Times of India (2006). According to the article, the Aurangabad bench of the Bombay High Court has asked the Maharashtra government to send a notice to Google for the alleged dissemination of hate against India through its social networking services. According to the paper, the petition has resulted in an image of a burning national tricolour with anti-India messages being posted on www.orkut.com, as well as the development of a group called, We Hate India on the web.

IMPORTANCE OF THE STUDY

The introduction of cyber legislation, controversies about net neutrality, the smartphone revolution, digital literacy, and gaming are all examples of how digital technology has driven the emergence of developments that have fully changed the dynamics of the communication, political, and social circles.

Cyber Law: Most developed countries, especially Western countries, have developed stringent cyber laws focused on the norms of privacy and protection of their citizens. Cyber laws in India are enshrined in the Information Technology Act, 2000 (IT Act) and subsequent amendments, which went into effect on October 17, 2000. The Act's primary goal is to give legal recognition to electronic commerce and to make it easier to file electronic documents with the government.

Net Neutrality: In the year 2002, the word "network neutrality" was coined. The idea arose in reaction to the Federal Communications Commission's (FCC), a US regulatory agency, attempts to compel telecommunications companies to share networks with rival firms. Countries such as the United States, Japan, Brazil, Chile, Norway, and others have a kind of law and order or regulatory mechanism in place that impacts net neutrality. In India, the Telecom Regulatory Authority of India (TRAI) introduced net neutrality rules in July 2018. According to India's net neutrality rules, internet access providers should be regulated by a policy that prohibits any kind of discrimination or intervention in the treatment of content, including activities such as blocking, degrading, slowing down, or awarding preferential speeds or access to any content.

Mobile Revolution: In the modern world, mobile technology has become inextricably linked to our daily lives. Mobile phones have provided us with the rare opportunity of transcending the confines of space and place, helping us to engage with others no matter where we are. In doing so, they have transformed our understanding of space and shattered the barriers we had erected between private and public space, as well as between working life and social-private life. With the introduction of mobile devices, the new increasingly mobile, personalised, atomized, hybrid work-social life has totally altered the social, cultural, and political complexities of our way of life.

STATEMENT OF THE PROBLEM

The ramifications of new technology have an influence on culture at both the micro and macro levels. When discussing the implications of digital technology, we must address issues such as cybercrime, protection, privacy, surveillance, online hatred, deception, misinformation, and digital addiction.

Security and Cybercrime: Although the invention of digital technology has significantly altered our personal and professional lives, it has also unleashed a slew of digital-related crimes, such as cyberattacks, identity theft, cyber theft, internet scams, and so on, impacting both individuals' personal security and the national security of various nations. Although internet scams, identity theft, and cyber theft pose a major risk to individuals trading identities on social media networks and e-commerce websites, cyber warfare and national-level cyber-attacks have had a larger impact on governance.

TABLE 1: TOP 20 INTERNATIONAL VICTIM COUNTRIES (excluding USA)

RANK	COUNTRY	No. of Cases
1.	United Kingdom	2,16,633
2.	Canada	5,399.
3.	INDIA	2,930
4.	Greece	2,314
5	Australia	1,807
6.	South Africa	1,754
7.	France	1,640
8.	Germany	1,578
9.	Mexico	1,164
10.	Belgium	1,023
11.	Brazil	951
12.	Philippines	898
13.	Italy	728
14.	Spain	618
15.	Netherlands	450
16.	Nigeria	442
17.	Pakistan	443
18.	China	442
19.	Colombia	418
20.	Hong Kong	407

Source: FBI, internet crime report 2020

According to the Internet Crime Report for 2020, issued by the Federal Bureau of Investigation's Internet Crime Complaint Centre (IC3). According to the survey, outside the United States, the United Kingdom tops the list followed by Canada and India.

The Digital India Mission and growing cybersecurity challenges have turned this region into a multibillion-dollar market, with a current valuation of \$4.5 billion and a projected value of \$35 billion by 2030. In India, the government, information and technology services, and banking are the three industries that are heavily engaged in cybersecurity efforts. The Government of India issued the National Cyber Security Policy in 2018, after consulting with all related parties, consumer agencies, and the general public. The policy aims to facilitate the development of a protected computing environment, as well as to allow adequate trust and confidence in electronic transactions, as well as to guide stakeholders' activities for cyberspace security.

According to the 2019 Forrester Global Map of Privacy Rights and Regulations, “regulations that enable governments to access citizens' personal data continue to undermine the overall privacy safeguards that many countries give their citizens.”

Privacy and Surveillance: Along with countries with high-level government monitoring, such as China, India has been identified as a country with limited limits on data privacy and security, where government surveillance is a matter of caution. According to industry observers, one of the key explanations for the high degree of government surveillance may be a lack of statutory protections that enable oversight of government activities.

Cyberbullying: Cyberbullying, hate speech, and online sexual harassment are both examples of online hate that are common among youth and teens around the world. Young people create, are subjected to, and fight hate speech online as they rapidly incorporate various types of social media into their personal, social, and political lives. Furthermore, they do so in a sense in which hate speech and bigotry are vital aspects of online engagement and discursive interaction. Cyberbullying is a form of abuse that involves the use of electronic means of communication. Bullying can include spreading rumours about a child, making threats, making lewd remarks, sharing the victim's personal information, or using hate speech. Victims of cyberbullying have poorer self-esteem, suicidal thoughts, revenge, and mental breakdowns, and are more likely to feel upset, furious, or depressed. Numerous studies have shown that cyberbullying can be almost as dangerous as conventional forms of bullying. All those involved, including the government, youth, and parents, must keep online hatred in mind and take reasonable measures to stop it.

OBJECTIVES

1. To study the impact of digital media on Indian society.
2. To investigate the problems of using digital media for the good of society.

RESEARCH METHODOLOGY

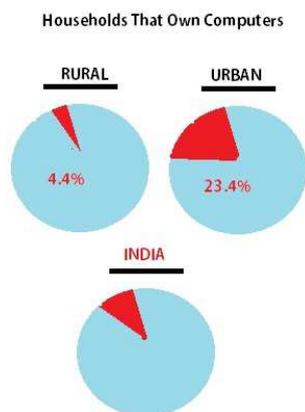
The study uses the qualitative research approach combined with quantitative analyses to gain a comprehensive understanding of the effect of digital media on society in India. For the study, the years 2010 to 2020 are considered. This research approach is used to draw replicable and true inferences by reading and coding textual material. Qualitative data have been translated into quantitative data by consistently analysing texts such as letters, oral speech, and graphics.

DISCUSSION

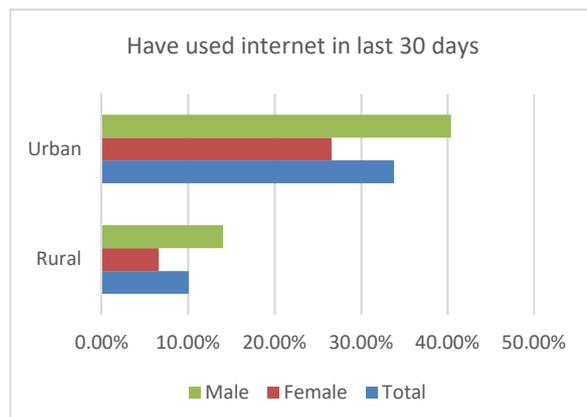
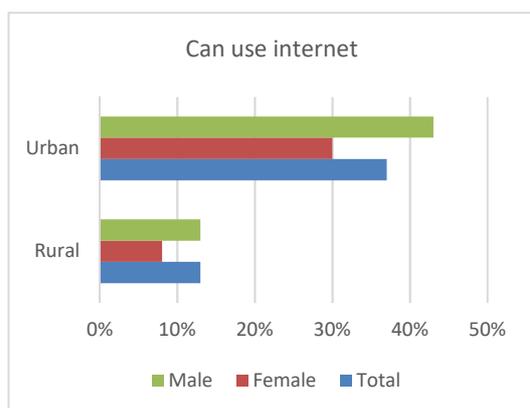
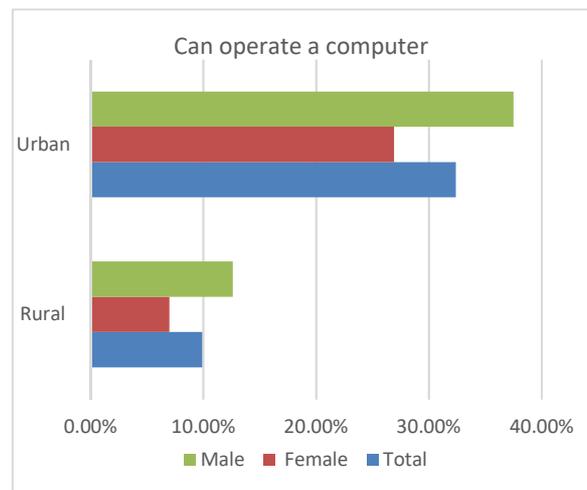
The digital networked networking movement has spawned a new wave of social innovations, including tools for the creation and maintenance of interpersonal relationships. The Internet's global scope not only enables collaboration among members of established dispersed communities and teams, but it also serves as a tool for the creation and cultivation of new relationships by offering nearly immediate access to thousands of possible contacts with similar interests and spheres of expertise. Urbanisation and industrialisation have culminated in a mass population in the urban context with increasingly fractured social relationships. According to Linda Harasm (1993), social networking is a primary component of Computer Mediated Communication (CMC) and is capable of organising thoughts on the use of CMC around social conditions rather than working areas. Despite the fact that CMC enables enormous knowledge sharing capacity, it has flaws. One notable disadvantage, as cited by the majority of CMC researchers, is that CMC exists mostly in cyberspace with letters and sentences. This textual correspondence removes demographic and socioeconomic knowledge about the individual, such as gender and social class, limiting contextual context.

Digital inequality is the most recent connotative definition correlated with the digital divide, which describes the unequal allocation, access, and inclusion of digital technology in society. The term 'digital inequality' refers to two concepts: digital refers to computational infrastructure related to Information and Communication Technology (ICT), and inequality refers to unequal access to and participation in ICT resources. In a similar way, we should return to one of the Organization for Economic Cooperation and Development's (OECD) commonly cited meanings of the digital divide to understand its relevance.

CHART 1 to 4



Source: 75th Round of National Sample Survey conducted between July 2017 and June 2018



Source: 75th Round of National Sample Survey conducted between July 2017 and June 2018

For THE LAST DECADE, administrations have attempted to boost the country's internet connectivity. The BharatNet project was launched in 2011 with the aim of connecting 0.25 million panchayats via optical fibre (100 MBPS) and connecting India's villages. Its introduction only started in 2014. The original deadline was March 2019, but since only 0.12 million panchayats had been linked by then, it was pushed back to August 2021. The government unveiled the National Digital Literacy Mission and the Digital Saksharta Abhiyan in 2014. In January 2019, the Standing Committee on Information Technology stated that all systems were identical in concept and execution, with enough room for recipients to get confused. The government unveiled several schemes in 2015 as part of its Digital India initiative to bind the entire nation. This includes the Pradhan Mantri Gramin Digital Saksharta Abhiyan, which was introduced in 2017 with the aim of bringing digital literacy to 60 million households in rural India. It has a budget of Rs 2,351 crore, but only Rs 500 crore has been allocated so far. In January 2019, the Standing Committee on Information Technology concluded that the government's digital literacy policies are far from adequate.

CONCLUSION

As technology advances, digital media has become a part of everyone's daily life, and people are becoming more hooked to it. The effect of various fields on people varies. Students' collaboration efficiency and pace have improved as a result of social media. Company uses social media to improve an organization's success in a variety of ways, such as achieving business goals and increasing the organization's overall revenue. Every day, children are seen interacting with these newspapers. Social networking offers many benefits, but it still has some drawbacks that have a negative impact on society. Fake news and information can contribute to the collapse of the school system; in an organisation, incorrect marketing can reduce productivity; social media can exploit society by invading people's privacy; and certain pointless blogs can manipulate children, causing them to become abusive and to engage in immoral behaviour. Social networking may be useful, but it can be done with moderation to avoid being addicted.

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